



VIGNETTE[®]
*Bringing content to **life***

Why Partner with Vignette?

To best leverage our mutual strengths, we offer the following benefits to our Partners:

Product Training

- Access to download Vignette software for training and demo purposes
- Access to attend our regularly scheduled customer-facing classes at a standard 30% discount

Sales Enablement

Two components

- Online Alliances Sales University (ASU)
- In-Person Sales Workshops

Technical Enablement

- These courses, designed specifically for Partners who will be implementing Vignette as an on-site consultant, include a blend of hands-on navigation, exercises, and interaction, through a combination of self-paced lecture hours, on-line instructor-led lab sessions, and an on-site hands-on practicum
- A current list of courses, descriptions, and schedules are maintained on the Vignette Alliance Extranet

Access to Extranet (<http://connect.vignette.com>)

- Access to Software
- Support Services
- Collaborative Workspaces
- Enablement
- Sales Information
- Marketing Tools
- Partner Information

Business Development Support

- Every Vignette Alliance has a designated Alliance Executive or Channel Manager
- Regional Alliance Executives are worldwide field employees committed to supporting and driving successful alliances with local and regional strategies
- Strategic Alliance Executives support our global relationships and our OEM partnerships

Dedicated Channel Support

- Channel Marketing

To best leverage our mutual strengths, we ask the following from our Partners:

Joint Planning

- Create a joint business plan in conjunction with your Vignette Channel contact
- The key objectives of the joint business plan are that you:
 - Agree on go to market focus, specifically territories, verticals, and solution focus
 - Agree on mutual targets around lead / demand generation
 - Agree on mutual targets for reseller quota (where applicable)
 - Agree on objectives for Vignette practice development around business development and implementation
 - Build an enablement plan to take advantage of the Vignette Partner Enablement process
 - Agree on mutual success metrics that will be recorded and reviewed on a success-based scorecard, for the purpose of review and building a strong partnership

Lead/Demand Gen

- Create a joint channel marketing plan with the Vignette Channel Marketing team
- The key objectives of the joint channel marketing plan are that you:
 - Understand the Vignette Channel Marketing framework
 - Agree on joint marketing goals that align with the joint business plan
 - Agree on joint MDF
 - Agree on mutual success metrics, that will be added to the scorecard

Additional Channel Objectives include:

- Driving incremental revenue
- Increasing coverage where we have no direct sales presence
- Increasing Lead/Demand Generation, improve conversion rates
- Reducing cost of sale
- Expanding the economy of highly skilled Vignette resources