

Welcome to the Solutions Provider Program for the Mediachase .NET eCommerce Framework (ECF).

We truly appreciate your interest in partnering with us. As a Mediachase partner you will have the potential to realize a number of benefits and rewards for working with our ECF software to build, extend, integrate and launch virtually any type of commerce solution for your customers. These solutions can range from B2C, B2B, B2G or other specialized solutions that you can control and deliver. Best of all, as a Mediachase Certified Solution Provider, you will receive additional benefits, referrals from Mediachase, discounts on deployment licenses, and other assistance. All of which is designed to help you achieve great results for your customers, improve your ability to deliver, and to increase your revenue opportunities.

MEDIACHASE SOFTWARE OVERVIEW

Mediachase is an innovative software company which develops, packages, and delivers software to customers around the world. Our software platforms focus on enabling a wide variety of ecommerce and collaboration solutions for businesses of any size. Like many software companies, Mediachase utilizes our own software products as a major part of our day-to-day business processes and infrastructure so that we can also benefit from the same products we develop and sell to our customers.

SOLUTIONS PROVIDER PROGRAM OVERVIEW



Our ECF Certified Solutions Provider Program is directly targeted at companies that create and launch multiple commerce solutions for their customers. The SP Program is designed to provide a number of long-term benefits and advantages to our partners who leverage the ECF as a base solution and then customize and deliver quality commerce

solutions.

We realize that choosing a commerce software package to use as a base to build your own solutions can be tricky. To that end, we have really focused on ensuring that the ECF has a rich and flexible architecture with well defined APIs, source code, and feature capabilities so that you have a great starting point to re-use and leverage. Additionally, we have targeted directly to the .NET framework so that your knowledge of this base framework and your existing engineering skills and resources can easily adapt while re-using and extending the ECF base solution.

Organization Types Who Can Benefit	Program Benefits and Advantages
<ul style="list-style-type: none"> ◆ eCommerce Solution Providers ◆ Systems Integrators/Developers ◆ Interactive Agencies ◆ Value Added Resellers (VARs) ◆ On-Demand/Hosting Companies ◆ Government Service Providers ◆ Software Vendors/OEM ◆ Software Distributors ◆ Affiliate Organizations ◆ Independent .NET Developers 	<ul style="list-style-type: none"> ◆ Faster Speed to Market on a Proven Framework ◆ Ability to Create Targeted Solutions for Different Industries ◆ Flexibility to Customize and Integrate as You Need in Any Language ◆ Access to Early Source Code Releases, Betas, and other Tools ◆ Discounts on Deployment Licenses ◆ Customer and Partner Referrals

BECOMING A SOLUTIONS PROVIDER

Our Certified Solutions Provider Program has some key requirements that enable you to become a partner with Mediachase and to continue to achieve benefits over time as well. There are two levels of partnerships that are possible.

Licensing

All Mediachase Solutions Providers must purchase at least one ECF Full Source Code license along with any additional ECF Developer Licenses for additional developers within the Solution Provider's organization that will be part of the development team. Then the Solutions Provider must purchase an ECF production deployment license for each site that is deployed.

- ◆ The Provider must purchase the ECF Full-Source Code license which includes 1 developer seat license > **\$5,895**
- ◆ The provider must purchase additional developer seat licenses for additional developers within your organization that will be developing on your team
- ◆ The Provider must purchase 1 production deployment license that will be used for the first production site that will be launched > **\$499 - \$1,599***
**Price of deployment license depends on number of products*

Certified Partner



Benefits

- ◆ 30% discount on **ECF Integration Services (ECF I/S)** – valued at \$2,499
- ◆ **Free minor upgrades** (i.e. ECF 4.0.x to 4.1)
- ◆ **Free major upgrades** (i.e. ECF 4.x to 5.x Standard Version only)
- ◆ **20% discount on all licenses**
- ◆ Free advertising on our website
- ◆ Free access to leads and referrals

- ◆ Access to private forum designed for SPs
- ◆ Monthly teleconference with Mediachase ECF team
- ◆ Access to all marketing/sales materials
- ◆ **Free** use of Mediachase's online hosted Project Management and Collaboration solution for up to 50 users – please go to **Instant Business Network (IBN)** at <http://www.mediachase.com/ibn/overview.aspx>

Initial Investment

- ◆ Training for 1 certified professional > **\$3,000**
- ◆ Membership fee > **\$3,000**
- ◆ Support package > **\$2,000***
**Support package includes 10 premium email support + 5 per incident phone support*

Annual Cost

All Solutions Providers will pay an annual fee of \$5,000 which includes a membership fee and a support package (10 premium email support + 5 per incident phone support).

Certified Gold Partner



Benefits

- ◆ **Team Foundation Server (TFS)** – full read access to our all development projects surrounding the ECF as well as sub-products*
- ◆ **Free ECF Integration Services (ECF I/S)** – valued at \$2,499
- ◆ Immediate access to all software updates
- ◆ **Free minor upgrades** (i.e. ECF 4.0.x to 4.1)
- ◆ **Free major upgrades** (i.e. ECF 4.x to 5.x Standard Version only)
- ◆ **30% discount on all licenses**
- ◆ Free advertising on our website
- ◆ Phone support from Sales Managers
- ◆ Free access to leads and referrals
- ◆ Access to private forum designed for SPs
- ◆ Monthly teleconference with Mediachase ECF team
- ◆ Access to all marketing/sales materials
- ◆ **Free** use of Mediachase's online hosted Project Management and Collaboration solution for up to 100 users – please go to **Instant Business Network (IBN)** at <http://www.mediachase.com/ibn/overview.aspx>

**Requires NDA*

Initial Investment

- Training for minimum of 2 certified professional > **\$4,500***
- Membership fee > **\$3,000**
- Support package > **\$2,000****

**\$1,500 for each additional certified professional*

***Support package includes 10 premium email support + 5 per incident phone support*

Annual Cost

All Solutions Providers will pay an **annual fee of \$5,000** which includes a membership fee and a support package (10 premium email support + 5 per incident phone support).

Revenue Goals

Certified Gold Partners are expected to generate a **minimum of \$20,000 per year** in revenue for Mediachase. Yet, if the Certified Gold Partner generates between **\$25,000 and \$50,000 per year** in revenue for Mediachase, the membership fee will be waived and they must only pay for a support package. Furthermore, if the Certified Gold Partner generates **more than \$50,000 per year** in revenue for Mediachase, both the membership fee and charge for the support package will be waived. These goals can be met through license sales, support engagements, or engaging Mediachase's Professional Services team (contact sales@mediachase.com).

Revenue Generated

\$20,000

\$20,000 - \$50,000

\$50,000 and up

Annual Cost

\$5,000 (Membership fee + Support)

\$2,000 (Support only)

No annual cost

Initial Qualification & Certification Requirements

Once you have purchased the full source code license and the appropriate number of developer seats from Mediachase, you can begin the process of building and launching your first ECF production site that Mediachase can verify.

- The Provider must deploy at least 1 production site so that Mediachase can verify publicly or if you are building an enterprise or secure site will need to discuss with your customer.
- The Provider must supply basic information about their company, target business, and other information to Mediachase so that we can prepare to assist you in marketing your services.
- The Provider must perform their development and value-added services in a professional and timely manner.
- Mediachase will review the Solution provider production site, the level of product knowledge displayed, and the quality of the solution (send the URL of the completed site to sales@mediachase.com).

Immediate Benefits upon Completing Qualification

Upon completion of becoming a solutions provider, Mediachase will, in return, all the Solution Provider to display the Mediachase Certified Solutions Provider logo.



Maintaining Your Solutions Provider Status

The Solutions Provider program is a yearly program, and in order to continue to participate in the program you must maintain your status each year by paying the annual recurring fee, and for Certified Gold Partners, by meeting the revenue goals set by Mediachase.

The Solutions Provider must also adhere to the **end user license agreement** at all times. Failure to adhere to these requirements will forfeit any Mediachase software privileges and benefits earned through the Solutions Provider Program.

In addition, the Solutions Provider will make its best efforts to promote the ECF product information on its website and to cross link to www.mediachase.com. Lastly, the Solutions Provider must comply with all licensing policies of the Mediachase ECF Software.

Thank you once more for choosing to partner with Mediachase, and again, we are looking forward to growing and building a stronger and fulfilling relationship with you.

For any additional information, or if you need for any reason to discuss personalizing the SP program to meet your specific needs, please send an email to bizdev@mediachase.com

Government Solutions Providers

Contact us at bizdev@mediachase.com for our programs designed for integrators or firms who specialize in providing products and services to government agencies.

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