

Add-On Products® Partner Program

Partnering for growth

Already offering Microsoft
Server Solutions?

Enhance your portfolio
with Add-On Products®
award winning software and
give more value to your clients!

:: vision

Preferred Global Partner. Add-On Products® is recognized as a preferred partner to organizations that seek to optimize internal scheduling and planning routines through the use of standard Microsoft technology. We work closely with enthusiastic partners to continuously expand our global presence.

Grow with us - we provide

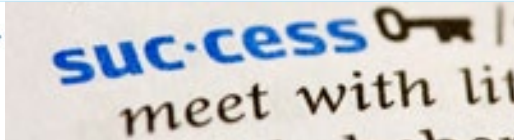
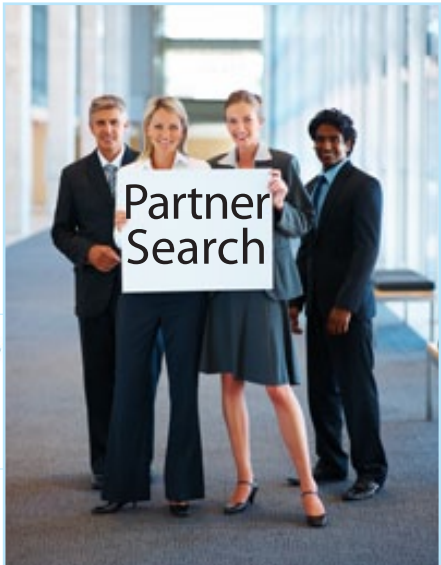
- *Revenue generation opportunities and value-added services*
- *Award-winning of-the-shelf software solutions*
- *Partnership with a market leading Microsoft ISV Gold Partner*
- *Extensive product, sales, and support training*

Words from our CEO. Customer satisfaction is very important to me and I acknowledge that it depends largely on the energy and efforts of our employees, resellers, partners, and distributors who serve customers in all corners of the world. We strive for the highest standards.

CEO, Peer Astrup

:: table of contents

Vision	2
About Add-On Products®	4
Our Flagship Solutions	5
Room / Resource Scheduling	5
Digital Signage	7
Team Tools	8
Our Customers	9
Support & Development	10
Introducing the Partner Program	11
Partner Program Structure	12
Sales & Marketing Support	13
Training	14
Contacts	15



:: about Add-On Products®

Improving communication and information-sharing. Since 2000, Add-On Products® has provided customers with 'a shortcut to the big picture' by improving communication and information-sharing within their organizations.

Listening to clients. Add-On Products was founded in 2000 and specializes in resource and scheduling planning. Listening to our clients and analyzing market trends closely has given us an edge in developing award winning solutions that save businesses time and money. Due to the heavy market demand for resource scheduling and related features, we quickly became a leading provider of add-ons in the global marketplace.

To meet the demands of customers and create a strong platform for handling product development, we established Add-On Development, our development division.

A few years ago, we purchased the software division of a leading digital signage manufacturer because we see the digital signage business as a strategic leg in our quest to be #1 in the market.

Today. We have customers all over the world, ranging from small companies to large corporations in a broad scope of industries.

Add-On Products focuses on three strategic areas:

- Scheduling and planning of resources
- Digital signage
- Tools that add extra functionality for Outlook® and Exchange

More than 500,000 clients all over the world rely on our solutions to serve their employees and customers as well as optimize internal scheduling tasks.

Add-On Products® is a Gold and Silver Microsoft ISV Partner, and is recognized worldwide for its award-winning products.

Add-On Products® is headquartered in Europe and has sales offices in North America.

Microsoft Partner

Gold Application Development
Silver Application Integration

:: our flagship solutions - scheduling

Complete meeting arrangements in 2 minutes. A major time-consuming task in business today, is the scheduling and re-scheduling of meetings. Locating suitable rooms, and arranging catering and other associated services can waste a lot of time. It can all be done in 2 minutes.

360° view of Resource Scheduling. Organizations are constantly searching for ways to optimize internal resources and allocate resources to productive activities rather than investing them in administrative efforts.

Our flagship product, **Resource Central for Microsoft Outlook® and Exchange**, is a full-scale solution that streamlines the scheduling process for both office employees and service providers by automatically integrating ordering of catering, AV-equipment, etc.

With Resource Central, our partners can help their customers complete meeting arrangements in less than 2 minutes!

Resource Central focuses on saving personnel time during the daily scheduling process for the internal meeting planning.

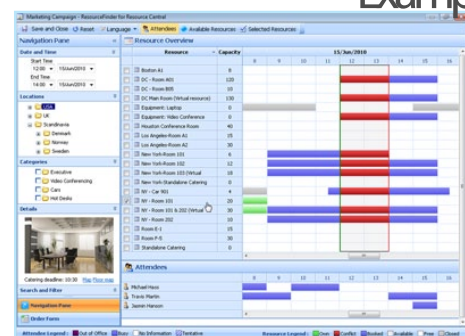


Resource Central allows customers to:

- List and schedule available meeting rooms, hot-desks, and cars based on criteria such as location, size, or category
- Place individual catering orders in 1 step (e.g. 10x lunch at noon and 14x coffee 2 hours later)
- Order associated services from internal and external providers (e.g. table arrangements, sales materials, projectors, Wi-Fi etc.)
- Provide a web-based overview of orders with the ability to print reports
- Have a group of secretaries handle staff meeting schedules
- Pre-register as well as ad-hoc register visitors with the ability to print name badges
- Integrate with other systems, such as finance and digital signage systems

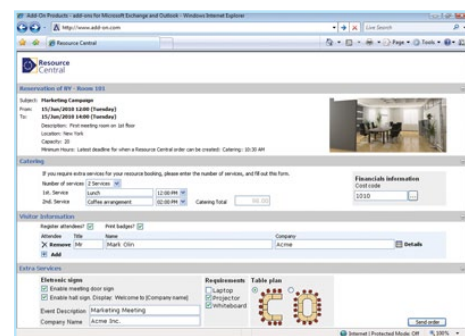
user / workflow Example

1



:: In the Outlook® meeting request:
Users can search for and book available resources with ResourceFinder

2



:: 'One stop' order form:
Users can order all services in one place and notify service providers automatically



:: our flagship solutions - scheduling

Our partners endorse Resource Central. Finding and reserving appropriate meeting rooms as well as managing requests for associated services, often consumes more time than necessary for both users and facilities. Resource Central gives our partners an edge over their competitors.

Edge over competitors. Regardless of their level of commitment, one thing is for sure among our partners: Resource Central gets customers' attention and satisfies their needs for resource management.

Our partners can promote the following primary benefits and features of Resource Central to their clients.

Benefits.

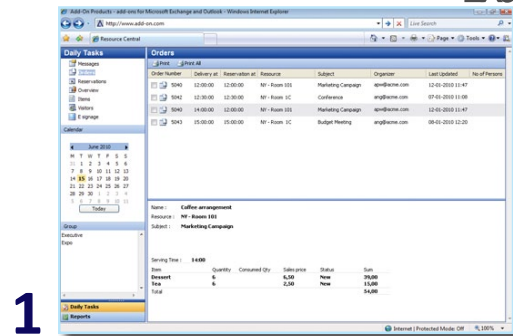
- Complete meeting arrangements almost instantly – not only can you find and reserve meeting rooms, you can also book associated services - in less than 2 minutes
- Avoid unnecessary costs due to communication delays with catering, reception, marketing, the IT-department, etc.
- Complete the order-to-invoice process for both internal and external invoices by integrating the system with your company's financial system
- Order everything in 'one step', including catering, audio-visual equipment, transportation, seating arrangements etc.

Features.

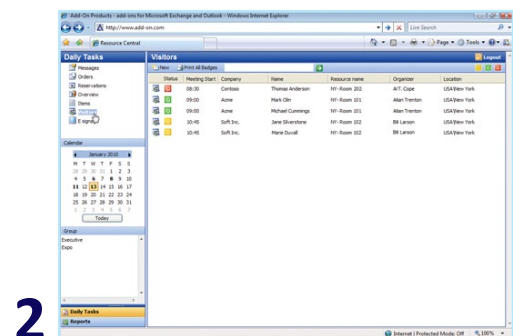
- Define deadlines for ordering catering and other services
- "Secretary feature" - support for scheduling in shared calendars
- Time zone support - reservations across time zones
- Utilize Resource Central through Outlook Web Access*
- Access advanced and standardized report in various formats with support for third party tools
- Define individual roles for each service provider per location, determine who will take care of orders at headquarters and who will take care of orders at local branches
- Web-based order module includes support for single sign-on
- Languages supported (as of January 2013): English (US), Dutch, French, German, Danish, Swedish, Chinese, Spanish, Japanese, Russian, Portuguese, Korean, Finnish, and Italian.

Service / workflow

Example

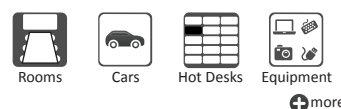


:: Catering - Service provider overview:
Service providers can view/print daily orders and reports through a web browser

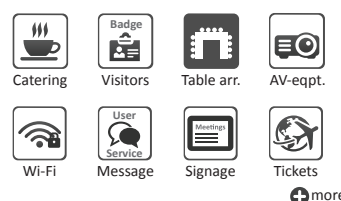


:: Visitor - Service provider overview:
Service providers can create/view/print badges through a web browser

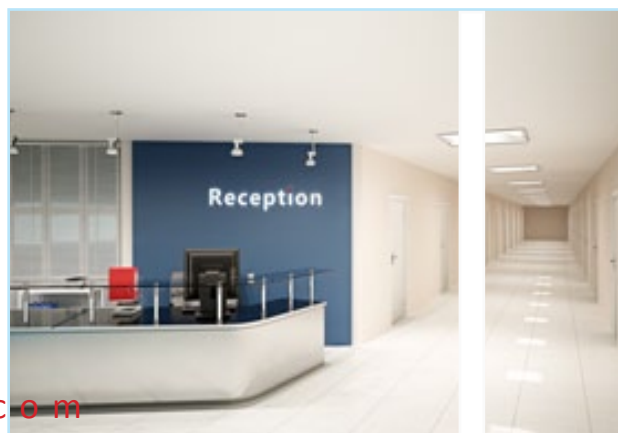
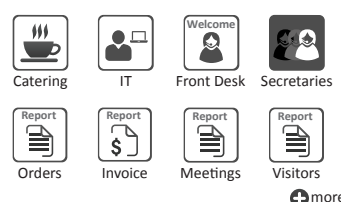
Scheduling



Services



Service Providers



:: our flagship solutions - signage

Internal Digital Communication. Modern companies use digital signage to inform and entertain visitors and employees with relevant content and information throughout the day. Enhancing communication with reception signage or meeting room signage is a growing business.

Imagine. Many companies are trying to create an environment in which everyone feels well informed and visitors immediately sense that they are welcome. Our partners can help customers easily achieve this with our interactive meeting room signage software 'Digital Sign Service' and our advanced multimedia software 'Ariadne'.

Both solutions can work as an integrated part of Resource Central or as stand-alone systems.

Meeting room information. Digital Sign Service informs personnel and visitors of present and future meetings in rooms and is synchronized with Microsoft Outlook® and Exchange.

It is also possible to create ad-hoc meetings as well as extend and end meetings directly on the sign's touchscreen. These actions are also synchronized with Outlook® and Exchange.



Dynamic signage. Ariadne is our advanced 'CMS' information solution which displays everything from meeting information to flash presentations, messaging, photo streams, videos as well as wayfinding information. The aim is guiding and welcoming visitors while enhancing company's brand.

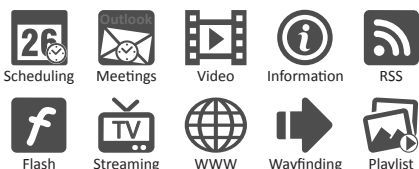
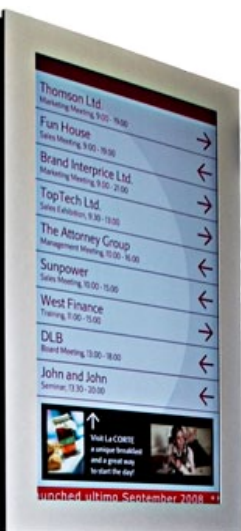
Ariadne easily and effectively manages digital signage in order to improve the efficiency and image of any organization.

From the time staff and visitors enter the building until the moment they leave, Ariadne effectively manages digital signs so everyone feels informed, welcomed, and relaxed.

Ariadne promotes products and services while giving visitors a positive and professional image of an organization.

Customers' choice of hardware. Our strategy is to provide software for all platforms. Customers can use their hardware of choice which our partners can help them purchase.

Our solutions are generic, so customers can change or combine their hardware without the need to change their software.



modulex

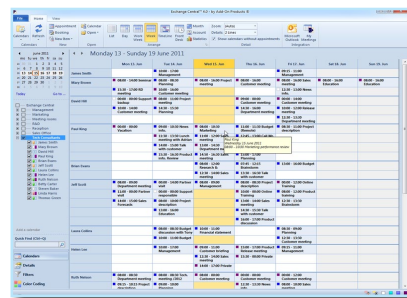
www.add-on.com

:: our flagship solutions - team tools

Tools for Managers, Receptionists, Call Centers, Marketing Professionals, and Planners. Our well-known add-ons for Microsoft Outlook® and Exchange optimize daily tasks for many different employees. Our team calendar solutions **Exchange Central** and web-based **WebTeam Central** allow customers to utilize the Microsoft platform more efficiently. **Mailbox Central** enhances their email marketing efforts.

Client-based team calendar. **Exchange Central** is an easy and effective group scheduling tool for Microsoft Outlook® and Exchange users who schedule employees, meeting rooms, company vehicles, or any other type of resource. Anyone who works within a team to create plans or book resources will enjoy the benefits from day one.

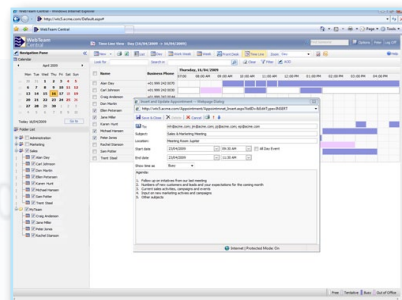
- 9 team-oriented views providing an optimal overview of many calendars
- Easy, direct booking of employees using 'drag & drop' functionality
- Reception/call center view with phone/email message tools
- Filter, color coding, and easy search across many calendars



:: Exchange Central - Week view
Intuitive and team-oriented views providing optimal overview of many calendars

Web-based team calendar. The **WebTeam Central** group calendar improves communication and planning in an organization and allows for more efficient scheduling while providing the flexibility needed in today's mobile environment. WebTeam Central enables customers to plan projects and schedule meetings when they are out of the office.

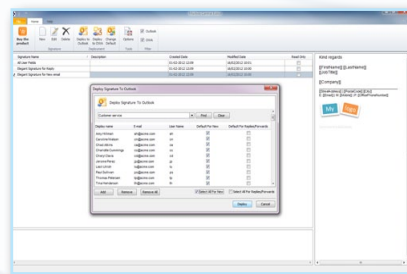
- 6 team-oriented views providing an optimal overview of many calendars
- Easy, direct booking of employees
- Reception/call center view with phone/email message tools
- No desktop installation required



:: WebTeam Central - web based views
Create meetings via the web using several views

Email branding. Our email signature solution **Mailbox Central** improves a company's brand image with company-wide standard email signatures that can be customized in just a few clicks. Mailbox Central is an easy-to-use tool for organizations wishing to harness one of the most important communication methods: email.

- Provide all employee groups with standardized, changeable email signatures
- Create customized templates for new, reply, and forward messages
- Adapt to company's own font, logo, and content for improved branding



:: Mailbox Central - Deploy
Create / edit templates and quickly deploy signatures to one or more groups of employees



:: our customers

Any client that uses Microsoft Outlook® and Exchange. We focus on medium and large enterprises in all sectors in our marketing and sales processes, but any client that uses Microsoft Outlook® and Exchange is a potential customer. View our extensive list of references at www.add-on.com.

FLSMIDTH **telenor** **sanofi aventis** **Schlumberger** **intel** **Hilton** **Aarhus University** **Danfoss** **Alyeska pipework** **calgary health** **Emirates** **CITY OF COPENHAGEN** **tte**

Add-On Products customer case study

DONG energy

Overview
Country: UK, Germany, Scandinavia, Holland and Poland.
Industry: Energy

Customer profile:
Headquartered in Denmark, DONG Energy is one of the leading energy groups in Northern Europe. The company's business areas include obtaining, producing, distributing and trading energy and related products in Northern Europe.

DONG Energy employs around 6,000 people in the United Kingdom, Germany, Holland, Scandinavia & Poland and generated revenue of DKK 55 billion (USD 9.5 billion or EUR 7.3 billion) in 2010.

Read more on www.dongenergy.com

Business situation:
Due to the merger of a number of existing energy companies, a coordinated booking system was needed for reserving meeting rooms and booking catering facilities etc.

Solution:
The company decided to implement Resource Central booking solution for Microsoft Outlook and Exchange and to collaborate with Add-On Products to develop additional functionality.

Advantages:
• Booking of meetings completed in about 2 minutes

Planning of Meetings at DONG Energy Streamlined with Resource Central.

"We have almost 6,000 employees using Add-On Products' booking system, though many don't realize it."

Tina Lund Bonne, Technology Consultant at DONG Energy

"Here at DONG Energy we did a major update in 2011 of our decentralised IT platform, which meant that all employees got new PCs with a standard Windows and Microsoft Office platform together with the booking system Resource Central from Add-On Products. However, users are not aware of the latter since the two systems are so well integrated that they think that all of it is Microsoft Office."

This is described by Ms Bonne, who is responsible for desktop software throughout the DONG Energy group, one of the largest energy groups in Northern Europe with headquarters in Denmark, and 48 departments in Denmark, the United Kingdom, Germany, Holland, Poland and Norway.

The approximately 6,000 employees spread across those six countries all use Resource Central to book rooms, equipment, video conferencing and refreshments for more than 1,000 meetings per month.

www.add-on.com

:: our support & development

Timely support and development. Our customers and partners expect us to be innovative in product development as well as deliver fast support around-the-clock. Our answer to these demands is our large development department and up to 24/7 global support.

Stay current and stay running. We aim to boost our partners' influence and revenue by consistently providing their customers with superior service. To ensure that Add-On Products® is able to provide customers with the level of maintenance they need and want, our Maintenance Program (MP) consists of two levels.

Standard Maintenance Program. MP Standard allows customers to 'get current and stay current' with the products for which their MP license applies. The program includes patches as well as product and version updates.

Gold Maintenance Program. MP Gold allows customers to 'get running and stay running', as it offers unlimited 24/5 access to our hotline. Our hotline is accessible through phone, e-mail, fax, and live chat with a guaranteed response time of a maximum of 8 working hours (i.e. within one business day).

Official Preview Program. Members of MP Gold are also welcome to join our Official Preview program. Members of this program receive new versions of our products (updates/upgrades) up to two months prior to the official release date.

To receive assistance for technical issues and troubleshooting, partners have access to the Add-On Products® help desk.

Product development is key. At Add-On Products®, our philosophy is that customer needs and demands should be a major influence in product development and customers ought to participate in the product roadmap. Therefore, we encourage our customers and partners to provide feedback to our development team, as their input is crucial to continuously meeting market demands. Listening to our customers and partners for many years has proven successful in our steps toward maximizing product value.



When customers or partners ask for new products or features, a program manager handle the requests. We have a well-defined plan for analyzing, developing, testing and implementing customer requests.

Our support center can communicate in several languages but English is our default language. We also have an effective support ticket system to ensure that our support team can rapidly respond to customer and partner requests. We also offer 24/7 live chat support.



:: our Partner Program

Introducing the Partner Program. The Add-On Products® Partner Program has four levels of involvement and commitment. Partnerships are individually tailored to each partner's current capacity and resources, while also providing partners with the opportunity to grow with us at their own pace.

Referrers. Being an Add-On Products® Referrer requires a minimal investment of time and resources. Working with our Area Account Managers, all you are required to do is introduce our software and its benefits to your existing customer base and/or new prospects and leads.

Our staff will handle all sales inquiries, and you will be paid a commission on any resulting sales. This partnership level is ideal for businesspeople who see the benefits Add-On Products® could offer their clients, but prefer not to be involved in the sales process.

Resellers. Most partners enter our program at this level. As an Add-On Products® Reseller, you have the option to be trained in how to use, demonstrate, and sell our software so you can offer it as a part of your product portfolio. Our dedicated staff will support you on an ongoing basis through email and phone and can also join you for teleconferences and online demos if required.

This partnership level is ideal for businesses that are already reselling software or IT solutions and are looking for more solutions to strengthen their portfolio or move into a new market segment.

Partners. As an Add-On Products® Partner, you have the option to be trained in how to use, demonstrate, sell, implement, and provide support for our software, so you can offer it as a part of your product and service portfolio. In addition to reselling licenses, you can offer a range of value-added services to your customers, such as training, consulting, and implementation.

A dedicated Account Manager will support you on an ongoing basis through email and phone and can also join you for teleconferences and online demos. This partnership level is ideal for businesses that are already reselling software or IT solutions and are looking to strengthen their portfolio, move into a new market segment, or increase revenue via consulting and professional services.

Distributors. As an Add-On Products® Distributor, you will be trained on-site in how to use, demonstrate, sell, implement, and handle 1st and 2nd level support for our software, so you can offer it as a part of your product portfolio and business strategy. You will be eligible for sales and marketing support

from Add-On Products®, a higher commission rate on license sales, and our Maintenance Program. In addition to reselling licenses, you can offer a range of value-added services to customers, such as training, consulting, implementation, and SLAs.

A dedicated Account Manager will support you on an ongoing basis through phone and email and can also join you for teleconferences and online demos. This partnership level is ideal for existing business software channel partners with both technical and sales resources that are looking to strengthen their portfolio, move into a new market segment, or increase revenue via consulting and professional services.



:: structure of the Partner Program

Overview of possibilities. The Add-On Products® Partner Program provides increased revenue generation opportunities to small, medium, and large partners. The chart below illustrates both the benefits and requirements of our Partner Program.

	Benefits	Referral	Reseller	Partner	Distributor
Commission	Margin product sales	low	higher	highest	TBD
	Margin Maintenance Program sales	low	higher	highest	TBD
	Margin direct professional services sales			TBD	TBD
	Margin development sales			TBD	TBD
Sale	Free product presentations and webinars for customers	Y	Y	Y	Y
	Free access to demo system hosted by Add-On Products	N	N	Y	Y
	Access to dedicated Account Manager	N	N	Y	Y
Marketing	The Partner Program logo and branding	N	Y	Y	Y
	Partner promotion and advertising on www.add-on.com	N	Y	Y	Y
	Online marketing collateral and tools	Y	Y	Y	Y
	Print marketing collateral and tools	Y	Y	Y	Y
	Marketing funding based on fiscal year's sales	N	N	N	Y
Product	Participation in product roadmap	N	N	Y	Y
	Access to annual executive 'round table' discussion	N	N	N	Y
Training	Free tech training session per year	0	2	4	6
	Free product training session per year	*	*	*	*
	On-site training/sessions per year	0	0	0	1
Support	Free 24/5 Support (English, German, Danish)	N	N	N	Y
	Free live chat support (English)	N	Y	Y	Y
	Access to 2nd and 3rd level support	N	N	Y	Y
	Basic Requirements	Referral	Reseller	Partner	Distributor
Requirements	Attracting new customers at least once in 6 months	O	O	Y	Y
	Able to present product presentations	O	O	Y	Y
	Pre-sales negotiations	O	Y	Y	Y
	Pro-active marketing plan	O	O	Y	Y
	Able to perform 1st level support	N	N	Y	Y
	Able to perform 2nd level support	N	N	N	Y
	Promotion and advertising on a partner's website	O	O	Y	Y
	Attending industry show trades and conferences	N	O	Y	Y
	Add-On Products Partner Program agreement	N	Y	Y	Y
	Ability to offer 'special bids' for strategic customers	N	N	TBD	TBD
	Leads reporting to Add-On Products	M	M	M	M
Y = Yes, N = No, O = Optional, * = As needed, M = Monthly, TBD = To be decided					

:: sales & marketing support

Go-to-market assistance. Add-On Products® offers a portfolio of sales and marketing resources, initiatives, and programs to enable our partners to maximize their relationship with us.

Partner expectations. Add-On Products® has many years of experience in go-to-market planning and execution. We use our experience to help our partners achieve their sales goals.

Our partners have 24/7 access to our Partner Portal, which includes an array of information, tools, and resources. Depending on partner level and commitment, different resources are available. Here is a list of a few things we may provide or assist you with:

Product presentations. We like to drive business by giving online presentations to prospective customers. We use online and/or phone communication to discuss customer needs and expectations while demonstrating our products and their benefits.

Trial versions. There are free, 30-day trial versions available for all of our products. Pre-sales support is included. Partners can link to our free trial download on their own website, which sends the lead back to the specific partner.

Pre-recorded videos. Partners have access to our recorded videos, which can help them in the sales process.

Lead generation. When prospects around the world download a free trial or request a demo, we allocate those leads to our partners (Partner and Distributor level) in the respective area.



Campaigns. We have a great interest in creating local campaigns with partners helping them succeed with existing customer base.

Promotional materials. We have brochures available in PDF format that are updated every time new features are added to the software.

Seminars. Online seminars are available on our website, but in some instances, we may assist our partners with product presentations on-site.

Co-branding. Partners can use our logo/brand in their marketing efforts. We can also create brochures with our partners' contact information.

Co-funded activities. We are happy to see our partners being creative in the sales and marketing of our solutions and are always interested in joint marketing activities. Co-marketing could also be related to known trade exhibitions, like Microsoft TechEd, etc.

Newsletters. Our quarterly e-newsletter, PartnerNews, provides partners with important news on product updates and sales-related information that helps them better structure their sales arguments. The e-newsletter also informs partners of future campaigns that they may join.

Banners. Our marketing department can provide partners with banners in all sizes and formats.



:: training

Effective training improves partner sales. Add-On Products® provides partners with comprehensive sales and technical training. Getting to know our products and the needs they address is essential to maximizing sales and client satisfaction.

Proven business model. Thorough education and training is the key to enhancing our partners' commercial capabilities, enabling them to provide comprehensive technical support, and maximizing the cost-effectiveness of their operations.

Sales. The number one way to improve sales is to increase clients' understanding of how our products improve their efficiency. We train our partners to discuss the benefits of our products while demonstrating them to prospective clients.

Our dedicated area sales personnel handles sales training directly, as they know the most about clients' basic needs and how to address them. Our sales training typically consists of over-the-shoulder learning while Add-On Products® personnel demonstrate products to clients. Our dedicated account managers are happy to assist you and strive to make our partnerships succeed.



Technical training. Depending on the level of partnership, we provide technical training that covers everything from information gathering and analysis, to installation, configuration, testing, and end-user training. We also give our partners access to a comprehensive FAQ knowledgebase to help them succeed with customers.

Our instructors work with our products on a daily basis. Their know-how combined with proven training methods provides the best mix of theoretical and hands-on training.



:: contact Add-On Products®

“Many resellers and partners have joined our Partner Program since its launch in 2004. We are happy to see how much our partners have grown their business while contributing to ours. We will continue to invest in the program to ensure that our partners get the support they need to generate new business opportunities for all of us and boost their individual profitability.”



CEO, Peer Astrup

Learn more about the Add-On Products® Partner Program and how we can help you grow your business. Contact us today.

Add-On Products® Partner Inquiries

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Add-On Products® Partner Portal

<http://partner.add-on.com>

More than 500.000 clients use Add-On Products® software.

How many more clients can you help us find while adding to your own bottom line?

Get started today!

Add-On Products® | Partner Program
Excellent Business Opportunities for your software portfolio

