

MarketZone Product Alliance Program Requirements and Benefits

The MarketZone Product Alliance Program is for companies who have developed products that embed or depend upon BMC Software Technology ("**complementary products**").

MarketZone Product Alliance Program Requirements

- Premier level partners must obtain a BMC Software executive sponsor. Affiliate and Advanced level partners do not require sponsorship.
- Pay an annual program fee of \$20,000 for Premier level participation or \$5,000 for Advanced level participation. There are no program fees for Affiliate level participation.
- Complete the online MarketZone Product Alliance Profile and keep the information updated.
- Agree to the terms of the MarketZone Product Alliance Agreement ("**agreement**").
- Be accepted by BMC Software into the MarketZone Program upon verification of the profile information and receipt of the accepted **agreement**.
- Premier level partners must assign a relationship manager to insure both companies meet their identified business objectives
- Complete the MarketZone Product Registration and Catalog Entry Form for distribution of **complementary products**.
- Adhere to BMC Software's Product Naming Guidelines for **complementary products**.
- Premier and Advanced level partners are required to certify **complementary products** through one of BMC Software's authorized third-party testing labs.

MarketZone Product Alliance Program Benefits

Corporate Benefits

- **Assigned Relationship Management**
For Premier level partners, the BMC Software executive sponsor will assign a Business Development Manager to manage the alliance. The Business Development Manager has the primary responsibility to insure both companies meet their agreed-upon business objectives in joint marketing, revenue generation, and technology integration.
- **Right to Use BMC Software Business Partner Logo**
The BMC Software Business Partner Logo enables Premier and Advanced level partners to promote their alliance with BMC Software. Premier and Advanced level partners are permitted to utilize the BMC Software Business Partner Logo on collateral materials, documentation, print advertising, broadcast and web advertising,

event signage, and other promotional media to highlight their relationship with BMC Software and to differentiate themselves from other product providers.

- **Marketing and Demo Software License**
Product Alliance partners receive marketing and demonstration software rights solely for the purpose of marketing and demonstrating their **complementary products**.
- **Partner Listing on www.bmc.com**
Product Alliance partners at the Premier and Advanced levels will be permitted to display company information in the MarketZone Partner Listing on www.bmc.com.
- **Quote for Partner Press Release**
For Premier and Advanced level partners, BMC Software will provide press release quotes from a BMC Software executive to include in a partner's press announcement. This benefit will be limited to newsworthy events, such as, the announcement of a new or expanded MarketZone relationship, awards or recognition from the press or major industry organizations, and new product certifications. In addition, joint press releases may also be applicable at the Premier level.
- **Team Selling Opportunities**
Team Selling allows Premier and Advanced level partners to team with BMC Software in selling to a customer. Under this arrangement, both companies sell and support their own products and services. A separate agreement is required to enter into a Team Selling relationship.
- **Discounted Technical Training**
BMC Software technical courses offer developers, support engineers, and other technical staff comprehensive training on key BMC Software technologies. Product Alliance partners will receive the partner discount on all classroom courses at the BMC Software Houston training facility.
- **Complementary Technical Training**
Premier partners will be permitted to attend one classroom technical training course in the Houston training facility free of charge.
- **User Conference Invitation**
Product Alliance partners will receive an invitation to participate in Learning Universe, the annual BMC Software user conference. This event gathers BMC Software's worldwide customers for a multi-day conference featuring BMC Software business strategy, product direction, and a variety of social events focused on promoting collaboration and communication between BMC Software customers, partners, and BMC Software executives. This benefit is provided as an additional cost item.

Product Benefits

- **Customer Success Stories**

Customer success stories are proof points for the importance of the alliance between BMC Software and the Product Alliance partner. Advanced and Premier level partners may submit customer success stories or request BMC Software's assistance in developing customer success stories that may include BMC Software quotes or other content.

Note: Partners must have written customer consent for use of the customer's name with the partner's name, the partner's products, BMC Software, and BMC Software's products.

- **Integration White Paper**

BMC Software in conjunction with Premier level partners may co-develop and co-fund at least one technical white paper describing the integration between the partner's product and the appropriate BMC Software product. The white paper will be made available to BMC Software's and partner's existing customers, prospects, and field personnel.

- **Distribution Rights**

Product Alliance partners will be granted royalty-free distribution rights for **complementary products** as described in the **agreement**.

- **BMC Software Certified Product Logo Potential**

To obtain the BMC Software Certified logo, Product Alliance partners must submit their **complementary** products for certification testing at one of BMC Software's authorized third-party testing labs. Products that have completed the certification process successfully are permitted to display the BMC Software Certified logo. The BMC Software Certified logo allows partners to leverage BMC Software's market influence and technical credibility to obtain a competitive advantage, shorten the sales cycle, increase revenue, and improve customer satisfaction.

- **Listing in Online Solutions Catalog**

Product Alliance partners with **complementary** products are eligible for participation in the Online Solutions Catalog. The Online Solutions Catalog is an electronic catalog featuring products developed by BMC Software partners.

- **Listing in Printed Catalog**

Product Alliance partners with **complementary** products are eligible for participation in the printed catalog. The printed catalog is designed to highlight partner products as key BMC Software recommended products. This catalog is mailed to pertinent BMC Software customers and used by the BMC Software sales force when making sales calls.

- **Professional Services MarketZone Potential**

Professional Services MarketZone is a program that allows the BMC Software sales force to resell select partner's products through our Professional Services organization. This program allows BMC Software to provide a one-stop-shop for customers interested in purchasing **complementary products** in conjunction with BMC Software solutions. Premier and Advanced level partners are eligible for participation in Professional Services MarketZone. However, selection is on a case-by-case basis. A separate agreement is required for this benefit.

- **Exhibit at BMC User Conferences**

Premier and Advanced level partners will have the opportunity to exhibit **complementary products** at Learning Universe, the annual BMC Software user conference. This represents an opportunity to network with thousands of BMC Software customers and prospects. This benefit is provided as an additional cost item.

- **Sales Training**

BMC Software and Premier level partners may schedule cross training of their respective sales teams to convey the value of the alliance. This can be done with one or more of the following vehicles: live training at either BMC Software's or partner's regional offices, via a webinar, or via an email distribution. This benefit is provided as an additional cost item.

- **Advertisement and Sponsorship Opportunities**

From time to time, opportunities to advertise the partner's product or the alliance or opportunities to sponsor activities may arise. These opportunities may be targeted at BMC Software's customer base, the partner's customer base, prospects, or both. These opportunities may materialize in the form of a seminar, seminar series, user group participation, targeted emails, or in printed journals. This benefit is provided for Premier and Advanced level partners as an additional cost item.

- **Opportunity to Co-Fund Promotional Activities**

From time to time, BMC Software may offer to co-fund promotional activities for: awareness of the alliance, demand and lead generation of both BMC Software's and partner's products, and other opportunities that promote commercial activity for the alliance. This benefit is provided for Premier level partners as an additional cost item.