



# GENESYS PARTNER

## Program Guide

GENESYS PARTNER YEAR  
MARCH 2012 – FEBRUARY 2013

## OVERVIEW

We understand the importance our partners play in meeting our customer's needs and are committed to enabling their success. Our program provides tools, training opportunities, support and resources to increase profitability. It is also tailored to be inclusive, serving all types of partners. Partners join the program at a tier level that reflects their business goals and grants them access and benefits accordingly, because we believe what we accomplish together cannot be done alone.

The Genesys Partner Program provides a global opportunity to extend our reach through solutions and integrated planning that drives innovative uses of technology. Our partner's commitment to employing sufficient staff and complying by Genesys business principles provide a robust foundation for customer satisfaction.

## PARTNER CATEGORIES

The Genesys partner ecosystem is comprised of five major types of partners, each adding significant value for our customers and helping to provide complete solutions that integrate into the customer's environment. Some partners play multiple roles.

- **Value Added Reseller (VAR or Reseller)** is a direct extension of Genesys' sales and support organizations. Genesys' VAR partners deliver value-added applications and (or) services wrapped around Genesys' Dynamic Customer Engagement software solutions. These applications and (or) services provide extended functionality and features to the Genesys suite of solutions. Genesys invests in programs and support at various levels to help build these businesses.
- **System Integrators (SIs)** provide services to businesses to implement an advanced, enterprise-wide Interaction Management solution into their contact center(s) in a timely and effective manner. Genesys' SI partners have established a clear track record and competence in their ability to build and deliver Genesys Interaction Management or Self-Service solutions. Leveraging their own unique best practices across multiple industry segments and application areas and upon the strength of their client relationships, Genesys' SI partners are quickly making the difference in an enterprise's CRM implementation and in their ability to be competitive and differentiated.
- **Hosted Solution Providers (HSPs)** [or Managed Service Providers (MSPs)] are a direct extension of Genesys' sales and support organizations and deliver value-added services wrapped around Genesys' Hosted Solution Software. These services provide extended functionality, features and applications to the Genesys suite of solutions. As a Genesys HSP partner, Genesys invests in programs and support to help build these businesses.
- **Independent Software Vendors (ISVs)** provide Genesys customers with software applications and products that interoperate with and/or complement Genesys applications. The types of software solutions in this category cover the range of Web-based, Internet, and eBusiness and voice applications; back-office systems (e.g. ERP, billing, HR and order management systems); middleware and eBusiness Enterprise Application Integration tools; Contact Center software and vertical market solutions.
- **OEM Partners** are a select group of ISV partners whose products are resold by Genesys. These partners' products have been integrated and tested with the Genesys products, and these partners work very closely with Genesys Product Management to deliver complete and high quality business solutions.

## PARTNERSHIP TIERS

The Genesys Partner Program is comprised of tiers that provide incremental business benefits and rewards to partners based on their revenue, training, and specialization achievements. Our partner's commitment and performance are directly linked to the increased benefits and financial rewards achievable within the tiered structure. The characteristics and partnership levels are defined as follows:

### **Registered Partner**

The Registered tier is the entry point for a company wanting to initiate a relationship with Genesys. Registered Partners have basic self-service access to tools, information and training. This is where most partners start their relationship with Genesys, and many smaller organizations or consultants register with the program to establish a relationship and get the information they need. The Registered tier is appropriate for emerging or smaller organizations.

### **Advanced Partner**

Partners who invest in training and build their Genesys capabilities (e.g. labs), and who complement the Genesys strategy are placed at the Advanced Tier. These are partners of all types who are emerging as important to Genesys and have demonstrated a commitment. This tier includes partners focused on narrowly defined industry and technology segments, but who drive solid business value in that segment.

### **Premier Partner**

This level includes organizations that have invested and trained their employees on Genesys solutions and (or) services. Premier Partners have established cross-industry or vertical-specific expertise, are required to maintain Genesys skills and commit to a specific level of business which is reflected in a Business Plan with Genesys.

### **Strategic Partner**

Like Premier Partners, Strategic Partners have established broader cross-industry or industry-specific expertise across a market segment or in a geographic region. The commitment level made between the Strategic Partner and Genesys is considerable, and fosters profitable business relationships and joint initiatives.

### **Global Partner**

These industry-recognized Global Partners have completed professional certifications and training requirements established for this level, plus they have active, prominent reference accounts with complex and often multi-country installations. Global partners have worldwide impact and reach. These partners have committed significant resources to developing and executing a joint business plan with Genesys. In return, Genesys delivers the highest level of support and commitment.

## ACHIEVING A HIGHER TIER STATUS

If an existing Partner meets the incremental requirements for a higher tier within a given year, the Partner may apply for the higher designation. Upon written notification from Genesys, the Partner will begin receiving the benefits of that tier.

## PARTNER BENEFITS SUMMARY

BENEFITS	GLOBAL	STRATEGIC	PREMIER	ADVANCED	REGISTERED
<b>Relationship</b>					
Exclusive Partner Program lab software license discount (reseller partners only)	✓	✓	✓	✓	No
Genesys Alliance Manager	Dedicated	Shared	Negotiated	Telephone contact	No
Genesys Channel Marketing Manager	✓	✓	Negotiated	No	No
Business, Training and Marketing Plan	✓	Select	Select	No	No
Genesys Sponsor	Executive	Field	Select	Select	No
<b>Technical Enablement</b>					
Discounted Genesys University Training	25%	15%	10%	5%	No
Partner Technical Support	Available to GCPs and in accordance with Software Access Pack conditions				
Software Access	Universal Access Pack Limit Quantity 4 One per location	Universal Access Pack Limit Quantity 3 One per location	Universal Access Pack Limit Quantity 2 One per location	GVP or Developer Access Pack Limit Quantity 2 One per location	Developer Access Packs Limit Quantity 1 (one)
<b>Sales Enablement</b>					
Access to Genesys Xchange	✓	✓	✓	✓	No
Sales Training	✓	✓	✓	✓	✓
Access to Partner Webinar Briefings and Partner Newsletter	✓	✓	✓	✓	✓
Genesys Sales force Exposure Programs (Employee Newsletter, Marketing Newsletter Emails, Webinars, collateral)	✓	✓	✓	Select	No
Pre-sales engagement with Genesys sales force	✓	✓	✓	Opportunity Registration deals have priority access to sales	
<b>Marketing</b>					
Genesys Partner Program Partner Logo Usage	✓	✓	✓	✓	No
Online Partner Directory	Dedicated Page Reciprocal link; logo	Dedicated Page Reciprocal link; logo	Dedicated Page Reciprocal link; logo	250 word profile; Reciprocal link; logo	No
Awareness & Lead Generating Initiatives (shows, webinar, direct mail, etc.)	Agreed upon plan	Agreed upon plan	Select	Select	No
Press Release	Exclusive	Joint	Select	Select	No



## RELATIONSHIP BENEFITS

### **PARTNER ASSIGNED RESOURCES**

Global Resellers are given a named, dedicated account manager. Strategic Partners will have a shared channel manager and Premier Partners have the ability to negotiate channel manager support. Telephone support is provided to all other partners as warranted.

### **JOINT BUSINESS, TRAINING AND MARKETING PLAN**

A business plan is essential for creating a consistent framework for our joint relationship. The Partner and Genesys will work together to establish an agreed upon business plan consisting of volume of business, staff certifications and training paths, as well as a marketing plan based on the Partner's focus and business goals.

## TECHNICAL ENABLEMENT

### **TRAINING - GENESYS UNIVERSITY**

Genesys University is the training arm of Genesys. It offers a wide variety of training choices to accommodate many unique student needs, including recommended learning paths based on a resource's role and/or the Genesys solution installed.

The Genesys Certified Professional (GCP) Program and the Genesys Certified Pre-Sales (GCPS) Program are prestigious professional studies affording industry-recognized accreditation from Genesys University. Professionals who successfully complete the GCP and/or the GCPS Program should have the tools, knowledge and skills to design, install and support Genesys solutions, ensuring a good customer experience.

Advanced, Premier, Strategic and Global tier partners are entitled to discounts off the list price of Genesys University courses. These discounts are not cumulative and cannot be combined with any special offers. The guidelines below should be followed:

- Partners are required to maintain the number of GCP and GCPS for their tier in the Genesys Partner Program.
- If a GCP or a GCPS leaves the partner, the partner must ensure the replacement with another GCP or a GCPS within six (6) months.
- Certifications are expected to be kept up-to-date i.e., current with software releases.
- For each partner, Genesys will display the number of GCP or a GCPS in the partner directory. The partner should notify Genesys of any inaccuracies or changes.

Learn about the Genesys partner certification program and gain access to Genesys University at: <http://www.genesyslab.com/?dept=Training&page=Overview>

## SOFTWARE ACCESS PACKS

The Genesys Partner Program offers Software Access Packs free of charge during the termed year during which the partner can select the software bundle and limited technical support that best suits his needs. The partner is only entitled to order software that aligns with the nature of their relationship (i.e. blanket orders for all software will be rejected).

- **Developer Access Pack** – Provides a partner with access to the development tools and technical support needed to build and test an application on the Genesys platform or to build an integration. The Universal SDK Switch Simulator, Express SS (five seats) and Advanced Integration Connector (five seats) are included in this pack.
- **Genesys Voice Platform Access Pack** – Designed for the VXML application developer who wants to build and test applications on the Genesys Self Service Platform. Four ports of GVP Developer Edition and/or Voice Genie are included in this pack.
- **Universal Access Pack** – Includes all Genesys products EXCEPT 3rd party software. These products can be purchased separately.
  - > Software ordered as part of the Software Access Pack should be in compliance with the partner relationship.
  - > Maximum of 10 seats or four ports per kit.
  - > License will expire at the end of the partner's term - February 2013.
  - > Genesys reserves the right to limit the software included in the Universal Access Pack.

### Limited Technical Support with Access Pack

Partners are entitled to limited technical support for the software that is ordered with the Access Pack.

- Limited technical support is included on the products supplied.
- Technical support tickets can only be logged by partner personnel who have attained a current Genesys Certified Professional qualification.
- Genesys reserves the right to terminate technical support if the number of tickets raised by the partner becomes too high. The partner will be given a warning, and training will be suggested to help address the situation.
- Critical tickets cannot be submitted.

### Other Restrictions on Software Access Packs

The following restrictions apply to Software Access Packs:

- Any partner whose contract is terminated or ends will lose all benefits associated with the Software Access Packs. The partner must destroy or return all software, media and licenses received, as directed by Genesys.
- Software cannot be used to provide training.
- Software cannot be used in production or sold or provided to any third party.
- Use of the Software is permitted in accordance with the terms and conditions of the Genesys Partner Program Master Agreement.
- Genesys reserves the right to withdraw all benefits associated with the Software Access Pack at any time.



## SALES ENABLEMENT

### GENESYS XCHANGE

Xchange is the Genesys one stop source for information. It encompasses links to training, sales resources, product updates, RFP tools, pricing, service and technical support, partner program updates and news and much more. Click on this link to request access to the Genesys Xchange Partner Portal. <http://genesyslab.com/support/~account/request/>

For help requesting access to Xchange, please contact our Partner team at [partners@genesyslab.com](mailto:partners@genesyslab.com)

### PARTNER TRAINING

Genesys requires its Partners to demonstrate technological skill and knowledge of Genesys products by completing product and solution specific training. Genesys offers multi-disciplinary training in fields that include sales product knowledge, pre-sales design and post-sales engineering.

**Sales:** <https://xchange.genesyslab.com/xchange/base/Pages/PartnerTraining2.aspx>

**Pre-Sales:** <https://xchange.genesyslab.com/xchange/base/Pages/PartnerPreSalesCertTraining.aspx>

**Post-Sales:** <https://xchange.genesyslab.com/xchange/base/Pages/Post-SalesTraining.aspx>

### PARTNER WEBINARS AND COMMUNICATIONS

Genesys believes in keeping its partners informed with the latest product, competitive and program information via a series of webinars that are recorded so you can view the webinar at your convenience. Partners also receive a monthly newsletter, Genesys Partner Insider, that provides information on products, training, events, sales and marketing tools, partner success stories ... and much more.

**Recorded Webinars:** <https://xchange.genesyslab.com/xchange/base/Base%20library/Forms/PartnerWebinar.aspx>

### GENESYS SALESFORCE EXPOSURE AND ENGAGEMENT

For select Partners, Genesys' sales force is available to help access new client relationships and opportunities. Genesys' sales teams can help selected partners market our offering to prospects and customers, and help you demonstrate, develop and support your customers. For more information, please contact your channel manager.

### GENESYS PRICING TOOLS FOR RESELLING PARTNERS

Genesys provides price lists, pricing guides and quote tools to enable quick and easy ordering of Genesys products. These tools are posted on Genesys Xchange and are updated frequently with additions and changes. <https://xchange.genesyslab.com/xchange/base/Pages/PricingPage.aspx>

The Partner understands and agrees that all such pricing, quotation and ordering tools, and information are the confidential and proprietary information of Genesys, subject to confidentiality obligation set forth in the Genesys Partner Program Master Agreement.

## MARKETING BENEFITS

### GENESYS PARTNER PROGRAM LOGO

Genesys encourages Advanced, Premier, Strategic and Global partners to promote their relationship with Genesys. Registered partners are not authorized to use any Genesys logo or trademark in any way.

The use of the logo is restricted as follows:

- Partners must only use the logo file provided by Genesys Marketing.
- When used on a partner's web site, the Genesys logo must, when clicked on, take the user to the Genesys partner directory entry relevant to the partner. The directory entry will give details of the partner relationship and the partner tier and type.
- Usage of the Genesys logo should be the same size as the partner's logo and used in an equally favorable position.
- Genesys reserves the right to remove this benefit at any time.

### ONLINE PARTNER DIRECTORY

The online partner directory is available to all Genesys sales, customers and prospects so they can locate a recognized Genesys partner in their region with a specific market focus and by the service offering.

- Advanced, Premier, Strategic and Global partners will have an entry in the partner directory.
- Partners are expected to keep their entry updated and ensure that all details are accurate.
- Each partner is expected to provide their logo to be posted with the directory listing and keep the details presented in the directory up to date.
- Genesys may, at its reasonable discretion, reference partners and/or partner products by using the name and/or logos of the partner's products in advertising and promotional materials.
- Genesys is not responsible for errors or omissions and will make all reasonable efforts to correct information at the partner's request.

### AWARENESS & LEAD GENERATING

For select Partners, an assigned Genesys Marketing professional will work to establish a marketing plan based on the Partner's focus and business goals. Assistance with go-to-market planning, lead generation, co-funding opportunities, seminars, GForce, webcasts and more will be part of this joint exercise.

### PRESS RELEASES AND END-USER ANNOUNCEMENTS

Press releases and other public announcements about the partnership with Genesys should be made according to Genesys external communications guidelines, which are available on request. Any press release or other marketing materials issued by partners regarding joint customers must mention that Genesys products are included in the solution. Genesys requires prior written approval of any press release. Please contact the Partner team at [partners@genesyslab.com](mailto:partners@genesyslab.com) for more information.



## PARTNER PROGRAM REQUIREMENTS

- All partners will be required to comply with the Partnership Requirements set forth in the table below or as otherwise specified in their contract.
- All partners will be expected to sign a Master Program Agreement and all appropriate schedules.
- The Genesys Partner Program year runs from March through February of each calendar year.
- Partners will be tiered according to their fulfillment of the program requirements.
- New reselling partners will be given nine (9) months to be compliant with their assigned Tier. After nine (9) months the partner will be placed at the Tier that reflects their achievements.
- All reselling partners must develop a training plan to meet ongoing market requirements and to undertake joint opportunities in accordance with the Genesys Partner Program.
- To meet the Genesys Certified Professional (GCP) and the Genesys Certified Pre-sales (GCPS) requirements, an individual within the partner organization must have passed a prescribed administered exam; these exams are valid for three years.
- Each partnership is designed to optimize market opportunities for mutual benefit of the partner and Genesys, and it is important that a business plan is established and reviewed with Genesys.
- Genesys expects all partners to engage Genesys Professional Services where partners do not have the training and (or) experience to deploy a project.

REQUIREMENTS	GLOBAL	STRATEGIC	PREMIER	ADVANCED	REGISTERED
<b>Relationship</b>					
Partner Assigned Resources	Executive, Alliance Manager	Alliance Manager	Alliance Manager	Named Primary Contact	Named Primary Contact
<b>Technical Enablement</b>					
Post-Sales Certification (GCP)	10	5	2	1	Suggested
Pre-Sales Certification (GCPS)	4	2	1	1	Suggested
Training Plan	Required	Required	Required	Required	Suggested
Solution Demonstration Center featuring Genesys	Required	Required	Required	Expected	
Successful Customer Implementations in the last 3 years	10	5	2	1	
<b>Sales &amp; Marketing</b>					
Annual Leveraged Genesys Revenue	\$15 million	\$2 million	\$500,000	\$200,000	No
Reciprocal Web Link using Partner logo	✓	✓	✓	✓	
Presence in Genesys regions	<i>Global Partner has worldwide presence and signs 1 Global Partner Program Agreement.</i>	<i>Strategic Partner has a significant geographical presence and signs 1 Partner Program Agreement which indicates all applicable regions.</i>	<i>Premier Partners are expected to have a strong regional presence in the countries where they operate.</i>	<i>Advanced Partners usually have focus on one core competence.</i>	

## PROGRAM COMPLIANCE

In order to maintain its partnership tiers and commercial relationship, a Genesys partner must comply with the requirement set forth in this program guide.

Compliance will be re-assessed in February 2013.

A recovery period of 3 months will be granted to a Genesys partner in case the Genesys partner appears to be non-compliant with the Partner Program Requirements at the time of that assessment.

If the Genesys Partner fails in achieving compliance with the program requirements within the 3 month recovery period, Genesys may either down-grade the partner's tier or terminate the Master Program Agreement with a fifteen (15) day prior notice, without any compensation or indemnity whatsoever to the partner.

## GENESYS GOLD CERTIFIED PARTNER INITIATIVE

Genesys customers demand high-quality implementations and ongoing support from us and our partners. Gold Certification recognizes partners who have a track record of successful implementations and who have invested in the skills and training needed to deliver a quality project.

Gold Certification provides these top partners with greater access to Genesys Professional Services, Management, Marketing and other functional areas so that together we can improve methodologies and knowledge. The initiative is focused on driving quality and improving the customer experience.

For more information on the Gold Certified Partner Program please contact [goldpartners@genesyslab.com](mailto:goldpartners@genesyslab.com)

## APPLICATION PROCESS

To become a Genesys Partner, review this guide in detail and determine which category and level best fit your business strategy and model. Please send an email to [partners@genesyslab.com](mailto:partners@genesyslab.com) to discuss membership in the program.

Qualified candidates will receive a partner contract and other important information to review. Once the general requirements are met and the contract is executed, partners can start receiving the benefits appropriate for the category and level of partnership.



### Corporate Headquarters

Genesys  
2001 Junipero Serra Blvd.  
Daly City, CA 94014  
USA

### Worldwide Inquiries:

Tel: +1 650 466 1100  
Fax: +1 650 466 1260  
E-mail: [info@genesyslab.com](mailto:info@genesyslab.com)  
[www.genesyslab.com](http://www.genesyslab.com)

01/12-US

Genesys is the world's leading provider of customer service and contact center software and services — with a 100% focus on customer experience. With more than 2,000 customers in 80 countries, Genesys is uniquely positioned to help companies bring their people, insights and customer channels together to drive today's new customer conversation. Genesys software directs more than 100 million interactions every day from the contact center to the back office, helping companies deliver fast, simple service and a highly personalized cross-channel customer experience. Genesys software also optimizes processes and the performance of customer-facing employees across the enterprise.

For more information visit: [www.genesyslab.com](http://www.genesyslab.com), or call +1 888 GENESYS.

Genesys and the Genesys logo are registered trademarks of Genesys Telecommunications Laboratories, Inc. All other company names and logos may be trademarks or registered trademarks of their respective holders. © 2012 Genesys Telecommunications Laboratories, Inc. All rights reserved.