

Partnership matters... You matter!

Anoto Partner Program Overview



Anoto understands that to achieve growth and satisfy a range of customers we must rely on the wealth of sales, technical and service expertise that you as our partners provide.

The Anoto Partner Program Overview document

The purpose of this document is to:

- Present an overview of the Anoto Partner Program
- Identify the benefits provided to partners for each level of partnership
- Provide a description of all the benefits provided through the program
- Establish the requirements to participate at the different levels within the program
- Outline the application process

Why join the Anoto Partner Program?

The Anoto Partner Program framework describes how Anoto accelerates joint success by providing comprehensive tools and programs to enable partners to rapidly develop, market, sell and support solutions based on Anoto technology.

Membership helps you:

- Build your business with benefits designed to help you increase revenue, sales momentum, and prominence—while increasing your market impact.
- Realize your full business potential—for you and your customers—through Anoto technology, your relationship with Anoto, and the worldwide partner community.

Who is eligible to join the Anoto Partner Program?

The Anoto Partner Program is open to all companies doing business or wanting to do business with Anoto or an Anoto Partner.

How does the program work?

The Anoto Partner Program offers 4 partner levels: Bronze, Silver, Gold and Platinum, each with a unique set of benefits and associated requirements.

The level of participation is based on proof of your commercial success, experience and expertise when it comes to commitment, deployments, revenue etc. The higher level of participation also considers perceived benefits and experience by your end-customers. The program is not based on your technical expertise and years with Anoto.

Based on your membership level, you receive a set of program benefits and as you progress through the program, the level of benefits that you receive increases. Growing Partners will have an easy and transparent way to move up in membership level once you have proved sales growth, business maturity, and expertise and meet the requirements set for the specific level.

The Anoto Partner Program will be reviewed and partners evaluated on a yearly basis.

What level of partnership is right for you?

The level at which you join is determined by your organization's level of commercial success based on available information. Once enrolled in the Anoto Partner Program, your organization can move up in membership level by meeting the appropriate program-level requirements.

Should you have any questions, do not hesitate to contact partnerprogram@anoto.com. We also encourage you to make sure that you sign up for Anoto's monthly partner focused newsletter for updates and announcements about what's going on in the Anoto partner network, product announcements, events, program changes and much more.

We look forward to a mutually successful business relationship that benefits your customers, your company and the Anoto technology.

Sincerely,
The Anoto Partner Program Team

Partner Levels

The Anoto Partner Program is open to all companies doing business or wanting to do business with Anoto or an Anoto Partner. The Anoto Partner Program offers 4 partner levels: Bronze, Silver, Gold and Platinum, each with a unique set of benefits and associated requirements. As you progress through the program, the level of benefits that you receive also increases. To reach a certain level you need to fulfil the requirements set for the specific level.

Anoto Bronze Partner

This partner level is open to everything from companies in the start phase of working with Anoto technology to partners with many years of extensive knowledge and experience of the Anoto technology but so far without commercial deployments. Universities that are running or would like to run a research project based on Anoto Digital Pen and Paper technology are also Bronze partners.



The Bronze level establishes your relationship with Anoto and growing partners will have an easy and transparent way to become a Silver Partner, once they have a commercial installation of an Anoto digital pen and paper solution with a minimum 100 pens.

Anoto Silver Partner

As a Silver Partner, you are a Solution Provider that has one or several deployed installations of Digital Pen and Paper, or a Provider of a Qualified Solution that has been used in one or several deployments. Certified Print Partners are also considered as Silver Partners. Anoto offers Silver Partners access to several benefits to help you increase your sales and fulfil your customer's needs.



Growing Silver Partners will have an easy and transparent way to become a Gold or Platinum Partner, once you have proved sales growth, business maturity, and expertise and meet the requirements set for the level.

Anoto Gold Partner

Your company is an experienced Solution Provider or a Provider of a Qualified Solution that has demonstrated several deployments of solutions based on Anoto Digital Pen and Paper technology. Anoto offers Gold Partners a dedicated Anoto Key Account Manager and additional sales & marketing benefits.



The Anoto Gold Partner level is based on performance and you will need to meet the requirements set for this level. Growing partners will have a possibility to become Platinum Partner, once you have proved sales growth, business maturity and expertise and meet the requirements set for this level.

Anoto Platinum Partner

Your company is an experienced Solution Provider or a Provider of a Qualified Solution with experience of larger deployments of Digital Pen and Paper solutions. Anoto offers Platinum Partners additional benefits including a dedicated Anoto Key Account Manager, marketing and support benefits with extra focus on joint planning, marketing, PR and development of customer relations.



The Anoto Platinum Partner is based on performance and you will need to meet the requirements set for this level.

Anoto Technology Partner

Partners/companies that are working in close relation with Anoto to secure a complete product offering to our partners. This category typically include complementary product suppliers. Anoto Technology Partners have the right to the same benefits as a Gold Partner.



Anoto Strategic Partner

Partners/companies that are of strategic importance for Anoto's future from a business or technology perspective. This level is by invitation from Anoto only. Anoto Strategic Partners have the same benefits as a Platinum Partner plus additional benefits not explained in the program.



Partner Program Benefits

Take advantage of the program to build your business success. Your membership qualifies you for a range of benefits with privileged access to Anoto expertise, available tools and timely news and information.

The following table summarizes the Anoto Partner Program benefits per partner level.

ANOTO PARTNER PROGRAM

Benefits by Membership Level				
Benefits	Partner Membership Level			
	Bronze	Silver	Gold	Platinum
Key Account Manager	-	-	•	•
Pre-sales project technical support	Case by case	Case by case	Case by case	Case by case
Lead generation	-	-	•	•
Access to Partner web	•	•	•	•
Listing on Anoto websites	Partner site	Anoto.com & Partner site	Anoto.com & Partner site	Anoto.com & Partner site
Branding as Anoto Partner	Anoto Bronze Partner Logo	Anoto Silver Partner Logo	Anoto Gold Partner Logo	Anoto Platinum Partner Logo
Possibility for collaboration ¹⁾	•	•	•	•
Information service ²⁾	•	•	•	•
Marketing tools ³⁾	•	•	•	•
Case stories	-	Case by case	Case by case	Case by case
Possibility to submit content ⁴⁾	-	•	•	•
Participation in Anoto Partner Events	•	•	•	•
Speaking opportunity at Anoto Events	-	-	-	•
Co-exhibiting	-	-	Case by case	Case by case
Co-marketing fund	-	-	Case by case	•
Joint PR activities	-	Case by case	• (coordinated with Anoto)	• (coordinated with Anoto)
Access to pre-launch product info	-	•	•	•
Beta version test	-	-	•	•
Technical workshops	-	-	Case by case	•

¹⁾ within the partner network
²⁾ partner web, newsletter etc.
³⁾ templates (roll-ups, ads, direct mail campaign etc), logos, branding, image library, banners, sales & marketing guides
⁴⁾ for monthly newsletter and case stories

The benefits mentioned in the table above will be described in detail on the following pages.

Benefits eligible for



Pre-sales Project Technical Support

To help bring prospective business opportunities to a successful close, partners have a possibility to access technical support from Anoto. Access to Pre-sales Project Technical Support will be evaluated on a case by case basis.

Access to Partner Website

The Anoto Partner Website is the primary destination for Anoto Partner Program information and source for many of the tools and benefits exclusively provided to partners. The partner website acts as an interactive place where all news about what's going on in the partner network is shared. This password-protected site provides technical support, product, marketing and sales information tailored to meet partners' needs. Registration instructions are provided in the introductory email that is sent out after the Partner Program application is processed.

Listing on Anoto Website

Being listed as an Anoto Partner on the Anoto Website is by many partners considered to be one of the most important benefits. It gives you the opportunity to promote and describe your company for the Anoto partner network. The listing of partners also gives you a possibility to find alternative partners for cooperation.

Bronze Partner: Listed as a partner on the Anoto Partner Website.

Silver, Gold & Platinum Partner: Listed as a partner on the Partner Website as well as the Anoto Public Website.

When doing a search in the "Find a Partner" section, the result will be displayed with Platinum Partners on top of the list, followed by Gold Partners, followed by Silver Partners etc.

Branding as Anoto Partner

A partner's relationship with Anoto is symbolized by the Anoto Partner Program logo that may be displayed on communication and marketing material including events, print material, press & marketing activities and websites. Partners will receive an Anoto Partner logo according to the partner program level.

Bronze Partner:	Bronze Partner logo
Silver Partner:	Silver Partner logo
Gold Partner:	Gold Partner logo
Platinum Partner:	Platinum Partner logo

Collaboration within the Anoto Partner Network

By being part of the Anoto Partner Program you have the opportunity to find partners to collaborate with within the partner network, or take the opportunity to promote your company and offer your services to other partners.

Information Service

We keep you as our partner up-to-date on product news, PR & Marketing activities, news from partners etc through the monthly partner newsletter. Information is also shared on the Anoto Partner Website described above.

Marketing Toolbox

Anoto Marketing Toolbox is your resource to create and distribute high quality branded marketing communication materials. Templates for roll-ups, banners, ads and posters are ready to be customized with your logo, contact information and personalized message. It's also possible to order material from the Anoto Marketing Toolbox.

Participation in Anoto Partner Events

Anoto hosts Partner Events at least once a year for all members of the Anoto Partner Program. The events provide an opportunity for partners to not only gain an update on recent Anoto announcements, but also to learn and discuss how on-going development enables further opportunities for the entire ecosystem. The event is also a great way to share your experience, network with peers and meet face-to-face with Anoto executives, product engineers and other key players behind the solutions.

Additional benefits eligible for:



Possibility to submit information

As a Silver, Gold and Platinum Partner, we offer you a possibility to share product news, case stories, awards, successful deployments etc within the partner network to promote your success. The information can be published in the monthly partner newsletter, Partner Website and/or Public Website.

Joint PR Activities

Anoto collaborates with PR agencies in Sweden, UK, France, Germany and US. Anoto will support specific case stories and offer, on a case by case basis, the services of our PR agencies to spread the knowledge of Digital Pen and Paper technology. The service includes drafting of a press release, media contacts etc.

Silver Partner: The service is offered on a case by case basis
Gold Partner & Platinum: The service is offered to all Gold and Platinum Partners.

Case Stories

A case story is a great way to promote your company and your end-customer application. The case stories on Anoto website are very well visited. Anoto supports partners in creating case stories to promote the end-customer application and your company. With the help from Anoto, the case story production is an easy task. Anoto supports the whole process – from gathering information, interview process to writing the case story. The approved case story is published on the Anoto website. Anoto also runs the case story through the PR agencies in UK, US, France, Germany and Sweden to evaluate PR possibilities. The service is offered on a case by case basis to all silver, gold and platinum partners.

Access to pre-launch product information

The Anoto Partner Program gives you access to pre-launch information about upcoming product launches, upgrade releases etc. The information will be spread at partner events, in monthly partner newsletters or on the partner website.

Additional benefits eligible for:



Dedicated Key Account Manager

As a Gold & Platinum Partner, you will be assigned a dedicated Key Account Manager who provides extensive sales and marketing support when needed. The Key Account Manager will manage the activities related to you as a Gold or Platinum Partner.

Lead Generation

End customer and new partner leads will be pushed back to the partner network. A new leads management process has been put in place to handle all leads that Anoto receives through the Anoto website to support the activity.

Co-Exhibiting

Whenever possible, Anoto will seek to collaborate with Gold and Platinum Partners where opportunities arise for coordinated presence at events. Invitations to Anoto from partners to participate in partner's booth will also be evaluated. Selected partners may be invited to attend or participate, for a fee, in Anoto events (exhibiting in Anoto booth, joint customer presentations, keynotes, panels etc). The event and specific activity must support Anoto overall marketing goals.

Co-Marketing Fund

The goal of the Co-Marketing Fund program is to support marketing activities that generate leads, and increase revenue and brand awareness for Anoto and its partners.

Gold Partners: The activity will be evaluated case by case and must align with Anoto overall marketing objectives
Platinum Partners: Anoto supports activities that align with Anoto overall marketing objectives

Beta version test

Beta version releases provide partners access to early versions of new software releases and products. It gives a possibility for a personal review and feedback before the product will be launched.

Technical workshops

Anoto offers technical workshops.

Gold partners: The activity will be evaluated case by case
Platinum partners: The activity is offered to all platinum partners



Additional benefits eligible for:

Some of the benefits offered to Platinum Partners are already mentioned:

Co-Marketing Fund

The goal of the Co-Marketing Fund program is to support marketing activities that generate leads, and increase revenue and brand awareness for Anoto and its partners. Anoto supports activities that align with Anoto overall marketing objectives

Joint PR Activities

Anoto collaborates with PR agencies in Sweden, UK, France, Germany and US. Anoto will support specific case stories and offer the services of our PR agencies to spread the awareness of Digital Pen and Paper technology. The service includes drafting of a press release, media contacts etc.

Branding as Anoto Partner

A partner's relationship with Anoto is symbolized by the Anoto Partner Program logo that may be displayed on communication and marketing material including events, print material, press & marketing activities and websites. Platinum Partners will receive an Anoto Platinum Partner logo.

Listing on Anoto Website

As a Platinum Partner you will be listed on Anoto Public Website as well as Anoto Partner Website. When searching for a partner on our website, Platinum Partners will be listed on top.

An additional benefit offered to Platinum Partners is:

Speaking opportunity at Anoto Events

We guarantee the Platinum Partners a speaking opportunity at the Anoto Partner Events mentioned above.

Partner Program Requirements

The requirements to qualify for each level vary, as defined below.

ANOTO PARTNER PROGRAM

Requirements by Membership Level				
Requirements	Partner Membership Level			
	Bronze	Silver	Gold	Platinum
Partner Program Agreement	●	●	●	●
Annual Partner Program fee	1000 Euro	1000 Euro	1000 Euro	1000 Euro
Deployed installations	-	1 installation min. 100 pens	3 installations min. 1000 pens	> 3.500 pens
Annual Revenue to Anoto	-	-	€ 25.000	€ 250.000
Running forecast (Quarterly basis)	-	-	●	●
Case story on current installations	-	-	● (at least 1 case story)	● (at least 3 case stories)
Supply ROI and TCO for installations	-	-	on request	on request
Press release coordination	●	●	●	●
Share Sales & Marketing Plan	-	-	●	●
Commitment to Anoto Branding Req.	●	●	●	●
End customer quality & satisfaction audit	-	-	on request	on request

The requirements mentioned in the table above will be described in detail on the following pages.



Requirements eligible for

Partner Program Agreement

Application Form with an approval to the Anoto Partner Program Agreement needs to be filled in and signed.

Annual Partner Program Fee

A criterion for program membership is the payment of an annual Partner Program fee of €1000.

Press Release Coordination

All press releases are to be passed to your Anoto representative for advice and input on the wording, description of Anoto, linking via Anoto website etc. Anoto should be mentioned following rules set in Anoto Branding Requirement document.

Commitment to Anoto Branding Requirements

The Anoto Branding Requirements should be followed. For more information about the Anoto Branding Requirements, please read the document published on Anoto Partner Website in the Marketing pages.



Additional requirements eligible for:

Deployed Installations

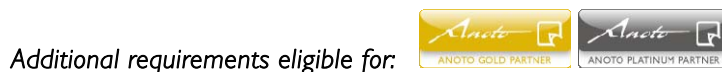
To become a Silver Partner, Gold Partner or Platinum Partner you need to fulfil the requirements set for deployed installations. The number of installations and pens is based on accumulated information.

Silver Partner: At least one commercial installation and minimum 100 pens altogether

Gold Partner: At least 3 commercial installations and minimum 1000 pens altogether

Platinum Partner: Deployment of more than 3500 pens altogether

The installations should be built on versions of tools from Anoto which are currently supported according to the Support and Maintenance agreement.



Additional requirements eligible for:

Annual Revenue to Anoto

To become a Gold Partner and a Platinum Partner you need to fulfil the requirements set for annual revenue to Anoto. When reviewing the annual revenue, Anoto will also take liquidation, solvency and unpaid invoices into consideration. The revenue criteria is:

Gold Partner: €25.000

Platinum Partner: €250.000

Running Forecast

Gold and Platinum Partners should on a quarterly basis report a running forecast to secure pen supply.

End Customer quality and satisfaction audit

Anoto promotes and recommends partners to end-customers by listing partners on the Public website or promoting partners in other ways. When a search for a partner is performed on the public website, Platinum Partners are listed on top of the list, followed by Gold Partners, Silver Partner etc.

Anoto needs to ensure that the partners being recommended are also perceived as a good partner by the end-customer. We therefore reserve the right to perform an end customer quality and satisfaction audit on request.

Becoming a Partner

Application process

To become an Anoto Partner, it is a simple 4-step process:

1. Read about the partner levels to find out how your company can best participate and to understand the requirements associated with the membership level.
2. Find out how Anoto supports partners through the partner benefits provided
3. After reviewing information published in this document (Anoto Partner Program Overview), complete the on-line inquiry found on www.anoto.com/becomepartner.
4. The inquiry form will be reviewed by Anoto, and your partner status will be communicated back to you. As soon as your payment of the Partner Program Fee is registered you will get access to the Anoto Partner Website.

Renewal process

Membership in the Anoto Partner Program is for a 1-year term. At the end of the 1-year term, partners may be invited to extend their membership for continued participation in the Anoto Partner Program, in accordance with terms and conditions of the Partner Program Agreement valid at that point of time.

Program changes

Anoto reserves the right to amend the content and rules of the Partner Program at any time. You then have the option to either accept the amendments, whereupon you agree to apply any changed rights and responsibilities as soon as practically possible but always within reasonable time, or to terminate the Anoto Partner Program in accordance with section 11 in Anoto Partner Program Agreement.

The Anoto Partner Program will be reviewed and partners evaluated on a yearly basis.