



## Partner Certification Program Overview

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## 2.0 PROGRAM OVERVIEW

The Logos Solvo Partner Certification Program enables Partners to effectively market Logos Solvo's products to their customers. The certification is specific per product and ensures that the partner has the knowledge and all the tools required to present and sell the product.

To become a certified partner, the following steps have to be followed:

- Signing of the program agreement.
- Attendance of a workshop to enable the Partner to present the product.
- Optional inclusion of the Partner details on product marketing material.
- Final evaluation of the Partner and its ability to effectively market the product.
- Issuing of a certificate by Logos Solvo and optional publication of the Partner's details in the Certification Program's partner list.

### 1.1 The Partner Certification Program Agreement

This agreement to be signed by Logos Solvo and the Partner formalizes the relationship between the parties, and details the role and obligations of each party in the program. This agreement forms the basis for final certification.

### 1.2 Fees Payable for Certification

The workshop will be presented at no cost to the partner at the Logos Solvo regional operation closest to the Partner. If the Partner desires to have the workshop presented at their premises Logos Solvo will invoice the Partner for the costs incurred in travel and subsistence for one person to present the workshop. The duration of the workshop is typically one day, but this will vary depending on the complexity of the product presented.

### 1.3 The Workshop

The workshop can be presented at Logos' offices or at the offices of the partner. The purpose of the workshop is to educate the Partner on the following:

- The positioning of the product in the market. The business requirements that it fulfils.
- The functionality of the product. The Partner must be able to present and explain the functionality to a customer and answer customer questions on the product.
- The pricing of the product. Logos Solvo has recommended sales prices for its products, and the Partner will be informed on the pricing guidelines.
- The branding of the product. The product will carry the Logos Solvo brand and it is important that the Partner understands and adheres to the branding policies of Logos Solvo.
- A technical overview of the product. The components are discussed and the requirements at the customer to get the product implemented are explained.

### 1.4 Marketing Resources

The Partner has the option of including its branding on the brochures, presentations and other marketing material of the product that it has been certified for. Furthermore, as part of the Logos Solvo Partner Certification Program, the Partner has the option of displaying Partner Certification Program logo on its marketing material and stationary.

### 1.5 Partner Evaluation

After the workshop Logos Solvo will evaluate the ability of the Partner's personnel to successfully present the product to the market. This evaluation includes a review of the knowledge of the Partner's personnel on the product and a review of the Partner's marketing material for the product.

### 1.6 Certification

Upon the completion of a successful review, Logos Solvo will issue certificates to the Partner and to each of the personnel at the partner who participated in the workshop and review, to finalize the process for a specific product.

## 3.0 PROGRAM MATERIAL

Being a certified Logos Solvo Partner gives the Partner access to material to assist with the selling of the product.

**This includes:**

- Sales presentations
- Detailed product descriptions
- Draft proposals
- Business models for the product deployment
- Case studies
- Reference sites

## 4.0 CERTIFICATION BENEFITS

The Logos Solvo Partner Certification Program has several benefits for the Partner, the customer and for Logos Solvo.

- The Partner gains the knowledge to successfully sell the product into the market.
- The Partner has the confidence that the product fulfils the market requirements.
- Through the workshop the Partner gains access to Logos Solvo' experience in deploying the product.
- The certification program provides recognition for product expertise to individuals and to the Partner company.
- Partners can capitalize on the demand for new products. As a Logos Solvo Certified Partner, the company will enjoy an early entry into the market with newly launched products.
- As a globally recognized brand, the Logos name lends additional credibility to companies that achieve Certified Partner status.
- Customers are confident that the Partner has the knowledge to address their questions about the product.