ACCELRYS PARTNER PROGRAM

2011

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Introduction

Thank you for your interest in the Accelrys Partner Program. We believe that working with our business partners is crucial to Accelrys' growth and integral to our success as a world-class sales organization. When used proactively and correctly, partnering can create new opportunities and drive incremental revenue for **both** Accelrys and our partners.

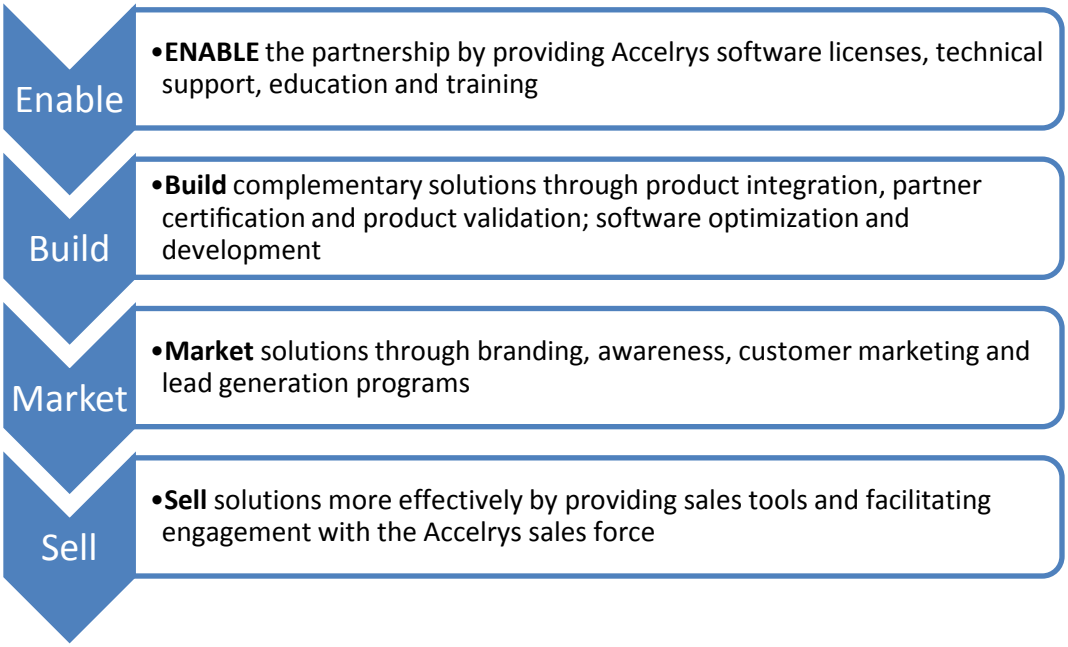
The Accelrys Partner Program is an ecosystem with a comprehensive set of programs. Through these programs our partners can develop, promote, and sell their products, services, and solutions in conjunction with Accelrys.

Accelrys maintains a wide variety of partner relationships that range in size from small, single-person firms with exceptional Accelrys software skills, to global organizations that can provide enterprise support for Accelrys solutions, but the common threads among all of them are:

- A shared passion for customer value
- Proven industry expertise
- A willingness to continuously update their skills and knowledge of Accelrys software

Fostering New Business Opportunities

The Accelrys Partner Program is built on the concept that a viable partnership includes a market opportunity, a joint product or service which matches that opportunity, and a strategy to market, sell, and service the joint offering. As such, the Accelrys Partner Program includes programs and activities centered around four key business components: Enablement, Technology Solutions, Marketing, and Sales.



PARTNER PROGRAM CATEGORIES

All members of the Accelrys Partner Program meet the same high standards for market knowledge, vision, integrity and customer satisfaction that Accelrys sets for itself.

See Figure 1 for a view of our partner categories.

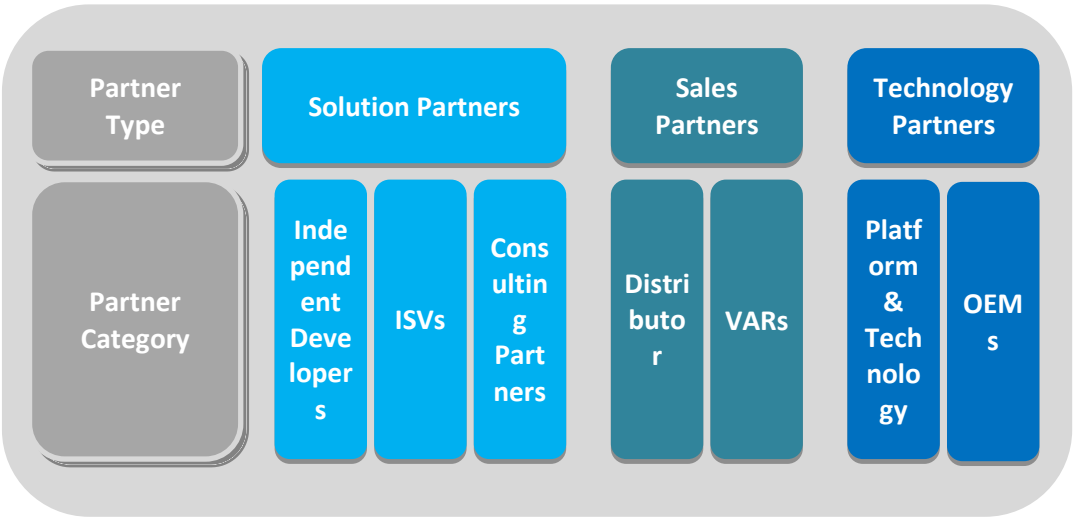


FIGURE 1

CONSULTING PARTNERS

Accelrys Consulting partners provide customers with specific design, implementation and/or integration services. Accelrys consulting partners are primarily local or regional consulting and systems integrators that are trained and certified to deliver powerful and repeatable solutions of Accelrys applications and software.

Consulting program members maintain a base of consulting professionals who are fully trained and proficient with Accelrys software. Accelrys Consulting partners are capable of providing project management, training, business process redesign, proof-of-concept implementations and systems integration with Accelrys applications and software.

As a member of the Consulting program, Consulting partners receive a combination of technical, training, sales, and marketing support from Accelrys to help close and deliver the joint solutions.

ISV Partners

ISV Partners integrate with Accelrys' core technology and develop applications integrated with their own products in order to provide customers with world-class solutions. ISV partners bundle and resell the software with their own solutions. ISV applications extend Accelrys' coverage across market segments and business processes and drive indirect revenue through deal registrations, and lead sharing.

Independent Developers

Independent Developers build **certified** protocols and components that extend Accelrys' brand and presence across industries and add value to Accelrys applications for our customers.

Distributors

Distribution partners manage and deliver Accelrys software in markets where Accelrys does not have a presence.

VAR's

Value-Added Resellers are experts who have developed application-specific solutions built on the Accelrys Platform and/or re-market Accelrys solutions. Accelrys VARs commit significant time and resources to train their staff to sell and deliver powerful, repeatable solutions from Accelrys. They participate in development, training and marketing activities with Accelrys in addition to directly marketing their value-added Accelrys solutions.

Platform and Technology Partners

Platform and Technology partners integrate with Accelrys core technology. These Partners offer a variety of services – including system sizing, configuration options, benchmarking, system optimization, technical integration and performance testing to help Accelrys successfully develop and market our Platform and solutions.

OEM's

OEM Partners are companies having a strategic position in new markets that Accelrys wishes to penetrate. OEM partners embed Accelrys products within their own applications to form specialized solutions for vertical markets or specialized industry segments. OEM partners are primarily software, hardware and service vendors that build custom applications on top of the Accelrys platform or embed Accelrys products into an existing solution.

PARTNER PROGRAM ACHIEVEMENT LEVELS

The Accelrys Partner Program provides partners an opportunity to achieve higher levels of partnership by meeting specified program requirements. Benefits will vary depending on the partner achievement levels. As a member of the Accelrys Partner Program, you will find a role at the level of commitment right for your business. At every level, you can rely on Accelrys for marketing and sales support, technical services, training, and certification opportunities.

PLATINUM LEVEL PARTNERS

The Platinum level is the highest achievement level within the program. Membership at the Platinum Partnership level is by invitation only. This level of partnership is with global market leaders who are prepared to make significant levels of strategic investments in and commitment to Accelrys technology, vision and go-to-market initiatives. Platinum Partners receive the highest level of recognition, engagement and dedicated account management.

FIGURE 2

GOLD LEVEL PARTNERS

Partners achieving Gold level status provide industry-leading solutions to our joint customers, and are committed to their business with Accelrys at a very high level. Partner requirements at this level are higher, and partners have the opportunity to receive additional benefits.

SILVER LEVEL PARTNERS

The Silver level enables new partners to begin their business with Accelrys, and existing partners to further develop their business with Accelrys. Partners at this level are required to meet minimum program guidelines to partner with Accelrys.

PARTNER PROGRAM BENEFITS

When joining the Accelrys Partner Program, Partners receive a set of core benefits that can help them save time and money, strengthen their capabilities, better serve customers, and build connections to reach their full business potential.

Program benefits for the Accelrys Partner Program are structured to recognize partners' investment in and contribution to delivering solutions that drive joint success. The higher the partnership level, the greater the combined commitment and resources to sustain the partnership momentum.

	Silver	Gold	Platinum
Enablement Benefits			
• Access to Accelrys Partner Portal	Yes	Yes	Yes
• License and Software Download	Limited	All	All
• Discounted Technical Training	Yes	Yes	Yes
• Participate in Product Roadmap and Technical Exchanges	Yes	Yes	Yes
• Access to online Product documentation	Yes	Yes	Yes
Marketing Benefits			
• Partner Branding and Logo Usage	Yes	Yes	Yes
• Partner presence on Accelrys Partner website	Yes	Yes	Yes
• Accelrys User Conference Exhibiting and Sponsorship	$$	$$	$$
• Jointly branded collateral	-	Yes	Yes
• Participate in product launch events and seminars	-	Yes	Yes
Sales Benefits			
• Customer referrals and sales lead registration	Yes	Yes	Yes
• Participation in Accelrys Sales Kick Off	-	-	By Invitation
• Sales Training	Yes	Yes	Yes
• Teaming Agreement (Consulting partners only)	Yes	Yes	Yes

PARTNER PROGRAM REQUIREMENTS

The Accelrys Partner Program is designed to preserve the integrity of Accelrys and its partners, and deliver world-class solutions to customers. The program requirements are intended to develop a more cohesive, first-class partner community with companies who represent, sell, implement, service and support Accelrys software and solutions.

Acceptance to the Accelrys Partner Program is based upon the viability of the applying company, the company's presence in the market, a joint value proposition for the market, appropriate solution fit, customer need for the solution, and level of partner commitment.

	Silver	Gold	Platinum
Completed Partner Application	Yes	Yes	By Invitation
Execute Alliance Program Agreement	Yes	Yes	Yes
Annual Program Fee (USD)	-	-	By Invitation
Joint Business Plan	-	Yes	Yes
Complete and Maintain Partner Profile	Yes	Yes	Yes
Registered Opportunities	1	3	5
Joint Customer References	1	3	5
Complete Sales Training	-	Yes	Yes
Complete Product Training	Yes	Yes	Yes
Meet Defined Technical Skills Competency	-	Yes	Yes
Committed Marketing Funds - Based on Business Plan	-	Yes	Yes
Joint Marketing Collateral and Assets, e.g. Whitepapers, Case Studies, Brochures, etc.	-	Yes	Yes
Defined Rules of Engagement	Yes	Yes	Yes

ACCELRYS PARTNER PROGRAM DETAILS

AVAILABLE SOFTWARE PRODUCTS

- Pipeline Pilot Enterprise Server and component collections (excluding royalty bearing collections)
- Discovery Studio
- Materials Studio

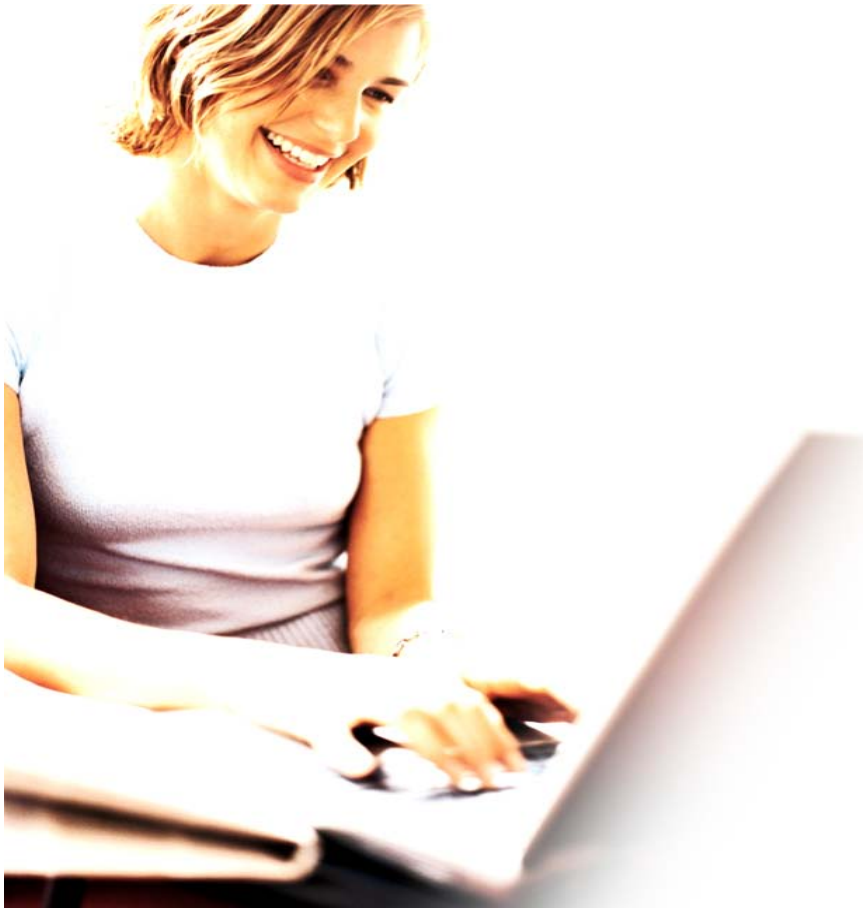
Members of the Accelrys Partner Program may utilize Accelrys software ONLY for the member's internal training requirements, development of applications, development of demos and prototypes, or the development of reusable solutions. Accelrys Partners must demonstrate strong Accelrys skills/knowledge, or receive training prior to receiving Accelrys software.

TRAINING

Public training is offered by Accelrys; the calendar and courses can be accessed at www.Accelrys.com. In addition, Accelrys will hold trainings at Partner locations, if attendance is guaranteed. Discounted training rates apply for Partners.

SUPPORT

Accelrys Partners are allowed 40 hours of technical support per year, free of charge.



APPLYING FOR PARTNER PROGRAM MEMBERSHIP

The Accelrys Partner Program application process helps Accelrys ensure that partner organizations meet the same high standards of market knowledge, integrity and customer satisfaction that Accelrys sets for itself. All applications undergo review to ensure that Accelrys customers can seek assistance from Accelrys Partner members with the confidence that these organizations have the full support of Accelrys**.**

APPLICATION STEPS

The Accelrys Partner program application process includes the following steps:

■ Step 1: Complete the Accelrys Partner Program application.

■ Step 2: Once an application is submitted and reviewed, the Accelrys Partner Program team will determine whether to accept or deny the application.

■ Step 3: If an application is accepted, the Accelrys Partner Program team will work with the applicant to complete the appropriate Accelrys Partner Agreement for Accelrys software use.

Accelrys Partner Program Application

alliances@accelrys.com

ALL SECTIONS MUST BE COMPLETED

Note: Submission of this application does not guarantee acceptance into the Accelrys Partner Program. Applications will be reviewed and applicants notified of their status.

General Information

Company Name	
Date company established:	
Annual Revenue $:	
Number of employees	
Company Address	
City	
State / Province (Please type N/A if this field does not apply to you)	
Country	
Zip/Postcode	
Web Address	
Primary Contact	
Title	
Telephone	
E-mail	
Fax	

Please indicate the geographies in which you have an interest in partnering:

☐ Americas (United States, Canada, and Latin America)
☐ EMEA (Europe, Middle East, and Africa)
☐ Asia Pacific

Type of Partnership:

☐ Solution Partner (Independent Developers, ISV's, Consulting Partners)
☐ Sales Partner (Distributors, VAR's)
☐ Technology Partner (Platform & Technology Partners, PEM's)

Executive Summary

1. Provide a brief description of your company:

2. Describe the market/industry targeted by your company:

3. What specific benefits can your company provide to ACCELRYS? (Provide details of customer and country expertise and specifics of services to be provided in the event your application is accepted)

Please submit completed form to alliances@accelrys.com.