




## The „Technology Alliance Partner“-Program

This program is geared towards all software companies which are interested in a development and marketing partnership with SEH in the areas of innovative technologies and products in the field of software copy protection mechanisms.


Divided across three levels, the program offers diverse opportunities in collaboration with SEH: From initial marketing campaigns to joint events and road shows – we have the perfect itinerary for every need and for your company as well.

### The Basic: Our Bronze Program




A mutual compatibility test forms the foundations of this program. With the basic program, you receive exclusive access to our PartnerNet which will keep you informed about new innovations with our product portfolio. In addition, the Bronze program includes the valuable linking of your company or product logo on our website. You can use the SEH “Dongle-Server-Ready” logo to support your external communications. Another plus: We will use your software solution to present our dongle server in various places: In video tutorials, screencasts, “webinars”, brochures, datasheets and at events. You and your customers can participate in our webinars free of charge. What’s more, we will announce our partnership in the SEH newsletter. And the best thing is: The Bronze program is free of charge for you.

### The Standard: Our Silver Program



In addition to the benefits of the Bronze program, our Silver program offers an entire series of additional services: You and your product will receive V.I.P. status: You will be given an exclusive telephone number and email address to provide you with direct access to our support team. In addition, we will feature your company and your software solution in a portrait on our website. We will also conduct specific “webinars” with your software in conjunction with our product. The Silver program is rounded out by the creation of user reports, which you can choose to have in video or text form. A press release about the cooperation and our joint solution is the final feature of the package. You will of course, receive a corresponding product from us as a Not for Resale sample.

### The Elite: Our Gold Program



In addition to the services of the Silver program, the Gold program offers you even more benefits: You will be provided with an exclusive contact partner for presales and after-sales in order to optimally market our joint solutions. In addition, we will conduct joint marketing activities with you such as, for example trade fair appearances, road shows, press conferences and professional retail events. In order to provide support for the joint activities, the Gold program offers the entire spectrum of product marketing such as user reports, screencasts, webinars, videos or brochures in which we introduce and provide information about our joint solution – the possibilities are limitless.

We look forward to your participation in our “Technology Alliance Partner” program. Do you have any questions or concerns? Martin Jäcke looks forward to your email ([m.jaecke@seh.de](mailto:m.jaecke@seh.de)) and can be reached by phone at +49-(0)521-94226-37.

You will find a detailed overview of the contents of the different programs in the following table:



SERVICES	Bronze	Silver	Gold
<b>Logo Program</b>			
Partner Logo on SEH Website	✓	✓	✓
Dongle-Server-Ready Logo for Products	✓	✓	✓
<b>E-Learning / Training</b>			
Webinar for myUTN-80	✓	✓	✓
Webinar for Collaboration Software-DS		✓	✓
<b>Login</b>			
Technology Alliance Partner Program Login	✓	✓	✓
<b>Internet</b>			
Partner Portrait		✓	✓
<b>Privileged Support</b>			
Telephone Number		✓	✓
Email		✓	✓
Direct SEH Contact Partner			✓
<b>Consulting</b>			
Contact Partner			✓
<b>Marketing Campaigns</b>			
Paper User Report		✓ <sup>2</sup>	✓
Video User Report		✓ <sup>2</sup>	✓
Creation of Screencasts <sup>1</sup>	✓	✓	✓
Creation of a Video <sup>1</sup>	✓	✓	✓
Creation of a Brochure <sup>1</sup>	✓	✓	✓
Creation of a Poster <sup>1</sup>	✓	✓	✓
SEH Newsletter of Solution	✓	✓	✓
SEH Press Release of Solution		✓	✓
SEH Website of Solution		✓	✓
SEH Whitepaper of Solution		✓ <sup>3</sup>	✓
SEH Datasheet of Solution		✓ <sup>3</sup>	✓
SEH Video of Solution		✓ <sup>3</sup>	✓
Joint Trade Fair Appearances			✓
Joint Road Shows			✓
Joint Press Conference			✓
Joint Professional Retail Events			✓
Shared Advertisements			✓
NFR Model myUTN-80		✓	✓
<b>Partner Requirements</b>			
Onetime Compatibility Test	✓	✓	✓
SEH Page of the Partner		✓	✓
Linking	✓	✓	✓
Continuous Testing of the Software		✓	✓
<b>Conditions</b>			
Duration	24 Months	24 Months	24 Months
Price	-	1.000 €	3.000 €

Prices do not include VAT or other taxes

<sup>1</sup> Topic: Your product in combination with the myUTN-80, usage rights of the software are required

<sup>2</sup> Either paper or video

<sup>3</sup> One campaign can be selected