



FatWire Global Partner Program

Team for Success

FatWire Software provides industry-leading web experience management (WEM) solutions that enable enterprises across the globe to efficiently deliver a rich online experience to users and to use the web to achieve their business goals. Our network of services partners is an important component of how FatWire works with customers, offering customers broad geographic coverage as well as a diverse set of skills and vertical industry expertise. The *FatWire Global Partner Program* provides FatWire partners with the tools and support they need to deliver superior service to customers and to build a thriving business around FatWire solutions.

Members of the FatWire Global Partner Program can:

Provide Customers with the Premier Web Experience Management Solution on the Market

With a best-in-class portfolio of WEM solutions – including Web Content Management (WCM), personalization, analytics, collaboration, community, content integration, and more – FatWire helps hundreds of global enterprise customers across a variety of industries to succeed online. By teaming with FatWire, partners can benefit from offering their customers web solutions that are widely recognized for their technical excellence and usability, and that are supported by a strong technical team and a winning strategic vision. Together with FatWire, partners can help customers to develop and deploy an engaging web presence that will drive sales, customer loyalty and business efficiencies.

To ensure mutual success, partners receive a variety of benefits based on their partnership level with FatWire. Qualified partners get access to a broad range of products, product related documentation, best practices and other helpful materials. Select partners may also be featured in FatWire collateral materials and receive top priority for sponsorship status at FatWire user conferences and other events. These resources and more enable partner companies to grow their businesses while providing superior solutions and services to their customers.




Gain Certified Expertise in FatWire Solutions

FatWire certification offers partners the ability to build, validate and publicize their level of FatWire expertise. FatWire certification gives customers confidence that partner companies have deep knowledge of and experience with FatWire products and implementation best practices. Certification enables partners to nurture the optimal combination of FatWire skills within their organizations and to promote their expertise in using FatWire to help customers succeed.

FatWire's focus on training and best practices doesn't stop with certification. Through newsletters, webinars, online and offline support resources, and an online developer community, partners can learn more about best practices and new product developments, and access the tools they need to succeed.

Find the Right Partnership Level for the Needs of Your Business

The *FatWire Global Partner Program* provides partners with flexible relationships suited to their individual needs. The program includes three tiers of implementation partnerships, reflecting different levels of resource commitment, experience and certification with FatWire: *FatWire Registered Partners*, *FatWire Certified Partners*, and *FatWire Premium Partners*. These varied partnership levels provide partners of all sizes, specialties and strategies with the right options for them to create a maximally and mutually beneficial relationship with FatWire.

Partner Type	Requirements	Benefits Overview
 Registered Partner	Have a signed partner contract with FatWire and adhere to FatWire's quality guidelines; have joint implementation experience and be working towards Certified Partner status.	Standard access to FatWire products, technical documentation and support.
 Certified Partner	Maintain at least five certified FatWire resources; provide excellent customer service proven by two or more customer references.	Extended access to FatWire products, technical documentation and customer support resources; discounts on training; access to special promotional support such as directory listings, joint press releases and case studies, and lead generation programs.
 Premium Partner	Meet <i>FatWire Certified Partner</i> requirements, plus maintain a deep portfolio of FatWire expertise including at least 10 certified resources; deliver stellar service as indicated by 5 or more customer references with top customer satisfaction ratings.	All the benefits of FatWire Certified partnership plus priority access to FatWire products, technical documentation and <i>FatWire Professional Services</i> resources; extended support for marketing and sales activities as well as premier positioning in front of FatWire customers.

Receive ongoing support and feedback

FatWire provides Certified and Premium partners with close guidance throughout the entire working relationship, beginning with an initial assessment meeting to determine joint goals and resource requirements. This phase will result in a partner training and certification plan and a go-to-market strategy and joint business plan. On a day-to-day basis FatWire field teams also work closely with the partners in their region to help them access information and support they need.

FatWire will regularly assess customer satisfaction with each partner and share this information with the individual partners themselves. This feedback loop is an essential tool that helps partners continuously improve the quality of the services they provide and optimize their use of FatWire resources and tools.

FatWire will also initiate annual review meetings of the joint business plan with its Certified and Premium partners. These review meetings provide a means of honing strategic focus, discussing lessons learned, identifying tweaks to optimize the joint execution plans, and determining any additional steps that can be taken to enhance the relationship and make it as successful and mutually beneficial as possible.

Becoming a FatWire Partner provides significant benefits to your business and your customers. With FatWire solutions and resources, partners can build their FatWire-based business, and help their customers deliver a compelling web experience that will drive business results. To learn more or to get started, contact us at partners@fatwire.com or register at www.fatwire.com/partners today.