

SCALA ®

Partnership Program Guide

*Joining forces to deliver world-class digital
signage & advertising solutions.*

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Scala is the world's first connected signage company, offering the leading platform for content creation, management and distribution in digital signage networks, and the first unified platform for advertising management of both traditional and digital signage networks. By teaming with a large ecosystem of skilled partners, Scala is the leading global provider of digital signage and advertising management solutions.

Scala Partnership Program joins together a select group of skilled partners who provide the necessary components required to deliver the most innovative digital signage systems available.

This guide is designed to outline the basic elements of the program and define the benefits and requirements of a Scala partnership. The program is organized around six categories of partners, with different levels of partnership available within each category.

Partnership Types

- **Solution Sales Partners** – Scala Solution Sales Partners are primarily systems integrators who are experts in Scala implementations and sell Scala licenses, but may also include market leading providers of services such as training and vertical market expertise.
- **Service Partners** – Scala Service Partners are firms that provide services including system integration and installation, but do not typically sell Scala licenses. Often times they do work on a subcontractor basis with Scala Solution Sales Partners in signage deployments.
- **Content Partner** – Scala Content Partners are firms that provide content creation services, but do not typically sell Scala licenses. Often times they do work on a subcontractor basis with Scala Solution Sales Partners in signage deployments.
- **Network Operator Partners** – Scala Network Operator Partners are companies that host Scala networks for sub-customers or companies that own and operator their own Scala network for profit. These companies aim to take Scala software and by hosting it or reselling hosted access to it provide a more complete horizontal or vertical market solution. This solution maybe sold to end users under the Network Operator's brand. This category includes traditional Network Operators and those partners who resell access to Scala's shared hosting services.
- **Platform Partners** – Scala Platform Partners are market leaders in supplying the preconfigured hardware systems upon which Scala applications run. These products are typically hardware systems or displays with integrated PC type hardware and can be sold through Solution Sales Partners.
- **Technology Partners** – Scala Technology Partners are third party companies that provide Scala customers with software or hardware products that complement, interoperate with, and add value to Scala applications. These products do not require any specific integration with Scala software. This group could include technologies such as screen providers, ad aggregators, advertising firms, or other software or hardware that adds additional value for Scala customers.

Partnership Levels

In any new business relationship, the investors must decide what level of investment is appropriate for them. Scala Partnership Program includes two or three different levels of investment within each Partner category: Certified, Premier and Strategic partnership levels. Using the information presented in the Scala Partnership Program Guide, you can determine what level of investment works for you and choose the appropriate partnership level.

The higher the level of partnership, the greater the combined commitment to establish a well funded, more comprehensive relationship. For example, at the Strategic Partner Level, both Scala and the Partner invest significant resources into the partnership, such as extensive training programs, sales support, trade show participation, linked websites, Integration assistance, etc.

Certified Partners: This base partnership level is appropriate for companies with a moderate interest level in digital signage. These Partners are characterized by their in-depth vertical market knowledge or presence within a concentrated geographic location. Scala Certified Partners are eligible to attend Scala sales and technical training by an authorized Scala Trainer; use Program Specific Logo; have an assigned Scala point person and in some cases qualify for Co-op Marketing Funds. To learn more about the requirements to be eligible to become a Scala Certified Partner refer to details listed by partnership types throughout this guide.

Premier Partners: At a higher level of commitment, Scala Premier Partners are larger firms that have demonstrated an ability to provide integration services. In addition to the basic Scala Certified Partner benefits, Premier Partners have access to Scala Sales Personnel for customer presentation, a direct link on Scala's website and many other value-added services detailed by partnership types throughout this guide.

Strategic Partners: This level is reserved for large firms that have demonstrated their ability to provide integration services on a worldwide basis with broad industry knowledge. Strategic Partners are entitled to the highest level of partnership and commitment from Scala in exchange for greater commitment of resources.

The Scala Partnership Program includes programs and activities centered around three key business elements, technology, marketing and support. Scala values our partner relationships. We are continually working on improving our support in the form of cutting edge marketing materials, training, web site management, sales support, trade shows and state of the art technology.

Solution Sales Partners

Scala carefully selects Solution Sales Partners who are experts in implementation of Scala systems. They sell Scala licenses and provide a wide range of services such as, project management, both systems and end user training, and vertical market consulting.

Partnership Levels

Certified Solutions Sales Partners: This base partnership level is appropriate for smaller companies. These Partners are characterized by their in-depth vertical market knowledge or presence within a concentrated geographic location. Certified Solution Sales Partners are approved to use the Scala Program logo for marketing and licensing of Scala applications for development and demonstration purposes. These Partners maintain a small base of fully trained and certified technicians; have partner portal access and an assigned Scala point person.

Premier Solution Sales Partners: At a higher level of commitment, these partners have demonstrated an ability to provide integrated services with broad industry knowledge as well as business process reengineering, implementation and end user training. Premier Partners maintain a medium-size base of fully-trained and certified technicians as well as a dedicated Scala Alliance Manager on location. They commit to establishing a marketing plan to actively market Scala products and services. Premier Solution Sales Partners also have access to Scala sales personnel for customers' presentations, Scala training discounts, and a direct link on Scala's website.

Strategic Solution Sales Partners: Strategic Partners are entitled to the highest level of partnership and commitment from Scala in exchange for greater commitment of resources. This level is reserved for large consulting firms that have demonstrated their ability to provide integration services on a worldwide basis. They have extensive industry knowledge as well as comprehensive business process reengineering, implementation, configuration planning and systems and end user training. In addition to all the partnership benefits the previous levels receive, this highest level partner is eligible to participation in Scala Trade Shows and quarterly contact with Scala Executive Team.

When any level of Solution Sales Partner achieves the minimum requirements for the next partnership level, they may submit an application to upgrade. Upon approval of the application by Scala, the partner will be granted the benefits associated with the higher level.

The following pages define the benefits and resources Scala provides to each partner group and the requirements for participation in the Scala Solution Sales Partner Program by partnership levels.

Product Pricing Tiers

Scala has multiple tiers of Scala Solution Sales Partners. Each tier has a different pricing incentive and pricing is based on achieved sales volume. Pricing may be adjusted to meet regional market needs.

- Tier 4: See Regional Addendum
- Tier 3: See Regional Addendum
- Tier 2: See Regional Addendum
- Tier 1: See Regional Addendum

Partner Tiers are based on actual sales from the previous calendar year and are not affected by Partnership Level. All partners who achieve a new annual sales tier goal during the year will move up into the next year as the beginning of the calendar month after the sales goal has been achieved.

To help new partners quickly come up to speed, all new partners will be provided Tier 2 pricing for their first two full calendar quarters as a partner. If the partner has not achieved Tier 2 status at the end of the second full calendar quarter, partner pricing will change to Tier 3 or Tier 4 pricing.

Solution Sales Partner Benefits

Below are the benefits you are eligible to receive based upon your partnership level. The \$ symbol represents benefits that may involve additional fees and the * requires executive approval based on the quality of business and the opportunity available.

Benefits	Certified Partner	Premier Partner	Strategic Partner
Leads from Scala		✓	✓
Program Specific Logo Use	✓	✓	✓
Training (# of Courses)	1	2	3
Partner Listing on Website	Basic	Link	Full
Joint Case Studies	✓	✓	✓
Partner Portal Access	✓	✓	✓
Not for Resale Software (# of Starter Kits, # of players)	1, 2	1, 5	3, 10
Script Kits	\$	\$	✓
Development Software (APIs, etc.)	✓	✓	✓
Technical Support Incidents	25	50	Unlimited
Exhibit at Scala Connected Signage Conference	\$	\$	\$
Training Discount Off Partner Price (for Partner Employees)	0%	5%	10%
Joint Selling (Scala Sales Person to Attend Customer Presentations with Partner)		✓	✓
Assigned Scala Point Person	✓	✓	✓
Participation in Scala Booth at Industry Trade Shows			\$
Staff to Attend Scala Connected Signage Conference (fee applies for all attendees)	5	10	Unlimited
Co-Op Marketing Funds (Capped Regionally)	See Regional Addendum	See Regional Addendum	See Regional Addendum
Integration Assistance (Assist from Scala R&D/Experts Group on integrating the Partners Product/Service with Scala Software)	\$	\$	\$
Quarterly Call with Executive Team Member			✓
Co-Managed Business Plan (Scala assigned Point Person will review the partner's business plan annually)		✓	✓
Scala Market Development Funds (In rare situations, these funds may be given in advance of sales revenues to help grow certain markets)	*	*	*
Scala Partner Plaque	✓	✓	✓

Solution Sales Partner Requirements

A company must meet the following minimum requirements within the first year of membership.

Requirements	Certified Partner	Premier Partner	Strategic Partner
Entry Fee	See Regional Addendum	See Regional Addendum	See Regional Addendum
Annual Partner Program Fee	See Regional Addendum	See Regional Addendum	See Regional Addendum
Trained and Certified Technicians	1	1	3
Demonstrated Ability to Implement Scala	✓	✓	✓
Dedicated Scala Alliance Manager <i>A Scala point person at the partner's location</i>		✓	✓
Partner Marketing Dollars Invested <i>Money invested by partner in marketing Scala products and services</i>	See Regional Addendum	See Regional Addendum	See Regional Addendum
Operate a Scala Solution Centers <i>A Partner maintained demo area that includes Scala products</i>			✓
Partnership Approval by Scala Executive Team			✓
Provide Referenceable Customers Annually for Scala Use (A customer that is willing to vouch for the abilities of the partner)		2	3
Business Plan/ Marketing Plan <i>(An outline of how each of these requirement will be met)</i>	Business Plan	Business Plan	Business Plan
Forecast <i>(Monthly forecast of expected sales of Scala Software)</i>	✓	✓	✓

Scala Services Partners

Scala Service Partners are firms that provide services including system integration and installation, but do not typically sell Scala licenses. Often times they do work on a subcontractor basis with Scala Sales Partners in signage deployments.

Partnership Levels

Certified Service Partners: This base partnership level is appropriate for smaller companies. These Partners are characterized by their in-depth vertical market knowledge or presence within a concentrated geographic location. Certified Service Partners have demonstrated the ability to implement Scala systems integration and installation. They are approved to use the Scala Program logo for marketing of Scala applications for development and demonstration purposes. These Partners maintain a small base of fully trained and certified technicians; have partner portal access and an assigned Scala point person.

Strategic Service Partners: This level is reserved for larger consulting firms that have demonstrated their ability to provide integration and installation services on a worldwide basis. They commit to establish a Marketing Development Fund and to invest in and maintain at least one Scala Service Center. Strategic Partners have Program Logo usage and maintain a large base of fully-trained and certified technicians as well as a dedicated Scala Alliance Manager on location. In addition to all the partnership benefits the Certified Partner receives, Strategic Partners are eligible to participate in Scala Trade Shows, and quarterly contact with Scala Executive Team.

When a Scala Service Partner achieves the minimum requirements for the next partnership level, they may submit an application to upgrade. Upon approval of the application by Scala, the partner will be granted the benefits associated with the higher level.

The following pages define the benefits and resources Scala provides to each partner group and the requirements for participation in the Scala Service Partner Program by partnership levels.

Scala Service Partner Benefits

Below are the benefits you are eligible to receive based upon your partnership level. The \$ symbol represents benefits that may involve additional fees and the * requires executive approval based on the quality of business and the opportunity available.

Benefits	Certified Partner	Strategic Partner
Program Specific Logo Use	✓	✓
Training (# of Courses)	1	3
Partner Listing on Website	Basic	Full
Joint Case Studies	✓	✓
Partner Portal Access	✓	✓
Not for Resale Software (# of Starter Kits, # of players)	1, 2	3, 10
Script Kits	\$	✓
Development Software (APIs, etc.)	✓	✓
Technical Support Incidents	25	Unlimited
Exhibit at Scala Connected Signage Conference	\$	\$
Training Discount Off Partner Price	0%	10%
Assigned Scala Point Person	✓	✓
Participation in Scala Booth at Industry Trade Shows		\$
Staff to Attend Scala Connected Signage Conference (fee applies for all attendees)	5	Unlimited
Joint Press Release (Press release announcing partnership including an endorsement by Scala)		1
Integration Assistance (Assist from Scala R&D/Experts Group on integrating the Partners Product/Service with Scala Software)	\$	\$
Quarterly Call with Executive Team Member		✓
Co-Managed Business Plan (Scala assigned Point Person will review the partner's business plan annually)		✓
Scala Partner Plaque	✓	✓

Scala Service Partner Requirements

A company must meet the following minimum requirements within the first year of membership.

Requirements	Certified Partner	Strategic Partner
Entry Fee	See Regional Addendum	See Regional Addendum
Annual Partner Program Fee	See Regional Addendum	See Regional Addendum
Trained and Certified Technicians	1	3
Demonstrated Ability to Implement Scala	✓	✓
Dedicated Scala Alliance Manager <i>A Scala point person at the partner's location</i>		✓
Partner Marketing Dollars Invested <i>Money invested by partner in marketing Scala products and services</i>	See Regional Addendum	See Regional Addendum
Operate a Scala Solution Centers <i>A Partner maintained demo area that includes Scala products</i>		1
Partnership Approval by Scala Executive Team		✓
Provide Referenceable Customers for Scala Use (A customer that is willing to vouch for the abilities of the partner)		2
Business Plan/ Marketing Plan <i>(An outline of how each of these requirement will be met)</i>	Marketing Plan	Marketing Plan

Scala Content Partners

Scala Content Partners are firms that provide content creation services, but do not typically sell Scala licenses. Often times they do work on a subcontractor basis with Scala Sales Partners in signage deployments.

Partnership Levels

Certified Content Partners: This partnership level is appropriate for a firm who has demonstrated the ability to work with a Scala Sales Partner in creating customized creative content used in signage deployment. They are approved to use the Scala Program logo for marketing of Scala applications for development and demonstration purposes. These Partners maintain a small base of fully trained and certified technicians; have partner portal access and an assigned Scala point person.

Strategic Content Partners: This high level of commitment is for market leading content providers who desire to go to market with Scala in a comprehensive manner. They commit to establish a Marketing Development Fund and to invest in and maintain at least one Scala Service Center. Strategic Content Partners have Program Logo usage and maintain a larger group of fully-trained and certified technicians as well as a dedicated Scala Alliance Manager on location. In addition to all the partnership benefits the Certified Partner receives, Strategic Partners are eligible to participate in Scala Trade Shows, and quarterly contact with Scala Executive Team.

When a Scala Content Partner achieves the minimum requirements for the next partnership level, they may submit an application to upgrade. Upon approval of the application by Scala, the partner will be granted the benefits associated with the higher level.

The following pages define the benefits and resources Scala provides to each partner group and the requirements for participation in the Scala Content Partner Program by partnership levels.

Scala Content Partner Benefits

Below are the benefits you are eligible to receive based upon your partnership level. The \$ symbol represents benefits that may involve additional fees and the * requires executive approval based on the quality of business and the opportunity available.

Benefits	Certified Partner	Strategic Partner
Program Specific Logo Use	✓	✓
Training (# of Courses)	1	5
Partner Listing on Website	Basic	Full
Joint Case Studies	✓	✓
Partner Portal Access	✓	✓
Not for Resale Software (# of Starter Kits, # of players)	1, 2	3, 10
Script Kits	\$	✓
Development Software (APIs, etc.)	✓	✓
Technical Support Incidents	25	Unlimited
Exhibit at Scala Connected Signage Conference	\$	\$
Training Discount Off Partner Price	0%	10%
Assigned Scala Point Person	✓	✓
Participation in Scala Booth at Industry Trade Shows		\$
Staff to Attend Scala Connected Signage Conference (fee applies for all attendees)	5	Unlimited
Joint Press Release (Press release announcing partnership including an endorsement by Scala)		1
Integration Assistance (Assist from Scala R&D/Experts Group on integrating the Partners Product/Service with Scala Software)	\$	\$
Quarterly Call with Executive Team Member		✓
Co-Managed Business Plan (Scala assigned Point Person will review the partner's business plan annually)		✓
Scala Partner Plaque	✓	✓

Scala Content Partner Requirements

A company must meet the following minimum requirements within the first year of membership.

Requirements	Certified Partner	Strategic Partner
Entry Fee	See Regional Addendum	See Regional Addendum
Annual Partner Program Fee	See Regional Addendum	See Regional Addendum
Trained and Certified Technicians	1	3
Demonstrated Ability to Implement Scala	✓	✓
Dedicated Scala Alliance Manager <i>A Scala point person at the partner's location</i>		✓
Partner Marketing Dollars Invested <i>Money invested by partner in marketing Scala products and services</i>	See Regional Addendum	See Regional Addendum
Operate a Scala Solution Centers <i>A Partner maintained demo area that includes Scala products</i>		1
Partnership Approval by Scala Executive Team		✓
Business Plan/ Marketing Plan <i>(An outline of how each of these requirement will be met)</i>	Marketing Plan	Marketing Plan

Scala Network Operator Partners

Scala Network Operator Partners are companies that host Scala networks for sub-customers or companies that own and operate their own Scala Network for profit. These companies aim to take Scala software and by hosting it or reselling hosted access to it, provide a more complete horizontal or vertical markets solution. The solution is sold to end users under the Network Operator's brand. This category includes traditional Network Operators and those Partners who resell access to Scala's shared hosting services.

Partnership Levels

Certified Network Operator Partners: This base partnership level is appropriate for smaller companies. These Partners are characterized by their in-depth vertical market knowledge or presence within a concentrated geographic location. Certified Network Operator Partners have shown success in utilizing Scala software and operating as a network host where end-user can access customized information for their signage. They are eligible for co-op marketing funds based on percentage of sales. These Partners maintain a small base of fully trained and certified technicians; have partner portal access and an assigned Scala point person.

Strategic Network Operator Partners: This level is reserved for larger companies that have demonstrated their ability to host Scala software and/or resell hosted access to it on an international basis. They commit to establish a Marketing Development Fund and to invest in and maintain at least one Scala Service Center. Strategic Partners have Program Logo usage and maintain a large base of fully-trained and certified technicians as well as a dedicated Scala Alliance Manager on location. In addition to all the partnership benefits the Certified Partner receives, Strategic Partners are eligible to participate in Scala Trade Shows, and quarterly contact with Scala Executive Team.

When a Scala Service Partner achieves the minimum requirements for the next partnership level, they may submit an application to upgrade. Upon approval of the application by Scala, the partner will be granted the benefits associated with the higher level.

The following pages define the benefits and resources Scala provides to each partner group and the requirements for participation in the Scala Network Operator Partner Program by partnership levels.

Scala Network Operator Partner Benefits

Below are the benefits you are eligible to receive based upon your partnership level. The \$ symbol represents benefits that may involve additional fees and the * requires executive approval based on the quality of business and the opportunity available.

Benefits	Certified Partner	Strategic Partner
Program Specific Logo Use	Hosted	Hosted
Training (# of Courses)	1	5
Partner Listing on Website	Basic	Full
Joint Case Studies	✓	✓
Partner Portal Access	✓	✓
Not for Resale Software (# of Starter Kits, # of players)	1, 2	3, 10
Script Kits	\$	✓
Development Software (APIs, etc.)	✓	✓
Technical Support Incidents	Separate Agreement Required	
Exhibit at Scala Connected Signage Conference	\$	\$
Training Discount Off Partner Price	0%	10%
Joint Selling (Scala Sales Person to Attend Customer Presentations with Partner)		✓
Assigned Scala Point Person	✓	✓
Participation in Scala Booth at Industry Trade Shows		\$
Staff to Attend Scala Connected Signage Conference (fee applies for all attendees)	5	Unlimited
Co-Op Marketing Funds (\$5,000 cap)	2%	5%
Integration Assistance (Assist from Scala R&D/Experts Group on integrating the Partners Product/Service with Scala Software)	\$	\$
Quarterly Call with Executive Team Member		✓
Co-Managed Business Plan (Scala assigned Point Person will review the partner's business plan annually)		✓
Scala Market Development Funds (In rare situations, these funds may be given in advance of sales revenues to help grow certain markets)	*	*
Scala Partner Plaque	✓	✓

Scala Network Operator Partner Requirements

A company must meet the following minimum requirements within the first year of membership.

Requirements	Certified Partner	Strategic Partner
Entry Fee	See Regional Addendum	See Regional Addendum
Annual Partner Program Fee	See Regional Addendum	See Regional Addendum
Trained and Certified Technicians	1	3
Demonstrated Ability to Implement Scala	✓	✓
Dedicated Scala Alliance Manager <i>A Scala point person at the partner's location</i>		✓
Partner Marketing Dollars Invested <i>Money invested by partner in marketing Scala products and services</i>	See Regional Addendum	See Regional Addendum
Operate a Scala Solution Centers <i>A Partner maintained demo area that includes Scala products</i>		1
Partnership Approval by Scala Executive Team		✓
Business Plan/ Marketing Plan <i>(An outline of how each of these requirement will be met)</i>	Marketing Plan	Marketing Plan

Scala Platform Partners

Platform Partners are market leaders in supplying the preconfigured hardware systems upon which Scala applications run. These products are typically hardware systems or displays with integrated PC type hardware and can be sold through Scala Solutions Sales Partners.

Certified Platform Partners: As the only Partnership level for Scala Platform Partners, these partners commit to integrate their products with Scala software. They are approved for Program Logo usage and are eligible to participate in Scala Trade Shows and the Connected Signage Conference. Certified Platform Partners have portal access and are assigned a Scala point person. They are required to have a dedicated Scala Alliance Manager on location and a demonstration area that includes Scala products.

The following pages define the benefits and resources Scala provides and the requirements for participation in the Scala Platform Partner Program.

Scala Platform Partner Benefits

Below are the benefits you are eligible to receive based upon your partnership level. The \$ symbol represents benefits that may involve additional fees and the * requires executive approval based on the quality of business and the opportunity available.

Benefits	Certified Partner
Program Specific Logo Use	✓
Training (# of Courses)	1
Partner Listing on Website	Full
Joint Case Studies	✓
Partner Portal Access	✓
Not for Resale Software (# of Starter Kits, # of players)	1, 1
Development Software (APIs, etc.)	✓
Technical Incident Support	\$
Exhibit at Scala Connected Signage Conference	\$
Training Discount Off Partner Price	10%
Assigned Scala Point Person	✓
Participation in Scala Booth at Industry Trade Shows	\$
Staff to Attend Scala Connected Signage Conference (fee applies for all attendees)	Unlimited
Joint Press Release (Press release announcing partnership including an endorsement by Scala)	1
Product Validation (Stamp of approval for Scala on the Partners product)	\$
Promotion in Partner Newsletter	1
Scala Partner Plaque	✓

Scala Platform Partner Requirements

A company must meet the following minimum requirements within the first year of membership.

Requirements	Certified Partner
Entry Fee	See Regional Addendum
Annual Partner Program Fee	See Regional Addendum
Dedicated Scala Alliance Manager <i>A Scala point person at the partner's location</i>	✓
Validated Product - Per Product Fee <i>Product that has been tested and an image created by Scala</i>	\$
Business Plan/ Marketing Plan <i>(An outline of how each of these requirement will be met)</i>	Marketing Plan

Scala Technology Partners

Scala Technology Partners are third party companies that provide Scala customers with software or hardware products that complement, interoperate with and add value to Scala applications. These products do not require any specific integration with Scala software. This group could include technologies such as ad aggregation, advertisement coordination, or other software or hardware that adds additional value for Scala customers.

Partnership Levels

Certified Technology Partners: This basic partnership level is for Scala Technology partners who have developed software or hardware that work with Scala Applications. They are encouraged to purchase development software and submit to validation testing. They are approved for Program Logo usage and are eligible to participate in Scala Trade Shows and Connected Signage Conference. Certified Platform Partners have portal access and are assigned Scala point person.

Strategic Technology Partners: At a higher level of commitment are Scala Strategic Technology Partners who are industry leaders in software and hardware development. They have developed products or applications that interoperate with Scala applications. These partners are required to submit their products to the Scala Validation Process for testing. Strategic Technology Partners also commit to establish a Marketing Development Fund and to invest in and maintain at least one Scala Service Center. Strategic Partners have Program Logo usage and maintain a small base of fully-trained and certified technicians as well as a dedicated Scala Alliance Manager on location. These Partners also are eligible to participate in Scala Trade Shows, and quarterly contact with Scala Executive Team.

When a Scala Technology Partner achieves the minimum requirements for the next partnership level, they may submit an application to upgrade. Upon approval of the application by Scala, the partner will be granted the benefits associated with the higher level.

The following pages define the benefits and resources Scala provides to each partner group and the requirements for participation in the Scala Technology Partner Program by partnership levels.

Scala Technology Partner Benefits

Below are the benefits you are eligible to receive based upon your partnership level. The \$ symbol represents benefits that may involve additional fees and the * requires executive approval based on the quality of business and the opportunity available.

Benefits	Certified Partner	Strategic Partner
Program Specific Logo Use	✓	✓
Training (# of Courses)		2
Partner Listing on Website	Basic	Full
Joint Case Studies	✓	✓
Partner Portal Access	✓	✓
Not for Resale Software (# of Starter Kits, # of players)	1, 1	1, 5
Script Kits	\$	✓
Development Software (APIs, etc.)	✓	✓
Technical Incident Support	\$	\$
Developer Incident Support	\$	\$
Exhibit at Scala Connected Signage Conference	\$	\$
Training Discount Off Partner Price	0%	10%
Assigned Scala Point Person	✓	✓
Joint Press Release (Press release announcing partnership including an endorsement by Scala)		1
Participation in Scala Booth at Industry Trade Shows		\$
Staff to Attend Scala Connected Signage Conference (fee applies for all attendees)	5	10
Product/Service Validation (Stamp of approval for Scala on the Partners product or service)	\$	\$
Integration Assistance (Assist from Scala R&D/Experts Group on integrating the Partners Product/Service with Scala Software)	\$	\$
Quarterly Call with Executive Team Member		✓
Promotion in Partner Newsletter		1
Co-Managed Business Plan (Scala assigned Point Person will review the partner's business plan annually)		✓
Scala Partner Plaque	✓	✓

Scala Technology Partner Requirements

A company must meet the following minimum requirements within the first year of membership.

Requirements	Certified Partner	Strategic Partner
Entry Fee	See Regional Addendum	See Regional Addendum
Annual Partner Program Fee	See Regional Addendum	See Regional Addendum
Trained and Certified Technicians		1
Dedicated Scala Alliance Manager <i>A Scala point person at the partner's location</i>		✓
Partner Marketing Dollars Invested <i>Money invested by partner in marketing Scala products and services</i>	See Regional Addendum	See Regional Addendum
Operate a Scala Solution Centers <i>A Partner maintained demo area that includes Scala products</i>		1
Validated Product - Per Product Fee <i>Product that has been tested and given the seal of approval by Scala</i>	At Least 1	At Least 1
Partnership Approval by Scala Executive Team		✓
Provide Hardware/Software to Scala at No Cost <i>Partner must provide Scala with product for testing and validation</i>	✓	✓
Business Plan/ Marketing Plan <i>(An outline of how each of these requirement will be met)</i>	Marketing Plan	Marketing Plan

Benefit Definitions

Program Specific Logo Use: The Scala Partnership Logo enables Scala Partners to promote their partnership with Scala to distinguish themselves from other product and service providers. Highlighting their close relationship with Scala elevates them as the “best-of-class” business and system integrators of hardware, software, content and networking.

Training: Scala offers monthly training classes on the latest version of software. Training locations and scheduling are available at www.scala.com/training. Partnership levels determine how many partner employees can be trained at no charge to Partner. Reference this guide by partnership type to see how many seats in training courses you are eligible for. Scala trainers are also available to do onsite and customized training for an additional fee.

Partner Listing on Website: The Scala website advertises its Program Partners by name and even passes leads directly to our highest level partners.

Joint Case Studies: The Scala website prominently features case studies of Scala’s success in helping companies around the globe achieve specific goals with the use of Scala signage solutions. As a Scala Partner, you’re able to have your company featured in these success stories, illustrating your company’s role in assisting customers to increase market share, reduce cost or enhance brand recognition & image.

Partner Site Access or Partner Portal: Our new Partner Portal system gives you access to order tracking, shipping dates, marketing materials, campaign kits, contact information, event passes and more. The system will also let you place orders directly into Scala systems, with the ability to view all of your orders and invoices online.

Not for Resale Software: Scala Partners receive not-for-resale copies of Scala Software in their partner kits. This software is to be used by the partner to demo Scala product. Partners are not permitted to resell this product or to resell access to this product. Please see the summary of Partnership Benefits descriptions in this guide to determine the numbers of copies of each of the above components are furnished.

Development Software: All Scala Partners have access to development software for Scala products including APIs and Web Services information. Support for development of add-on products is a separate chargeable product. We encourage our partners and customers to leverage this open architecture to develop complimentary products and services for Scala software.

Developer Support: Support for developing add-on programs is offered as part of our Developer Partner Program. This benefits gives you access to our R&D team and the best programmers we have in-house.

Technical Support Incidents: Technical Support for Scala Partners includes both phone and web based technical support. Scala also provides a comprehensive, dedicated web site for Partner use where technical, sales and marketing resources can be found. Scala provides unlimited knowledge base access and from 25 to unlimited service requests per year depending on your partnership level.

Exhibit at Scala Connected Signage Conference: Scala partners can exhibit their products and services with Scala at the Scala Connected Signage Conference where Scala draws upon a multitude of promotional activities to demonstrate and expand its market leadership. There are two Connected

Signage Conferences held annually; one in North America and one in Europe. A Connected Signage Conference is also held in Latin America every other year.

Staff to Attend Scala Connected Signage Conference: Scala Partners are designated between 5 to an unlimited number of staff members to attend Scala's annual Connected Signage Conference. Refer to the summary of Partnership Benefits descriptions in this guide to determine the numbers of staff members allocated to participate by partnership level.

Training Discount off Partner Price: Scala Premier and Strategic Partners receive an additional 5% to 10% discount on all Training Programs that they may wish to take above and beyond the number included in the partner program. This discount is for training courses taken by partner staff only and cannot be used for resale.

Joint Selling: Scala sales support will be available to participate on joint sales calls with Scala Partners to assist in customer presentations, closing opportunities and to provide a "manufacturer's presence" when appropriate.

Assigned Scala Point Person: All Scala Partners are assigned a point person at Scala to work closely with partners and to manage each relationship. Your point person may be in the Sales Department, Marketing Team, Research and Development, or the Experts Group depending on your partnership type and level.

Joint Press Release: Scala will distribute an industry press release announcing each partnership union including an endorsement by Scala.

Participation in Scala Booth at Trade Shows: Scala Strategic level Partners are invited to participate in a variety of industry trade shows where Scala draws upon a multitude of promotional activities to demonstrate and expand its market leadership. Leads are generated through these joint activities and disseminated to Scala Partners.

Product/Service Validation: Scala Platform, Technology and ISV Partners who pass the validation testing process through the Scala Validation Program receive Scala's stamp of approval on their products or services. Scala showcases these validated Partners through a host of promotional programs targeted at existing and prospective customers and consultants.

Co-op Marketing Fund: Scala Solutions Sales, Service, Content and Network Operator Partners are eligible for co-op marketing funds based on a percentage of the Scala product and services that they sell. These percentages vary by partnership level. Monies can be used toward the marketing efforts of Partner's choice.

Integration Assistance: Scala supports Platform, Technology, ISV and Strategic level Partners with Integration Assistance from Scala Research and Development/Experts Group. Scala offers assistance on integrating the Partner products and services with Scala software as well as helping Scala Partners develop new products as their markets grow.

Quarterly Call with an Executive Team Member: Scala Strategic level Partners will have Quarterly Conference Calls with a member from the Scala Executive Team to ensure that our higher level partners are getting the information they need on new products, sales strategies, business plans and marketing plans.

Promotion in Partnership Newsletter: Each month Scala sends a newsletter out to all of its partners. Some partners who provide add-on services, products, or specialization can advertise to other Scala partners in this newsletter depending on their program type and level.

Train the Trainer Membership: Scala Strategic Solution Sales, Service and Content Partners are eligible to participate in Scala's Train the Trainer Program where they will learn how to deliver Scala training courses and receive certification to do so. Scala training curriculum and materials can be purchased from Scala and resold to attendees to classes that certified partners teach. (Will be available in 2009)

Co-Managed Business Plan: Scala Premier and Strategic Partners will be assigned a point person at Scala to review the partner's business plan annually to ensure both companies meet their agreed-upon business objectives.

Referenceable Customer Logo: Scala Premier and Strategic Partners are eligible to receive a special logo that notes that they have been endorsed by an end customer if they provide Scala with a case study and press release for a customer deployment.

Scala Market Development Funds: In some situations, funds may be given to Scala Partners in advance of sales being generated in order to simulate specific markets. These funds are given solely at Scala's discretion.

Scala Partnership Plaque: Scala Partner will receive an annual plaque commemorating their Partnership with Scala.

Requirements Definitions

Entry Fee: An entry fee is required to participate in all Scala Partnership Programs. This fee may vary by region and the amount is based on partnership type and level.

Annual Program Fee: Partners are required to pay an annual fee in return for annual benefits. This fee may vary by region. Each partnership is reviewed and verified annually to determine if partnership will be renewed for another year.

Annual Scala Revenue: In some cases, an annual minimum in Scala product and service sales is required to continue to participate in the Scala Partnership program. Again, this varies by partnership type and level.

Trained and Certified Technicians: Scala provides advanced certified training for its Partners. This training qualifies designated employees as a Scala Certified Technician. These employees must attend Scala Sales and Technical Training conducted at an authorized training center. Partners are required to maintain between 1 -3 trained/certified technicians on staff at all times depending on partnership level. Training credits are included with each annual partnership fee.

Demonstrate Ability to Implement Scala: Partner must be a System Integration Solutions provider with technical staff capable of installing, troubleshooting and maintaining a Scala network.

Partnership Marketing Dollar Invested: Higher level partners make a commitment to invest in proactive marketing of Scala products and services. The annual amount varies by partnership level and may include joint marketing programs, focused field sales campaigns, etc., designed to achieving Partner's Scala product and services sales goals.

Dedicated Scala Alliance Manager: Scala Premier and Strategic Partnerships must dedicate a Scala Alliance Manager at their location to manage the partnership. This person will function as the point person at the partner's company and work closely with a Scala staff member to maintain a working relationship.

Operate a Scala Solution Centers: Strategic level partners are required to maintain a demo area at their location where they can develop and demonstrate Scala products and services to end-users.

Validated Product: Network Operator, Platform, Technology and ISV Partners must submit their integrated product for validation testing through the Scala Validation Program. This is necessary to ensure the technical readiness of product, and that it is of the highest quality, meeting Scala standards. There is a fee required per product.

Partnership Approved by Scala Executive Team: Strategic level partners must be approved by the Scala Executive Team to participate at this highest level of partnership.

Provide Hardware/Software to Scala: Platform, Technology and ISV Partners must provide Scala with product for testing in the Scala Validated Program.

Provide Referenceable Customers for Scala Use: In some cases, a partner will be required to provide Scala with customers who are willing to act as references. These referenceable customers must do one of the following: Act as a phone reference for Scala, Provide Scala with a press release about their deployment, or provide Scala with a case study about their deployment. These references might be used to close deals in which the referring partner is not involved.

Business Plan/ Marketing Plan: All partners are required to submit a business or marketing plan outlining the go-to-market strategies and abilities of their company. Scala would like to see in writing how each partner plans on achieving the requirements laid out above.

Forecast: Solutions Sales and Network Operator Partners are required to provide a monthly forecast of expected Scala software and services sales.

Application Guide

Becoming a Scala Certified Partner is easy. Follow the steps below.

1. Complete the Partnership Application and Business/Marketing Plan
2. Submit your Partnership Application and Business/Marketing Plan to your local Scala office
3. A Scala representative will contact you to go over your Application and Business/Marketing Plan
4. Once your application has been approved, you will be asked to submit a purchase order for your Partner Kit.
5. Upon receipt of your purchase order, you will be invoiced for the entry fee and your Partner Kit will be sent out to you. Your partner kit will include your not-for-resale software and information on Scala, Scala products, Scala support and Services, tips for selling Scala software, marketing materials, documents and forms.
6. Before you are able to resell Scala software or fully engage in any of the programs, you must first complete your training classes. To register for training visit www.scala.com/training.
7. Hang your partner plaque in your office!

Partner Types and Scala Department Contacts

A Scala business unit is responsible for each partner type. In the chart below you will find the corresponding business unit for each partner type and the contact information for that business unit.

Partner Type	Responsible Business Unit	Business Unit Contact
Solution Sales Partners	Regional Operating Units	Americas & Oceania - sales@scala.com EMEA - sales@scala.nl Nordic - nordicsales@scala.com Asia - jp-info@scala.com
Service Partners	Regional Operating Units	Americas & Oceania - sales@scala.com EMEA - sales@scala.nl Nordic - nordicsales@scala.com Asia - sales@scala.com
Content partners	Regional Operating Units	Americas & Oceania - sales@scala.com EMEA - sales@scala.nl Nordic - nordicsales@scala.com Asia - sales@scala.com
Network Operator Partners	Regional Operating Units	Americas & Oceania - sales@scala.com EMEA - sales@scala.nl Nordic - nordicsales@scala.com Asia - jp-info@scala.com
Platform Partners	Experts Group	experts@scala.com
Technology Partners	Experts Group/Marketing	experts@scala.com marketing@scala.com

Frequently Asked Questions

Why do I have to pay to be a reseller? Scala invests heavily in each of our partners by providing software, training, and many other benefits. Your fees go towards the numerous benefits included in your program.

Who is my first point of contact? Your first point of contact can be found in the chart located in this guide in the “Partner Types and Scala Department Contacts” section.

Who will I be working with on an ongoing basis? You will be appointed a Scala representative who will be your ongoing point of contact. This representative may be in Sales, Marketing, or our Experts Group depending on your partner type.

Are my benefits annual? Yes. Every year you will receive your benefits including additional training.

Are my requirements annual? Yes. You will have to meet your requirements annually in order to stay enrolled in the program.

I’ve been a Scala partner for years, why do I need this program? The old program only focused on one type of partner and treated our most successful partners the same as one-deal partners. We believe that as your level of commitment to Scala increases, Scala’s commitment to you should increase as well.

I used to only have to pay a one time fee to resell a product. Why do I have to pay annually now? In the past, program benefits have only been granted once. Now benefits are granted annually.

Why would I want to be a Premier or Strategic Partner? These higher partner levels give you access to additional partner benefits that Scala believes will help you grow your business including one-on-one calls with Scala executives, participation with Scala at industry tradeshows, additional co-op funds, etc.

Does buying into a higher level program get me a better margin on software and services? No. Your discount off MSRP is given based on your prior year’s Scala software and services sales regardless of partner level. To help new partners quickly come up to speed, all new partners will be provided Tier 2 pricing for their first two full calendar quarters as a partner. If the partner has not achieved Tier 2 status at the end of the second full calendar quarter, partner pricing will change to Tier 3 or Tier 4 pricing.

I would like to partner with partners in other types of partner programs, how do I find them? Scala has developed an online marketplace where you can communicate with other Scala partners. You can find access to this online marketplace at <http://scp.scala.com> (Will be available in 2009)

What is the most basic program I can enter to become a reseller? The Scala Certified Solution Sales Partner program is the most basic program for resellers that we offer. This program has a low entry fee and a low ongoing annual fee.

I want to join multiple programs, is there a discount? Yes. Each additional program of equal or lesser value will be sold at 50% off of the original partner program price.