



As the e-Business revolution takes off, you are poised to take advantage of the fastest growing economic opportunity in Bradmark's history. Whether your expertise is integrating software and hardware, developing a specific application or acting as a consultant, you have to provide your customers with the best solutions possible.

The complexity of managing today's computing environments can turn a company's IT infrastructure into a difficult ordeal. From a company with a single location to a worldwide enterprise, the components of a complete solution exceed the core competencies of almost every organization. As a result, locating partners that compliment your expertise is the key to delivering solutions that meet and exceed your customers' needs.



Bradmark Partnerships

Leading the way to great opportunities

To meet the demands of today's fast pace technology industry, Bradmark aligns its expertise with yours to help deliver quality solutions. Your customer looks to you for the right solution to their computing challenges. In light of this, you cannot compromise your standards when selecting the companies you partner with or recommend.

Bradmark shares that same philosophy. As the developer of advanced, high quality, databases and system management tools, Bradmark recognizes the need to have resources closer to its partners, to provide the highest levels of sales and support. Through the Bradmark Authorized Partner program, qualified organizations gain unique access to Bradmark programs and tools to support their efforts in this critical information systems area.

With Thousands of customers worldwide, our established customer base demonstrates the strength of confidence the market has placed in our products and services. This strength extends to our Partners, giving your customers stronger confidence in their choice of solution providers. For nearly 26 years in the database industry, Bradmark has given a unique and powerful expertise in the development of database and system, management tools. This expertise has lead to the success of Bradmark and our Partners.

As partners, we can develop common technical expertise between your applications and our tools. The more technical knowledge we share, the more your customers will benefit. Further, by customizing our tools to your specific needs, we can ensure that your applications and the underlying databases operate smoothly and at peak efficiency.



The Bradmark Authorized Partner Program

Bradmark places a high value on members of our Authorized Partner program. To support our Partners, the Bradmark Authorized Partner program provides access to marketing programs, services and products that will make you more successful in the market place.

Partner Types

Channel Partner	The Bradmark Channel Partner program enables companies to sell within predefined accounts, industries and solutions. Partners have the right to sell New Software Licenses from Bradmark to all designations of companies. As a Channel Partner, resellers will implement Bradmark Software as a complete solution. Resellers will have the opportunity to increase shared revenue by exceeding revenue goals.
Consulting Partner	The Consulting Partner Program establishes Bradmark solution Practices with Consulting Organizations around the globe. Consulting Partner Program affiliates commit significant resources, time and expertise to provide the highest quality service and support for their customers.
Outsourcing Partner	The Outsourcing Partner Program allows participants to host Bradmark Applications in a closely managed environment. This program enables customers to reduce software license expenses while helping to maintain high availability to their mission critical database environments.
Affiliate Program	The Bradmark Affiliate Program allows consultants, or single-practice teams within a larger organization, to actively pursue new sales opportunities or Bradmark specific consulting services. This program is to help both established and emerging consultants by teaming them with Bradmark, a company with 26 years of experience with Database Monitoring and Management solutions.

Bradmark Product Offering

All solutions include extensive capabilities that provides you and your customers with the most advanced database tools available.

Monitoring and Event Management Solutions

- **Surveillance DB™**
For Oracle, Sybase, DB2 UDB and MS SQL Server databases
- **Surveillance IQ™**
For Sybase IQ
- **Surveillance RS™**
For Sybase Replication Server
- **Surveillance OS™**
For UNIX®, Linux® and Windows® OS environments

Database Reorganization/ Administration Solutions

- **DBControl Online™**
For Oracle Databases
- **DBControl™**
For IBM DB2 Universal Databases

Marketing Support

Critical to increasing prospect and customer awareness is the effort of an effective marketing program. Bradmark will support its Authorized Partners with these program features:

- **Dedicated Marketing Resources**
To generate marketing plans that outline programs designed to meet business objectives.
- **Trade Show Support**
Promoting you as an Authorized Partner or supporting your efforts to promote Bradmark, we can help you gain exposure in the marketplace. Assistance can consist of anything from creating show materials to working a booth together; whatever will generate new business.
- **Direct Mail**
Providing programs that keep prospects and customers educated and excited about Bradmark's products, generating increased sales and support opportunities.
- **Lead Generation**
Bradmark will work with qualified Partners to generate leads through joint partner marketing activities.
- **Marketing Materials**
From a distinct logo identifying you as a Bradmark Authorized Partner to a complete brochure showing the strength of our products and services, Bradmark will assist you in creating the most effective marketing materials to promote our products and services.
- **Keeping up-to-date**
To keep you informed, electronic and regular mail, telephone calls, seminars and sessions at trade shows, plus a dedicated web site, are some of the many ways in which Bradmark will make sure that you have the latest and best information to promote our products and services, making you more successful.

Definitions

License Discount

Discount to Partner for purchase of new licenses based on List Pricing. List Prices are established during the 4th Quarter of the calendar year. New List Pricing will take affect January 1st of the new calendar year.

Example of New License Discount:

	Partner	Gold Partner
List Price (example)	\$1000	\$1000
Discount	30%	40%
Net cost to Partner	\$700	\$600

Discount Availability

At each level of the Bradmark Partner Program, a Volume Discount will be made available toward potential sales. Volume Discounts will be established and published with each yearly List Pricing Schedule. Volume discounts will only be used on quotes and are reviewed on a case by case basis. Resellers will need to receive written permission from a Senior Bradmark Manager or higher to approve Volume Discounts.

Example of Bradmark Volume Discounting:

Potential Gross of New License Sale (example)	Volume Discount Percentage
\$50,000 to \$100,000	5%
\$101,000 to \$150,000	10%
\$151,000 to \$200,000	15%
\$200,000 +	20%

Example of Partner Discount plus Volume Discounting:

New License List Price	\$3000
Channel Partner Discount	35%
Net Cost to Partner	\$1950
Volume Purchase of 75 new Licenses*	\$146,250
Partner Cost after 10% Volume Discount	\$131,625

New License Purchase to customer of 75 CPU	\$225,000
Net to reseller after discounting	\$93,375

* This purchase automatically qualifies Reseller for Silver Status

For more information on this or other Bradmark services:

Phone: **(800) 621-2808** or
Outside the U.S.: (713) 621-2808
Fax: (713) 621-1639
Web site: **www.bradmark.com**

Bradmark Technologies UK Ltd.

Tel: +44 (0) 870 240 6285
Fax: +44 (0) 121 321 3555

Bradmark Deutschland

Tel: +49 (0) 89 962 09012
Fax: +49 (0) 89 962 80860

Bradmark Netherlands

Tel: +31 (0) 251 268 248
Fax: +31 (0) 251 268 249

Bradmark Asia

Tel: +86 (10) 8458 0860
Fax: +86 (10) 8458 5027

© 2008 Bradmark Technologies, Inc. All Rights Reserved. Surveillance DB, OS, IQ, RS, DBControl and DBControl Online are trademarked product names of Bradmark Technologies, Inc. All other product names herein have been used for identification purposes only, and may be trademarks and/or registered trademarks of their respective companies.

Bradmark Authorized Partner Datasheet
Print Date: 4/08

