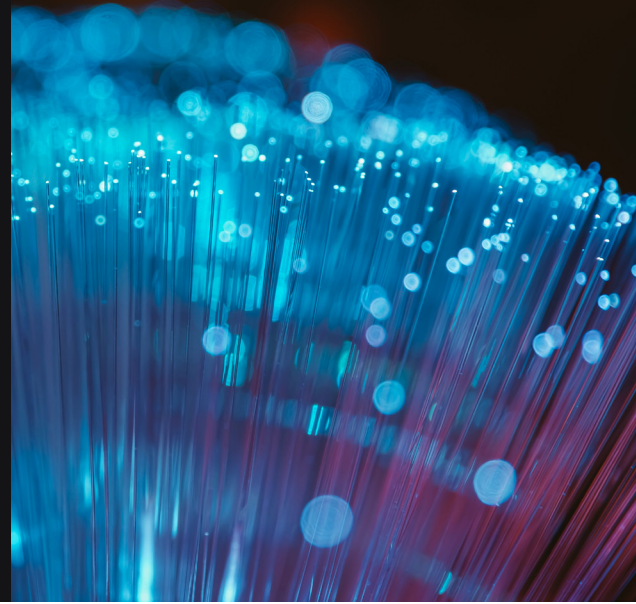


Partner program

Building success together

HAMMER
an Infovista Company

www.hammer.com



Introducing the Hammer partner program

At Hammer, we believe in the power of partners as critical to our customers. Due to this strategic importance, we are a channel-first organization.

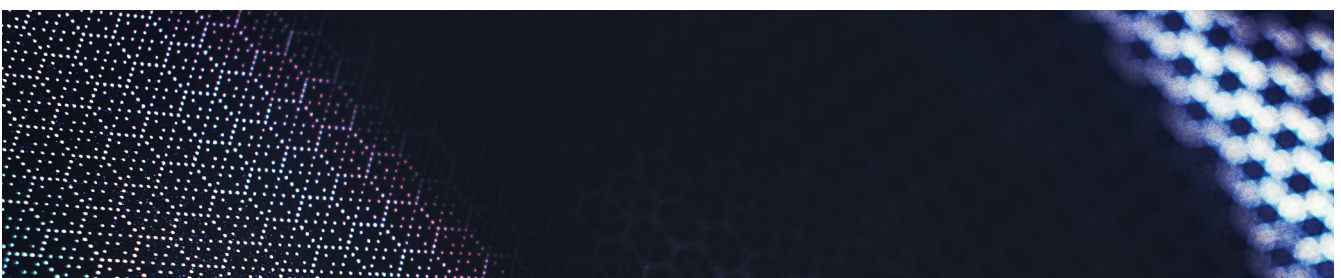
The global Hammer partner program forms a solid foundation to ensuring success for our partners and alliances. As a result, our program easily enables value-added resellers, system integrators, service providers, technology vendors and referrals to grow with us.

Designed to enable partners

Contact center performance is moving up the corporate agenda. The link between outstanding customer service and reputation, customer loyalty and revenue generation is now recognized at board level by many companies. Customers rely on our portfolio, and an extensive network of partners sell our solutions. When planning to build a thriving partner program, we wanted to ensure substantial commitment to every partner organization and that every partner was enabled and positioned to grow with us.

Built to drive substantial growth

We offer a market Development Fund Program to help partners drive sales pipeline, generate new leads, and reward partners who grow with us.



Tiered program structure

The Hammer partner program consists of four tiers that provide incremental benefits and rewards based on training, certification and revenue achievements.

Authorized entry-level tier

There are no minimum technical requirements. When you progress to higher levels within the program, we ask that you achieve certification levels and revenue thresholds, but no entry fee will be required.

Silver

Partners are required to complete basic training in sales and systems engineering and achieve a minimum threshold of revenue. In return, partners are eligible to earn discounts and access foundational marketing and enablement support.

Gold

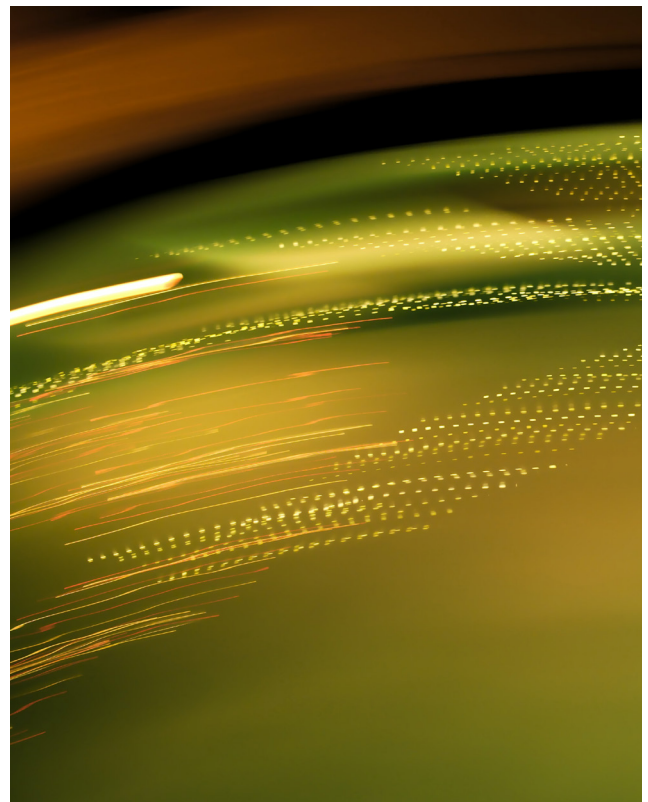
As partners increase their investments with Hammer, they can move into our gold tier, which requires the partner to add additional Hammer sales certified resources.

Platinum

Our top tier of platinum recognizes our most accomplished partners representing Hammer across all customer segments. These partners are equipped and prepared to address any market opportunity. Platinum partners must have additional sales-certified Hammer representatives.

Tier level growth

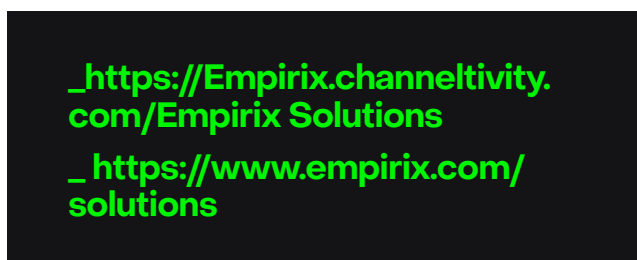
Hammer offers tiered benefits and rewards as partners continue to grow with us. In July, annually, partners participate in a compliance review to ensure the achievement of current tier requirements, which is an opportunity to move up or down a tier. More engagement and commitment to partnership growth will translate to more partner benefits.



Hammer partner program overview

	Authorized	Silver	Gold	Platinum
Annual booking objectives	-	1million\$	2million\$	3million\$
Channel manager	Regional	Regional	Globally dedicated	Globally dedicated
Technical and sales support	Regional	Regional	Regional	Regionally dedicated
PROGRAM REQUIREMENTS				
Sales certification	-	2 required	4 required	6 required
Engineers certifications	-	2 required	4 required	6 required
Marketing alignment	No	No	Yes	Yes
PROGRAM BENEFITS				
Sales support				
Partner discount	15%	20%	25%	30%
Support	-	10% if partner delivers level 1, 25% if partner delivers level 1 and 2	10% if partner delivers level 1, 25% if partner delivers level 1 and 2	10% if partner delivers level 1, 25% if partner delivers level 1 and 2
Access to partner portal	Yes	Yes	Yes	Yes
Lead alignment	-	Yes	Yes	Yes
Access to MDF	Yes	Yes	Yes	Yes
Training	10	15	20	25
Deal registration	Yes	Yes	Yes	Yes
Access to demo lab	Yes	Yes	Yes	Yes
Sales Planning				
Joint annual business plan	-	Yes	Yes	Yes
Sales forecasting / pipeline review	-	Yes	Yes	Yes
Quarterly business reviews	-	Yes	Yes	Yes

Partner Portal, deal registration, partner collateral:



Channel Contacts:

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About Hammer

The largest contact centers around the world rely on Hammer and its proven technology to guarantee optimal customer experience and business outcomes. Through automated end-to-end testing and assurance solutions that mimic real-world citizen and customer engagement, Hammer ensures its clients deliver high-quality communications across voice, IVR and digital channels. Hammer solutions play a pivotal role in ensuring excellence in day-to-day operation of more than 250 large enterprises, including 6 of the top 10 global banks, 8 of the top 10 global healthcare organizations and 7 of the top 10 largest insurance companies

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