

mobilize.NET

PARTNER PROGRAM GUIDE



Your App. New. Again.



PARTNER PROGRAM GUIDE

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Introduction

Mobilize.Net provides the best migration technology solution to enable you to successfully move your customers off of VB6 and on to .NET, web, mobile and cloud platforms.

Thousands of system integrators, service providers, consultants, developers, & technology partners are fueling their businesses with Mobilize.Net technology and services.



This guide describes the
Mobilize.NET
Partner Program



We can help you take your offering to the next level too.
Go to www.mobilize.net/partnerprogram for more information.

Upsell current clients & expand your customer base

Are you seeking to target specific customers and add new services to your current business offering?

Would you like to strengthen your brand by offering your current and future customers integrated solutions for their IT needs?

As a technology provider, Mobilize.Net is committed to working with industry leaders to provide customers with top-of-the-line migration products.

The Mobilize.Net Partner Program offers a mutually beneficial opportunity through which system integrators can offer their customers migration services that deliver added value.

Our goal is to drive partner success with a combination of unrivaled migration products, quality support, superior training, co-marketing programs and public relations campaigns.

The logo for Mobilize.NET, featuring the word "Mobilize" in a bold, italicized sans-serif font with a red arrow pointing right above the 'i', followed by ".NET" in a smaller, red, all-caps sans-serif font. The logo is centered within a black rectangular box.A light blue world map with white grid lines is visible in the background of the lower section of the page.

Why should your organization join the Mobilize.Net Partner Program?

Mobilize.Net is the worldwide leader in software migration technology.

We created the migration products Microsoft provides with MSDN, and were named as their worldwide preferred supplier for software migrations.

As a Mobilize.Net partner, you can expand your solutions portfolio, acquiring our powerful automated conversion products at discounted prices, plus gain access to our vast, proven experience in the software migration field.



Value Proposition for Partners

When you partner with Mobilize.Net, you can grow your business by taking advantage of our migration technology and services.

The combination of your outstanding services delivery with Mobilize.Net's tools and technical know-how will help you offer unrivaled migration solutions.

Each dollar in licensing enables ten to twenty dollars in services, according to Mobilize.Net's commercial practices.

Additional migration services are triggered, such as support, maintenance and application evolution.



Figure 1 – Value Proposition for Partners

In addition, Mobilize.Net offers professional services to help you keep your customers 100% satisfied.

Value Proposition for your Customers .

Your customers will benefit from this joint migration solution.



They will be able to:



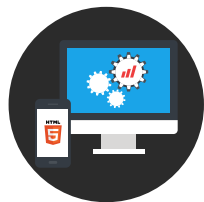
Cost-effectively convert their applications to either HTML5, C# or VB.NET:
About 80% savings versus a manual rewrite and 60% versus other migration tools.



Accelerate their VB6 to .NET and HTML5 migrations:
Lower project timeframe by up to 75 percent compared to other solutions.



Reduce project risks:
Our non-disruptive and highly automated tool preserves all the business rules embedded in the code and the value of the original application.



Take advantage of the new platform features:
Generate 100% native HTML5, VB.NET or C# code that is easy to maintain and evolve. No ties to proprietary third-party runtimes that deprive you of all the benefits of HTML5 or .NET.



Extend and customize the migration tool based on their needs:
Add support for more legacy components and enhance existing features to comply with enterprise coding standards.

What is required to join the Mobilize.Net Partner Program?

Mobilize.Net is looking for global and local system integrators with code migration opportunities in their sales pipeline.

Mobilize.Net looks forward to building strategic alliances with leading companies that want to work actively to instruct the marketplace about the advantages of converting applications with Mobilize.Net technologies and services.



How is the Mobilize.Net Partner Program structured?

The Mobilize.Net Partner Program is a tiered program that offers better benefits, bigger commissions and discounts as you sell more Mobilize.Net licenses and services.

Level	Commitment/Requirements	Benefits
Independent Sales Rep	<ul style="list-style-type: none"> • Annual quota • Non-compete 	<ul style="list-style-type: none"> • Commissions on new sales of licenses, new services, repeat services sales • Comprehensive technical and business sales support • Qualified sales leads based on performance • Access to sales demos and preview software environments. • Regular product updates and product news • Invitations to events and training opportunities
Silver	<ul style="list-style-type: none"> • Companies offering or wanting to offer modernization services to their customers • Annual joint marketing, business development, and targeted account plan • Non-compete / non-solicitation agreement 	<ul style="list-style-type: none"> • Commissions on new sales of licenses, new services, repeat services sales • Eligibility to participate in Mobilize.Net's Opportunity Registration Program to earn individual monetary spiffs on pre-registered license sales • Qualified sales leads based on performance • Co-selling assistance from Mobilize.Net • Regular product updates and product news • Invitations to events and training opportunities • Listing on the Mobilize.Net partner reference page (with first win)
Gold	<ul style="list-style-type: none"> • Historical demonstrated track record of product sales rates at \$100K or more, or Commitment to buy (for internal use or resale) \$100K per year of Mobilize.Net tools • Annual joint marketing and business development and target account plan • Quarterly sales forecasting, opportunity in progress reporting, and quarterly business reviews. • Non-compete / non-solicit agreements • Joint public case studies on wins 	<ul style="list-style-type: none"> • Named Mobilize.Net Partner Manager and SE resource • Discounts on licenses purchased for customers or internal use • Access to and training on sales demos and NDA/unreleased software • Eligibility to receive consulting service referrals or subcontracting opportunities from Mobilize.Net, with demonstration of technical competence (history of strong execution on similar projects or other proof of technical ability) • Eligibility to purchase discounted Mobilize.Net Professional Services to augment your consulting services • Eligibility to participate in Mobilize.Net's Opportunity Registration Program to earn individual monetary spiffs on pre-registered license sales • Co-selling assistance from Mobilize.Net • Regular product updates and product news • Invitations to events and training opportunities • Listing on the Mobilize.Net partner reference page (with first win)
Platinum	<ul style="list-style-type: none"> • Historical demonstrated track record of product sales rates at \$500K or more, or Commitment to buy (for internal use or resale) \$500K per year of Mobilize.Net tools • Annual joint marketing and business development and target account plan • Quarterly sales forecasting, opportunity in progress reporting, and quarterly business reviews • Non-compete / non-solicit agreements • Joint public case studies on wins 	<ul style="list-style-type: none"> • Substantial discount on licenses purchased for customers or internal use • Named Mobilize.Net Partner Manager and SE resource • Discounts on licenses purchased for customers or internal use • Access to and training on sales demos and NDA/unreleased software • Eligibility to receive consulting service referrals or subcontracting opportunities from Mobilize.Net, with demonstration of technical competence (history of strong execution on similar projects or other proof of technical ability) • Eligibility to purchase discounted Mobilize.Net Professional Services to augment your consulting services • Eligibility to participate in Mobilize.Net's Opportunity Registration Program to earn individual monetary spiffs on pre-registered license sales • Co-selling assistance from Mobilize.Net • Regular product updates and product news • Invitations to events and training opportunities • Listing on the Mobilize.Net partner reference page (with first win)



What's the process to become a Mobilize.Net Partner?

Go to www.mobilize.net/partnerprogram and complete the Mobilize.Net Partner Program application form. Once complete, both parties can move forward on formalizing an agreement

How to engage with Mobilize.Net once you become a Partner

Mobilize.Net Partner Program drives partner success with top-of-the-line tools and support in the different stages of the software migration business.

The main processes covered & supported by our program are:



Figure 2 – How the Partner Program Works

Sales Training

Objective:

You will learn key information about Mobilize.Net's VB6 to .NET migration tool as well as how to work with the optimized .NET and HTML5 code in order to offer full service support to your customers.

Target Audience:

Sales, Presales and CTO in regional offices.

Description:

Three remote sessions, one hour each session:

- **Session 1** – Mobilize.Net value proposition. Sales and business development oriented, but also recommended for presales/technical teams.
- **Session 2** – Overview of automatic migration tool and its capabilities within a migration project. Presales/technical oriented, but also recommended for sales people.
- **Session 3** – VBUC demo and tips on how to perform a demo for your customers. Presales/technical oriented.



Technical Training

Objective:

Learn how to use VBUC migration tool and how to perform manual changes required to complete the migration

Target Audience:

Partner's Center of Excellence Team (Project Managers, Developers, QA team, etc.)

Description:

Learn how to use the migration tool (VBUC) and how to finish the migration performing the required manual changes on the resulting code.

There are two options:

- 40-hour on-site training
- 20-hour webinar training.

Sales/Marketing Activities

As part of your demand generation efforts, we can coordinate joint sales and marketing activities such as:

- Webinars
- VB6 migration campaigns
- Road shows
- Newsletters
- Technical content including ebooks and whitepapers

Leads Management

Once you have a lead in your sales pipeline, you can complement your best practices with our tools and know-how:

- Complement your sales efforts with our sales collaterals
- We can support you with sales presentations, demos and others
- Complement your estimate effort by running our Assessment Tool, which will give you important technical information about the application to migrate
- Until your team is fully trained, we can help you with ballpark estimates based on the results of our Assessment Tool



Licensing Model

Our migration tool is licensed to the partner to execute the project and deliver the solution to the customer. Licensing fees are based on the size (lines of code) of the applications to migrate, the target language (C# or VB.NET) and the support pack. As a partner, you will acquire our migration product at special discounted prices.

Project Execution

When executing a migration project, you will have a package of support hours available, according to the license you have purchased. We will also share with you specialized documentation such as technical references, guidelines and white papers.

What support does Mobilize.Net provide to partners?

Mobilize.Net provides technical and pre-sales support, sales training for your sales and presales teams, technical training for your center of excellence/development team, co-marketing programs, campaigns, sales collaterals and specialized documentation are available for partners.

All benefits and obligations will be established in the partner agreement.

What training is required to become an effective Partner?

It is highly recommended that partners receive a 5-day technical training course in Mobilize.Net's product.

Is evaluation software available?

Yes. There are trial versions available for your internal evaluation.

Contact us

///mobilize.NET

Are you interested in the Mobilize.Net Partner Program? Would you like more information?

Please email info@mobilize.net and we will be glad to help you take advantage of the benefits of our Partner Program.

