



THE EZ PARTNER PROGRAM GUIDE

Become an eZ Business Partner



WHY BECOME AN eZ BUSINESS PARTNER?

Enterprises today don't simply want to create a website, they want to build a business driver.

With more than 15 years of organic development in the open source CMS ecosystem, eZ Systems knows what it takes to create a powerful and flexible content management platform. But for eZ, this is just the beginning, and this is where you come in.

Our mission is to simplify the way users interact with content. We partner with you — digital solution providers, agencies, web development firms and hosting providers — to deliver online experiences that elevate your customers' business strategies and generate real return on their investment, and yours.

The eZ Partner Program

Our program provides you with access to our technology, content management tools and cloud-based digital marketing services, extensive training opportunities and, most importantly, many new business development opportunities.

- **Generate additional revenue** by receiving commission on eZ subscription sales
- **Acquire new clients** through recommendations from eZ Sales and visibility on ez.no
- **Get support** with exclusive access to eZ Sales and Professional Services
- **Create buzz about your company** with co-marketing activities such as joint announcements, case studies and events.
- **Influence eZ product development roadmap** by either participating on the eZ Product Innovation Advisory Board or by actively participating in the eZ Market, a marketplace for eZ extensions
- **Attend eZ Partner Conferences** to learn, share, exchange and network.

There are three types of eZ Partnerships:

- **eZ Solution Partner** - develop/implement projects with eZ. Solution Partners fall into three different levels: Advanced, Advanced Plus and Premier
- **eZ Agency Partner** - recommend and leverage eZ solutions as part of your marketing offer
- **eZ Preferred Hosting Partner** - run the infrastructure behind an eZ-powered website

WHAT DO YOU GET AS AN EZ BUSINESS PARTNER?

Marketing and Sales

- Commission on subscription sales
- Visibility as an eZ Business Partner with an individual page on www.ez.no
- Access to our Partner Portal and sales materials
- Lead sharing with eZ Sales
- Joint marketing and PR initiatives

Knowledge and Training

- Training for developers, system administrators, project managers and content creators*
- Participation in eZ Partner meetings and webinars
- Free Update Training and Certification for each product release
- Sales and pre-sales training

Product and Innovation

- Free access to trial licenses and demo sites
- Access to Product Support and Maintenance via an Enterprise Subscription*
- Opportunity to participate in the eZ Product Innovation Advisory Board

* At an additional cost

REVENUE OPPORTUNITIES AND COMMITMENTS

No fees are due upfront in order to become an eZ Business Partner. We simply ask you to pay the partner fees from the revenue generated by your first eZ project(s).

eZ Solution Partner Program	Advanced	Advanced Plus	Premier
Revenue Opportunities			
Commission on all eZ Products and Services*	10%	15%	20%
Additional commission for submitting a lead**	5%	5%	5%
Your Commitments			
Yearly Solution Partner fee	2.500 EUR	2.500 EUR	2.500 EUR
Additional country visibility	1.500 EUR	1.500 EUR	1.500 EUR
Minimum revenue generated to eZ per year***	20.000 EUR	50.000 EUR	100.000 EUR
Minimum of trained and certified eZ Publish Basic/Advanced Developers	2	3	5

* Except when the pre-sale/sale was already done by eZ. Half part of the original percentage is applied for renewals.

** On the first year only. *** New subscription business only = new customer or upsell on existing customer.

eZ Agency Partner Program

Revenue Opportunities

Commission for submitting a lead*	5%
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Your Commitments

Yearly Agency Partner fee	1.000 EUR
Additional country visibility	500 EUR

* On the first year only

eZ Preferred Hosting Partner Program

Revenue Opportunities and Commitments

Yearly Preferred Hosting Partner fee	2.500 EUR
Additional country visibility	1.500 EUR
Payment to eZ on revenue generated	10%
Minimum of trained and certified eZ System Admin. Developers	1

eZ in Brief

eZ Systems is a global content management platform provider that is dedicated to helping businesses maximize the value of their content. Our software simplifies the way enterprises create, deliver and optimize their content in order to engage customers. Thousands of organizations rely on eZ to deliver digital experiences that foster business growth.

eZ Facts

- » eZ Systems AS was founded in 1999 in Norway
 - » 15+ years experience as a commercial open source provider
 - » Supports 500+ enterprise customers in 25+ countries
 - » Ecosystem contains 80+ business partners and a community of 45,000+ members
 - » Over 5 million downloads and 250,000 installations
 - » 8 offices located throughout North America, Europe and Asia
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eZ Links

- » Corporate Website: www.ez.no
- » Become a Partner: www.ez.no/Partners/Become-a-Partner
- » Find a Partner: www.ez.no/Partners/Find-a-Partner
- » References and Case Studies: www.ez.no/Resources/Case-Studies
- » Community Portal: www.share.ez.no
- » Blog: www.ez.no/blog



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