



## Building Partnerships A Review of different Partner programs

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## 3 top reasons to Partner?



1. Increased Market exposure.
2. Improved Communication for sharing technical information.
3. Its good to have friends to help solve customer problems.

## Common Types of Partnerships



- Alliance Partnerships
- Re-Sellers
- System Integrators
- Solution Providers

## Alliance Partnerships



- Focus on sharing technology and working with customers
- Goal is to solve customer problems when two technologies must work together and a commercial integration is not available.

## Re-Sellers



- Focus is on product sales.
- Partners who have common tools can share leads or distribute partner products.
- *Tip – consider a Solution Provider agreement as well when working as a re-seller.*

## System Integrators



- Focus is on improving technology with “best of breed” solutions.
- Goal is to build commercially supported integrations between software solutions with a strong common ground.
- *Tip – consider a Solution Provider agreement as well when working as a reseller.*

## Solution Providers



- Focus is on Consulting Services.
- Goal is to provide customers with certified consultants for product installation and implementation.

# Examples of Partner Programs



- IBM Business Partner
  - If you have an Eclipse Plug-in, consider submitting it for validation under the IBM-SDP for “Ready for Rational”.
  - Benefits:
    - Immediate recognition by the IBM customer base.
    - Shared marketing opportunities.
  - Go to - <http://www-1.ibm.com/partnerworld>
  - Speak to Donna Rowe or Stephen Lauzon, IBM Business Development – IBM SDP

# Examples of Partner Programs



- Borland Technology Program
  - Benefits
    - Access to critical information for building integrated solutions with the Borland products.
    - Exposure on the Borland Global Partner directory
  - Go to <http://www.borland.com/us/partners/become/technology.html>

# Examples of Partner Programs



- Computer Associates
  - Channel Partner Program – Embedded Technology
    - Benefits:
      - Access to CA solutions for integration
      - Exposure as a CA Channel Partner
    - Go to <http://ca.com/channel/cpp/isv.htm>

## Example Partner Programs



- Serena Technology Alliance Partner
  - Benefits
    - Integration into the Serena Software Solutions.
    - Global exposure as a Serena Technology Partner.
  - Go to <http://www.serena.com/partners>

## Example Partner Programs



- MKS Technology Partner
  - Benefits:
    - Integration of complimentary technologies.
    - Shared customer relationships.
    - Exposure as a Technology partner.
  - Go to: <http://www.mks.com/partners/programs>

## Summary



### ■ Tips:

- Look for partner programs that give you access to solutions that have an affinity to your own.
- Ask to have the program customized to your particular needs.
- Before joining – look at the overall cost of the program and cost of customizing your solution.
- Ask about shared marketing opportunities.
- Coordinate the different partnerships – i.e., Re-seller and Solution Provider.