



I.R.I.S. AG

Partner- & Certification-Program

Version 2.1 / 08.02.2010

Content

1.	INTRODUCTION	3
2.	THE ADVANTAGES OF THE PROGRAM	3
3.	DEFINITIONS	5
4.	THE CERTIFICATION PROCESS	6
4.1	TRAINING- & CERTIFICATION PROGRAM	6
4.2	PARTNERKIT COACHING	6
5.	CLOSING WORDS	8

1. Introduction

We are pleased that you are interested in the professional solutions of the I.R.I.S. AG and in a cooperation based on partnership. With this document I.R.I.S. presents its program for a Value Added Reseller (VAR). You will discover the simple conditions on how to take advantage and to make profit when reaching the VAR Status.

The VAR program describes the different status levels and also the conditions of the certification itself. You will also find out many ways on how you can cooperate with a thriving company group in an international and growing market.

Through the partnership with I.R.I.S., you also have the possibility to build up a partnership with the I.R.I.S. group. The scope of the integrated software solutions made by I.R.I.S. allows for undreamed possibilities of action.

For us, business partnership is crucial and this understanding also shapes our partner program. We think that partnership is more than just a distribution channel. Partnership is our success which lives through the ideal fulfillment of synergies in integrated product and service portfolios.

Our understanding of partnership makes us different from others. Besides our technology and our products that distinguish us from other companies, we have a unique USP: our team and our team spirit. As only through a professional team, whose satisfaction is bound to the satisfaction of the partners, we are able to guarantee that you perceive at all time what we stand for:

Partner, Partner, Partner!

Partner success is always aim-oriented. Therefore, we support you to obtain your goals. We develop together with you your specialization in the I.R.I.S. portfolio and our marketing and sales team defines on the basis of a common sales & marketing plan your unique way to success. Your specialization is done according to your individual focus.

Thus, the sales & marketing plan puts into practice, how we can reach our sales targets together in order to guarantee your success.

2. The advantages of the program

› Maintenance service contracts:

As certified VAR – valid from status bronze – you provide 1st-Level-Maintenance-Service to your customer and will be the first contact. I.R.I.S. takes over the 2nd-Level-Maintenance-Service (for Authorized VAR also the 1st-Level-Maintenance-Service). For providing 1st-Level-support to the end customer you obtain rebates on all maintenance sales according to your VAR status. In case of support requests where the name of the end customer has to be known VAR agrees that only employees which are trained and certified by the I.R.I.S. trainings and certification program will follow-up the request. Only projects for which maintenance service already has been ordered are part of the maintenance service agreement between I.R.I.S. and VAR. All others cause automatically a maintenance order beginning from the first of the running month.

› Project and customer protection:

We offer you exclusive support for pre-sales processes by protecting projects with a certain customer especially for you.

Project protection means that at the protected project I.R.I.S. defers to the VAR, doesn't act officially as seller and doesn't support any other partner.

I.R.I.S. grants project protection if VAR has adequately qualified the project, for example by a qualified appointment or a site-analysis, if he has offered products of the I.R.I.S. Group and if no other partner of I.R.I.S. already got protection for this project.

VAR has to request for project protection in a written form by notifying the name of the customer and the concrete project which has to be protected. If all conditions are fulfilled, project protection is granted for one year resp. until the end of the acquisition phase. In individual cases the project protection can be prolonged in mutual agreement. Project protection is confirmed by I.R.I.S. in a written form.

If VAR has already realized a concrete project at a customer by using products of the I.R.I.S. Group and wants to enlarge and extend the installation he can apply for customer protection for following projects.

Customer protection means that at Update projects for this customer I.R.I.S. defers to the VAR, doesn't act officially as seller and doesn't support any other partner. Customer protection ends with end of the VAR agreement.

I.R.I.S. grants project or customer protection only then, if VAR offers only products of the I.R.I.S. Group (no competitive products) to this customer and if VAR pushes the distribution of these products.

› **Lead generation for free:**

We collect leads for our partners and pass them over for free depending on the type of certification, the geographic area, the technical focus, the status level and the participation at VAR-trainings.

› **Overall support:**

All company departments at I.R.I.S. starting from marketing to sales up to project development center are at your disposal.

› **VAR Solution Network:**

We certify solution packages that were developed by you on the basis of our platform for specific business processes. We support you starting with the development plan and the commercialization up to the sale on the basis of the I.R.I.S. Partner price list.

› **Voucher for VAR trainings:**

Knowledge is the basis of success. Therefore, our training program is an essential cornerstone of our offers for partners. We share our knowledge with you. In return, we would just like to get back one of the vouchers of the training, which are part of our partner kits.

› **Demo versions:**

Certainly, you obtain product demo kits for all our solutions.

› **Free Sales Support:**

Our professional sales team helps you with all questions regarding the distribution of our products. We would not be I.R.I.S. if we invoiced that to you. That is why the pre-sales support by our sales department is of course free of charge.

› **Sales- & Marketing plan:**

The VAR sales & marketing plan is an instrument for defining and planning your activities concerning sales of the products of the I.R.I.S. Group. This plan is worked out together with your partner adviser and drafts

your development as an I.R.I.S. VAR for the future plus determination of your concrete annual sales targets. The planning is pre-dated for one year and is reviewed during semi-annual meetings.

› **Marketing Cooperation:**

I.R.I.S. is certainly present at many trade fairs and events. Whether as a sub-exhibitor on the DMS, as participant at a road show or as a vendor at the annual international Partner Meeting of I.R.I.S., we have the possibility to show, side by side, a partner-based phalanx. Speaking about site, we are glad to put your company logo and your contact details on our website. We gladly publish together with you success stories and articles in the right trade magazines.

› **VAR Extranet Access:**

Our VAR Extranet provides for you current information and instruments for sales support, starting with data sheets and flyers up to presentations. We support you in any possible way.

3. Definitions

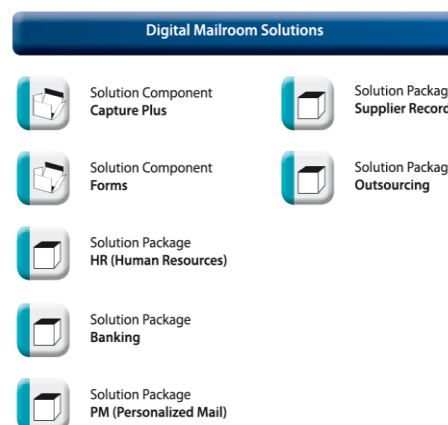
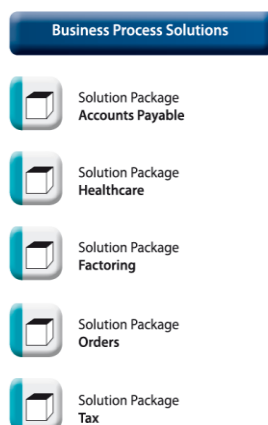
In the introduction part, we already mentioned some terms that need to be explained in detail. To avoid misunderstandings we define here the essential terms and concepts within our VAR-program:

› **The two pillars of certification (vertical solutions):**

I.R.I.S. structures its product portfolio vertically into two pillars and thus offers two competences for certification:

Business Process Certification:

The I.R.I.S. Business Process Solutions contain solution packages for automation of document recognizing and data extraction in partly-structured documents (e.g. invoices, orders, delivery notes, etc.). The process starts with the inbound document over the automated data extraction to the export into the continuative ERP (e.g. booking accounting) including workflow and archiving.



Digital Mailroom Certification:

The Digital Mailroom Solutions of I.R.I.S. contain precast solution packages in the area of file solutions (e.g. Human Resources, Banking...) and in the area of sorting and indexing also solution components. These solution components enable the development, based on IRISXtract™ for Documents, of individual applications, like for example schedule solutions (document recognition and data extraction at fully structured documents) and also further file solutions.

› Partnerkit „Basic“:

The I.R.I.S. Partner kit “basic” is an extensive bundle of products that contains the fundamental parts for building up a partnership for Digital Mailroom. It contains vouchers for 4 days product trainings, 1 day for a sales training, 3 coaching man-days during a project as well as support services for marketing for publishing the upcoming cooperation. Furthermore, the Partner Kit contains a VM based IRISXtract™ “All in One” Demo with demo versions of different solution packages. The Partner kit “basic” only can be purchased once at the beginning of the partnership.

› Partnerkit „Advanced“:

The I.R.I.S. Partner kit “advanced” requires that a partnership already exists. It consists of a full system for development purposes as well as a voucher for a 2 day workshop for max. 2 participants which will be trained on scripting based on the development environment. The development environment is a full system with limited capacity and contains the Solutions Designer incl. VSTA, the Document Designer for forms solutions, all necessary reco-engines and as examples for solution packages the Solution Package Accounts Payable and the Solution Package Human Resources.

4. The certification process

The certification as I.R.I.S. Certified VAR is achieved by the following steps:

- › Participation at a sales training in cooperation with your partner adviser
- › Participation at a standard basic training
- › You acquire a partner kit in the way it is described in the I.R.I.S. partner price list.
- › You allow at least one employee to be trained on a product line of our portfolio, so that you are able to install and implement I.R.I.S. products for the end customer in the correct way.
- › You can show us a successful approval of a project with IRISXtract™ for Documents.

A re-certification of your employees and your company becomes necessary, when your last successful approval of a project on the basis of IRISXtract™ for Documents dates back for more than one year or if your employees certified for IRISXtract™ for Documents have left your company. Your status as a Certified VAR will become invalid, in case you do not fulfill these conditions any more.

If you want to implement projects on the basis of a major release, for which your company is not yet certified, a re-certification is needed for the new release. Your old certification will lose its validity only on discontinuation of older release levels or because of one of the above mentioned reasons.

4.1 Training- & Certification program

With IRISXtract™ for Documents the user gets a powerful and user friendly software instrument for efficient document processing. In order to fully benefit from the power of the X4D-System, I.R.I.S. regularly offers trainings, which are completely integrated into the certification process of the I.R.I.S. partner program.

 Level 2 Configuration	Business Process Certified Employee	Digital Mailroom Certified Employee
	Customizing and Scripting Workshops ¹	Customizing and Scripting Workshops ¹
Level 1 Administration	Invoice Processing ² Solution Package AP 4.0	Forms Processing, Document Sorting, Indexing and Classification Use Cases: Solution Packages HR & PP, div. Forms-Templates
	Optional: X4D 3.0 Installation ³ X4D 3.0 Administration ⁴	Optional: X4D 3.0 Installation ³ X4D 3.0 Administration ⁴

- 1) Workshops by request
 2) Standard Training, obligatory in Certification Process
 (Trainings for further Solution Packages like TAX or ORDERS by request)
 3) Standard Training, optional in Certification Process
 4) Standard Training, obligatory in Authorization and Certification Process

The I.R.I.S. training program distinguishes two columns with three steps for each. The three steps

- › Step 1: administration,
- › Step 2: configuration and
- › Step 3: development

are built up on each other just like in modular educational systems. If you follow this model's hierarchy, the completion of one training step entitles you to take the proximate step. In general, step 1 (basic training) has to be completed by all training participants to move forward to a training of step 2. (Attending the installation training of step 1 is optional within the certification process.) Attending a training of step 2 authorizes a participation of a customizing/scripting-workshop (step 3).

Both columns comply with the market strategic view of the I.R.I.S. product portfolio and thus, with the partner program plus certification:

- › **Business Process Certified Employee (BPCE)**
 A Business Process Certified Employee is specialized on solutions for single document types, like invoices, orders etc. and has attended the basic training plus a training for X4D Solution Package Accounts Payable or one of its derivatives (X4D Solution Package Tax, X4D Solution Package Orders...).
- › **Digital Mailroom Certified Employee (DMCE)**
 The Digital Mailroom Certified Employee is specialized in the area of digital mailroom-, classification- and file-solutions, based on X4D Solution Component Capture Plus (like X4D Solution Package HR, X4D Solution Package Banking etc.) as well as on the use of the form solution X4D Solution Component Forms.

In both cases the certification as a Certified Employee contains the participation of the basic training and a training of step 2. Formally, there are some differences between standard trainings and workshops:

- › **Default trainings**

are all trainings of step 1 and 2. Dates for standard trainings are planned and published in advance. The participation of standard trainings is invoiced per day and participant.

- › **Workshops**

are all trainings of step 3. Workshops are not offered as a standard, but planned on request. They are invoiced on the basis of man-day rates.

Additionally to the trainings based on the partner certification process we offer trainings for certain audiences. These are for example trainings for sales people and project manager.

4.2 Partnerkit Coaching

Partnerkit Coaching contains 5 mandays for support reasons of the partner during the installation and configuration of the first project of a certification category done by a partner.

I.R.I.S. differentiates between two certification categories, according to the two ways of certification by standard trainings.

- › Category 1: Business process solutions (Invoice reading, order processing...)
- › Category 2: Digital Mailroom solutions (Classification, forms processing...)

The condition of a coaching day is that the partner has already one by standard trainings certified employee which accompanies the project manager of I.R.I.S. during support phase. It is not allowed to use support by an I.R.I.S. project manager based upon the partnerkit coaching without the presents of the partner's certified employee. The presence needs to be assured by directly or web-based indirectly attendance of the certified employee during the support. A manday out of the partnerkit coaching is only allowed to be used under the mentioned condition and purposes. Otherwise it is a full payable as a non discounted manday.

The 5 support days for coaching are to be understood as a contingent which is specified like mentioned above: support for installation von X4D and configuration of the solution package or component according to the category. As it is a contingent there's no purchase commitment of the partner. The partner takes in agreement with I.R.I.S. as many of the 5 coaching days as he needs for support. Possibly remaining days expire after the end of the first project of a category.

5. Closing words

The I.R.I.S. VAR-program follows the thought of a continuous improvement process and therefore, after every phase of planning, there is a phase of implementation, followed by a phase of revision and reaction (Plan/Do/Check/Act – cycle). This process is not meant to emphasize the critical reflection of sales-oriented results, but recognizes and uses the optimizing scope of the operative level to transform this into courses of action.

I.R.I.S. Contact information:

I.R.I.S. AG

Heussstraße 23

D-52078 Aachen

Germany

Tel: +49-(0)241-92035-0

Fax: +49-(0)241-92035-25

E-Mail: info-de@iriscorporate.com

Copyright

© Copyright 2011 I.R.I.S. s.a./n.v./AG

The content of this document may not be copied, used or published, neither in parts nor as a whole, without the written approval of I.R.I.S. AG. Copyright applies to all forms of storage and reproduction, incorporating the information contained in this document, including – and without any restrictions – magnetic storage, computer print-outs and visual displays

All rights reserved for all countries. I.R.I.S., I.R.I.S.' product names, I.R.I.S.' logos and I.R.I.S.' product logos are I.R.I.S. trademarks. All other products and names mentioned are trademarks or registered trademarks from their respective owners.