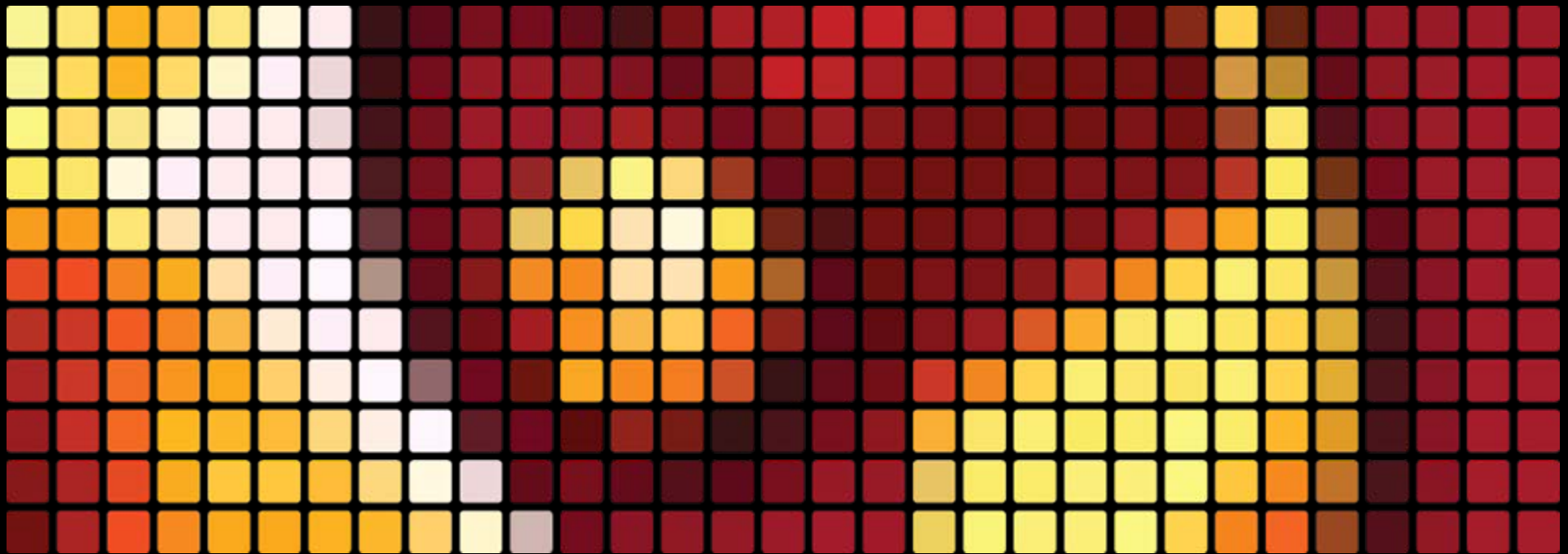




Partner prospect in brief



Fundamental Values

“ *Any and all partner agreements must be made in a way where both parties see clear business objectives in the partnership and where the conditions of the agreement match these objectives in a prosperous way.*

Håkan Segerborg, CEO

The Uptime Portfolio

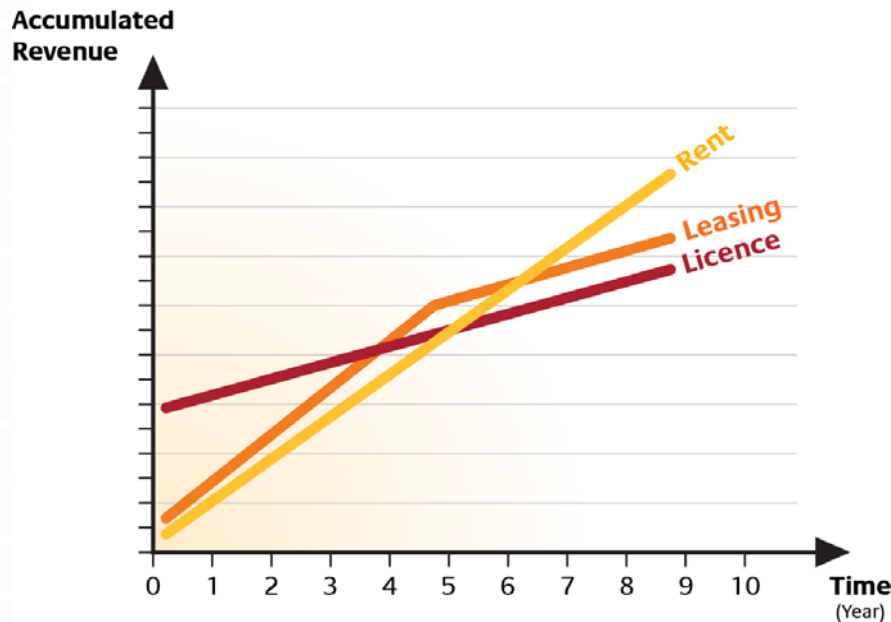
- Uptime Solutions develops and markets primarily two product lines, one that could be described as a product oriented CMS or PLM-platform, under the brand UpTime and one that is driven by Model Based Technology, under the brands UpTime Engineering and RODON.
 - UpTime Foundation
 - UpTime S1000D (Compliant with the Military Standard S1000D)
 - UpTime BPC (Best Practise Configuration)
 - UpTime Engineering
 - RODON

What's the benefits?

- There are a number of ways for a partner to benefit from working with the Uptime portfolio.
 - Commission based reselling
 - Sell professional services
 - Establish stronghold at key accounts
- Add value to your customer base
 - Implementation of proposed process changes at customer's site
 - Increase customer's revenue streams
 - Cut customer's costs

Business Models

- All products in the Uptime Portfolio are available in three different business models to match investment policies and needs of different companies and levels of decision making.
 - Perpetual license with separate support & maintenance
 - Monthly rent (without binding)
 - Leasing



Award sharing, general principles

- Normally the following principles will apply for reward sharing.
 - 30% commission on license sales of Uptime products
 - 15% commission on rental sales of Uptime products
 - 5% finders fee on hints that leads to sales
 - Service revenues to the party carrying out the work
 - Division of support revenues varies based on commitment levels and competence

What are we looking for?

- Commitment
- Business knowledge
- Sales strength/customer portfolio
- Regional presence
- Matching technologies or services

Who are we looking for?

- Niche high end consultancy firms
- Suppliers of matching technologies
- Suppliers of matching services
- Pure vendors

Our commitment

- Training
- Marketing materiel
- Sales support
 - Technical sales support
 - Assistance with Proposals
 - Initial On-Site demonstrations
- Monthly follow up meetings
- Potential product integration on our end
- Participation and sponsoring of marketing activities
 - Conferences
 - Exhibitions

Your comittment

- Participation in sales and technical trainings
- Creation of sales and marketing plan
- Sales activities
- Monthly follow up meetings
- Potential advertising costs
- Potential product integration on your end

First steps

- Signing of NDA
- Design of a distribution agreement
- Signing of a distribution agreement
- Initial trainings