



iP³ Systems Ltd Partnering Program guidelines



INTRODUCTION

The purpose of this document is to outline the various models for partnering utilised by **iP³** Systems Ltd (**iP³**).

Models introduced are representations only identifying and explaining broad categorical groups of partnership models. The details of any particular agreement executed between a partner and iP3 Systems will differ from any other agreement.

As a matter of ensuring that both parties participating in an agreement have a clear, documented understanding of the roles, rights and responsibilities of each party, the agreements will be formalised to stipulate the specific terms and conditions of the partnership.

TYPES OF ALLIANCES

The following are the broad categories of “alliances” that **iP³** Systems has established in order to assist with the commercialisation and rollout of the Electron and Ether software solutions. While the categories have been designed to allow for a specific partner to fall into a particular grouping, this agreement does not restrict circumstances where a partner is grouped under more than one category. It should also be noted that **iP³** may add new forms of alliances in the future to handle new business requirements.

Strategic Partners (SPs)

iP³ Systems is seeking to establish relationships with most of the Big 5 professional services firms (PwC, E&Y, DTT, KPMG, AA), as well as other similarly sized organisations (IBM, Accenture, Cap Gemini).

The global reach of these organisations, as well as the professional image these organisations’ projects; will play an important part in establishing **iP³** as a serious entrant in the “e-commerce solutions provider” space. It is envisaged that these Strategic Partners will be proactive in introducing **iP³** to potential clients, in both the Electron™ and the Ether™ space.

Given the size and nature of these organisations, they are typically viewed as being “total solutions providers”, or “systems integrators” by their client base. That is, Strategic Partners will be expected to provide technical and functional implementation support services for the **iP³** solutions as well as providing wider ranging business consulting services and advice. It is expected that they will assume the “lead contractor” role in projects, taking responsibility for overall project management.

iP³ seeks to establish global, regional and/or country based relationships with these organisations, depending on need. The desired “reach” of the relationships with each organisation will be assessed on a case-by-case basis.

Supporting Technology Partners (STPs)

Supporting Technology Partners (STPs) may be considered to be systems integrators but will not necessarily have the ability to provide **iP³** functional application consulting services. Typically the skills offered will cover infrastructure (network configuration and management and communications technology) and operating systems. They may be expected to have resources trained in the technical aspects of installing and implementing the **iP³** software.



STPs will not be expected to assume a “lead” role in an implementation of the **iP³** solutions, but will provide specialist skills to such a project. Their services will be provided either under sub-contract arrangement to **iP³** Systems or the “lead” contractor. Alternatively, they may enter into independent or direct contract arrangements with a client.

Supporting Implementation Partners (SIPs)

Supporting Implementation Partners (SIPs) constitutes smaller consulting organisations unable to provide the same breadth of services as the Strategic Partners due to their size. The range of services offered by individual SIPs will vary depending on the core expertise of each.

Rather than establishing broad and complex legal arrangements with these smaller organisations, **iP³** will issue a “Letter of Understanding” covering the basic terms and conditions of the SIP alliance arrangement. Where an SIP is sub-contracted by **iP³** to provide services for an engagement, a “Terms of Reference” document will be set in place for that specific engagement.

SIPs may provide services under sub-contract arrangements with either strategic partners or with **iP³**. Alternatively, an SIP may establish direct contract arrangements with clients.

Distribution Partners (DPs)

The primary aim of Distribution Partners (DPs) is to act as sales or marketing channels into a specific region or market that **iP³** or its other partners do not have but intend to capture through development of a direct market presence.

It is expected that DPs will offer implementation support services, similar to those offered by SIPs, in addition to the sales and marketing access and expertise.

Platform Partners (PPs)

Platform Partners (PPs) are organisations that provide the technology platforms (hardware and/or software) on which the **iP³** software solutions are supported.

Typically, these organisations do not play a role in the implementation of the software beyond the installation on the client’s chosen platform. The installation, however, may include the optimisation of the software performance by way of platform tuning.

PPs may provide services under sub-contract arrangements with **iP³** or other **iP³** partners or may establish direct contract arrangements with clients.

Complementary Product Partners (CPPs)

Over time, **iP³** may form alliances with other vendors that offer solutions complementary to but not available in the standard **iP³** software suite.



Complementary Product Partners (CPPs) offer support and/or training in the **iP³** software suite as an aid to their understanding of the software or as an adjunct to the product and/or services they offer.

CPPs may offer some implementation support services for the implementation of the **iP³** software.

Partner program guidelines

Issues that need to be considered in the establishment of a formal Alliance Partner Program agreement include:

- /// Standard formal agreements between **iP³** and partners
- /// The level of implementation support offered to partners by **iP³**, either where the Partner or **iP³** is the "prime" contract or.
- /// Alliance Partner training / product certification
- /// Access to **iP³** software / documentation
- /// Joint Sales and/or marketing activities
- /// Input to **iP³** System's Annual Business Planning cycle