



# Partnering for Success

## The Mangold International PartnerNet

## Welcome to the Mangold International PartnerNet Program



### **Ladies and Gentlemen,**

As Mangold International continues to grow and deliver market-leading software and hardware solutions for our customers coming from vastly diverse sectors such as behavioral science, aviation industry, child development clinics, automakers and media, we have set up a partner program that allows for a better and more global service to our customers.

As a member of the Mangold International PartnerNet program you will get access to new client groups and create new business revenues.

Within the partnership you have the flexibility to decide the degree of engagement and level of investment you make to Mangold International. Your membership level would be based on your desired commitment to Mangold International. Achievements are rewarded with a rich array of benefits.

Please take a moment to review this Program Brochure to understand the Mangold International PartnerNet program.

Our goal is to have a global world-class partner program uniquely suited to help you develop revenue opportunities and secure new business. We are committed to growing our partner relationships and thank you for your support to bring Mangold International's fine products to every part of the world.

### **Welcome again to the Mangold International PartnerNet Program.**

Yours sincerely,

Pascal Mangold  
Founder and Managing Director  
Mangold International GmbH

## Contents

1. Introduction to the Program Brochure.....	4
2. Our Solutions – Your Opportunity.....	5
3. Five Membership Levels.....	6
4. Benefits Details.....	7
5. Benefits Overview.....	10
6. Mangold International PartnerNet – Requirements Overview.....	11
7. Enrolling in the Mangold International PartnerNet.....	12



## 1. Introduction to the Program Brochure

This Program Brochure is designed to provide you with basic information regarding definitions of benefits and terms for your membership in the Mangold International PartnerNet.

Please note that this Program Brochure is a supplement to the official Program Guide and to your existing or Mangold International PartnerNet Program Agreement.

This Program Brochure is a short version of the official Program Guide. It is meant to describe the global Mangold International PartnerNet, but does not describe all Mangold International regional or product-specific programs that may apply in a partner's local market. Mangold International may post additional fact sheets and program information on the partner and/or region-specific areas of PartnerNet.

Please note that Mangold International reserves the right, in our sole discretion, to decide when our posted fact sheets and program information supplement or modify this Program Brochure.

This Program Brochure is intended for companies applying for or participating in the Mangold International Partner Program, and describes the Mangold International PartnerNet benefits and terms.



## 2. Our Solutions – Your Opportunity

Mangold International is one of the world leaders in providing research software and hardware solutions used by the scientific community, in the corporate sector and government institutions. In particular the software solutions around the product INTERACT have set a standard worldwide. Headquartered in Arnstorf, Germany, Mangold International services customers in 68 countries.

More information is available at [www.mangold-international.com](http://www.mangold-international.com).



For specific country offices and contact numbers, please visit our Web site. For product information feel free to contact our PartnerNet project manager Mr. Tom Darcy under

phone + 49 (0) 8723 / 978-330 or skype "mangold.international"

### 3. Five Membership Levels

The Mangold International PartnerNet Program offers five membership levels. You qualify for a single membership level based on your continued, contribution and investment in Mangold International.

#### Registered Partner

Your organization has taken or shown interest in taking the first step in building a relationship with Mangold International. This membership level provides an introduction to the broad array of program benefits and support that Mangold International offers to help you build your business.

#### Silver Partner

Your company has achieved proven success in the marketplace with Mangold International solutions. Silver Partners have access to an array of benefits designed to help them build revenue and meet the needs of our mutual customers.

#### Gold Partner

You are experienced in delivering Mangold International solutions and have achieved a high level of customer satisfaction. Gold Partners enjoy enhanced benefits plus access to internal Mangold International resources that complement the wealth of sales and marketing tools and support available to all partners.

#### Platinum Partner

You deliver the highest value to your customers and demonstrate expertise in multiple Mangold International solution sets, consistently achieving revenue targets and other alliance partnership goals while attaining high levels of customer satisfaction. Mangold International provides Platinum Partners with the richest benefits, including extensive access to sales, marketing, and technical resources with an additional focus on joint planning and the development of mutually beneficial customer relationships.

#### Global Strategic Partner

By invitation only, Mangold International fosters a relationship with Global Strategic Partners to create innovative solutions and drive customer adoption of Mangold International Information Research Software and availability technologies and best practices.



## 4. Benefits Details

The Mangold International Partner Program provides our partners with a broad array of benefits and resources to help you grow your business and support your customers. Your benefits and access vary by your partner type and level in the program as shown in the following benefits overview.

Where a benefit applies to your partner type and level, the descriptions below define that benefit. Please note that, where appropriate as decided by Mangold International, these definitions may be supplemented by specific fact sheets available on our PartnerNet. Our delivery of benefits to you is always subject to Mangold International's then-current policies and processes. Please note that the descriptions below may not apply to regions with country-specific support offerings.

### Rebate Programs

Mangold International offers rebate and other incentive programs to help negotiate and reward eligible partners for qualifying sales. Rebate incentive programs may not be available in all regions. Rebate incentive programs are defined locally, so eligibility, requirements, and benefits may vary. For more Information on rebate program availability, features, and terms for your region, visit the Benefits section of PartnerNet.

### Customer Evaluation Licenses

You can ask Mangold International to deliver Research Software products for evaluation purposes to your potential customers - all at no cost to you or your customers.

### Advanced Product Information

Partners receive critical Information on Mangold International products before they are released to the general public. This information is considered Mangold International proprietary, and agreement to additional terms may be required.

### Not For Resale Products

Not For Resale Software licenses are available to eligible partners at no cost. Several options can be accessed depending on your partner type and level in the Partner Program, which enables you to use software on your internal production network, in your training facilities and briefing centers, and for customers demonstration purposes. Software can be given to your potential customers for evaluation. Product limitations and additional license terms apply for each type of license.

## Beta Program

Mangold International's *Research and Analysis Products* Beta Program is designed to provide an opportunity for partners to engage with Mangold International at various levels of the product development cycle. When partners participate, they contribute to product development efforts, providing technical feedback and evaluations of Mangold International.

## Products prior to their release

By offering pre-release strategy and input, you help Mangold International develop customer-driven solutions. Your participation will help shape the direction of development for future Mangold International solutions and services, thereby providing your customers with the products and services they need.

## Hardware Demonstration Unit Program

This benefit allows eligible partners to purchase demonstration units of Mangold International Research Software hardware appliances at a significantly reduced price. These units may be used to facilitate product sales. Support is available for separate purchase, and is not discounted. Quantity limits apply. Resale of hardware demonstration units is restricted and subject to specific conditions.

## Free Product Brochures and Sales Tools

You have access to a broad range of sales tools and brochures, all available on PartnerNet. The contents and volumes that you can access varies based on your partner level and type.

## Eligible for Partner Advisory Council

Mangold International's Partner Advisory Council comprises both Global and Regional Councils. The Global Council consists of approximately 26 Enterprise partners from around the world, representing many regions and key vertical markets. The council meets in-person on an annual basis to provide input into Mangold International's Enterprise product and sales strategies for the coming year and, on a quarterly basis, via conference calls, to address topical product and operational issues.

## Discounted Instructor-led Training

Eligible partners have access to discounts based on their relationship / contracts with Mangold International. All instructor-led trainings subject to regional and resource availability, and may not be available in all languages. Access to discounts and instructor time is subject to Mangold International's then-current policies and processes.

## Online Mangold International Sales Training

By prior arrangement with your assigned account manager, you can receive online briefings on the latest Mangold International product and solution opportunities.

## Referencing on the Mangold Web Site

Each eligible partner is listed in the appropriate regional Mangold International public web site, accessible to customers and other partners.

## Partner Events

Mangold International sponsors various events on a regional and country basis, to which eligible partners may be invited to attend and/or participate. Generally there is no fee to attend a Mangold International partner event. However, certain events may be fee-based and partner-funded co-sponsorship may be separately arranged.

## Ongoing Mangold International News

Partners receive ongoing communications on Mangold International news, products, solutions, and promotions via PartnerNet, and additional information via regional newsletters, emails, conferences, and seminars.

## Partner Program Survey

Help to shape the Mangold International Partner Net Program via the annual partner program survey. Participation is voluntary, and any responses and feedback are aggregated and published anonymously as part of the survey.

## Partner Logo Usage and Guidelines

Mangold International has developed logos for each level of the Mangold International PartnerNet. As a qualifying partner, you may use the Mangold International PartnerNet Program logo commensurate with your position within the Mangold International PartnerNet. Your use is subject to Mangold International's then-current published logo/trademark usage and branding guidelines available via PartnerNet.



## 5. Benefits Overview



Partner Benefits	Platinum Partner	Gold Partner	Silver Partner	Registered Partner
<b>Growth and Profitability</b>				
Rebate Programs	•	•	•	•
Advanced Product Information	•	•	•	•
Evaluation Licenses	•	•	•	
Products prior to their release	•	•	•	
Beta Program	•	•		
Not for Resale Products	•	•		
Hardware Demonstration Unit	•			
<b>Enablement</b>				
Free Product Brochures and Sales Tools	•	•	•	•
Referencing on Mangold International Website	•	•	•	•
Online Sales Training	•	•	•	
Discounted Instructor-led Training	•	•		
<b>Communication</b>				
Ongoing Communications on Mangold International News	•	•	•	•
Partner Logo Usage and Guidelines	•	•	•	•
Partner Program Survey	•	•		
Eligibility for Partner Advisory Council	•			
<b>Coverage/Support</b>				
Access to Marketing Tools	•	•	•	•
Partner Events	•	•		

## 6. Mangold International PartnerNet – Requirements Overview

We offer our partners five participation levels:

- Global Strategic
- Platinum
- Gold
- Silver
- Registered

Attaining status in any of these levels triggers mutual rewards and increased commitment from Mangold International to our partnership.

Partner Requirements	Platinum Partner	Gold Partner	Silver Partner	Registered Partner
<b>Minimum Revenue Targets per year</b>	50K US\$	25K US\$	10K US\$	5K US\$
<b>Named technical contact</b>	●	●		
<b>Named marketing contact</b>	●	●	●	●
<b>Coverage</b>	National/Regional/Local	National/Regional/Local	National/Regional/Local	Regional/Local

## 7. Enrolling in the Mangold International PartnerNet

### New Partners

For new partners, simply visit [www.mangold-international.com](http://www.mangold-international.com) and complete the online application form. Once your application is accepted and you are registered in the program, your PartnerNet login information will be emailed separately to you.

### Existing Partners

Initially existing partners will automatically be enrolled at the membership level appropriate to their current relationship with Mangold International and their level of participation in the previous partner program.

Further enhancements to the program and PartnerNet will be introduced in coming months. Meanwhile, existing partners can continue to enjoy the benefits of the Mangold International PartnerNet subject to their existing agreements with Mangold International. After several months, existing partners will be asked to formally affirm their continuing participation and enrollment in the Mangold International PartnerNet.

### Member-level Adjustments

When fully implemented, the Mangold International PartnerNet will recognize and adjust your membership level, based on your total contributions and commitments to Mangold International .

