



FatWire Technology Partner Program

Team for innovation

FatWire Software's industry-leading web experience management (WEM) solutions are used to efficiently deliver a rich and targeted online experience on a global scale. Our solutions, including Web Content Management (WCM), targeting, analytics, social computing, enterprise content integration, and more, help hundreds of major enterprises worldwide to achieve their business goals using the web.

To help our customers get the most from our solutions, FatWire partners with best-of-breed technology providers to deliver offerings that complement and extend the value of our WEM solutions. Through the *FatWire Technology Partner Program*, FatWire gives our partners the resources they need to ensure mutual success and deliver high-quality products to customers.

Discover the *FatWire Technology Partner Program*

The *FatWire Technology Partner Program* supports partners that have complementary technologies and enables them to integrate easily into the FatWire WEM suite. This program enables FatWire and its partners to go to market with a seamlessly integrated offering that delivers a broader set of capabilities to meet customer needs for interactive marketing, branding, online business, or vertical industry functionality. Integrations are made easy by a set of components called the FatWire WEM Framework, which FatWire offers its partners to enable easy integration of third party applications into the WEM suite and a seamless user experience and administration across applications.

FatWire also teams closely with its partners, committing technical, sales and marketing resources for qualified partners to ensure the success of the joint offering. *The FatWire Technology Partner Program* includes two levels of partnership: **FatWire Access Technology Partners** and **FatWire Premier Technology Partners**.

FatWire Access Technology Partners

FatWire Access Technology Partners have signed an introductory partnership agreement with FatWire and have begun building their integrations using the WEM Framework. There is no charge to participate in this level of the program, and partners can gain valuable exposure to the FatWire community from the very start.

Access Technology Partners will receive a complimentary WEM Framework Jumpstart Kit along with an account on the FatWire DeveloperNet site, the central hub for connecting FatWire staff, services and technology partners, and customers. They will also be provided with information resources such as whitepapers, technical documentation and product updates. Qualified integrations that meet FatWire's requirements will be promoted on DeveloperNet, which can lead to important sales opportunities and visibility for partner solutions.

The FatWire WEM Framework



The FatWire WEM Framework enables easy integration of partner applications with the FatWire WEM suite and a seamless user experience across WEM and integrated partner applications. The WEM Framework components include a common user interface framework, centralized user and role management, single sign-on across applications, and a REST API enabling turnkey repository connectivity for partner applications.

FatWire Premier Technology Partners

At the core of the *Technology Partner Program* are the FatWire Premier Technology Partners. Premier Technology Partners work closely with FatWire to build deep integrations with one or more of their own solutions, or build new solutions specifically for use with the FatWire WEM product suite. FatWire works strategically with these partners on integrations with existing products as well as new joint solution development. To gain Premier Technology Partner status, prospective partner organizations must sign a Premier Technology Partner agreement (and pay any applicable program fees), and maintain an agreed upon number of staffers certified on the FatWire WEM Framework. FatWire will work with Premier Technology Partners to establish a joint go-to-market plan to ensure a successful joint offering.

Premier Partners receive a broad range of benefits:

Premier Technology Partner Benefits

| Benefit | Description |
|--|---|
| Technical Resources and Support | FatWire commits engineering resources to building integrations with Premier Partner solutions and to helping to make them successful. Premier Technology Partners receive access to FatWire software, an account on the FatWire Developer-Net online developer community and, where appropriate, access to technical support resources for FatWire products. |
| Training | FatWire offers Premier Partners complimentary training on the WEM Framework as well as special discounts on other training programs, to help partners develop any required FatWire skills and certifications. |
| Technology Alliance Support | FatWire's technology alliance team has extensive knowledge of FatWire products and the WCM market. This product-oriented team will work closely with partners to support integrating their offerings with the FatWire WEM Framework and product suite. Certain partners may also participate in the FatWire beta program for upcoming releases (by invitation only). |
| Sales Support | FatWire works closely with technology partners to establish a joint business and go-to-market plan and to identify joint customer opportunities. Where applicable, FatWire can offer partners sales tools and training on the WEM value proposition, to help them maximize sales and market acceptance. |
| Marketing Support | FatWire offers marketing resources to drive joint lead generation. FatWire invests in joint prospecting events and marketing campaigns, invites partners to FatWire events, and develops joint collateral such as solution sheets, sales presentations, case studies, and webinars. All Premier Technology Partners are also listed on our website and partner directory. |
| Media Support | FatWire collaborates with technology partners on press announcements where appropriate, and may contribute content and quotes to partner releases. FatWire may also include partners in industry analyst outreach where appropriate and related to joint solutions. |

By joining the Premier Technology ranks, partners commit to ensuring quality integrations with the FatWire suite, and to providing robust and ongoing technical support for FatWire customers purchasing their products. Where it is mutually agreeable, FatWire and Premier Technology Partners may also choose to enter into a reseller agreement where FatWire resells the partner solution(s).

Becoming a FatWire Technology Partner can provide organizations with significant benefits in terms of market reach, solution visibility, and opportunities for revenue growth. With this program, FatWire offers formalized resources to help technology partners integrate with FatWire and succeed with joint solutions. In partnership with FatWire, Technology Partners can create solutions that will help customers create a web experience that will drive their marketing, branding, communications, and online business success. To learn more about becoming a FatWire Technology Partner, please contact us at tech-partners@fatwire.com or register at www.fatwire.com/partners today.