

Partner Program Guide

SEPTEMBER 2018



Disclaimer: The content in this program guide and associated documents referenced in this guide are subject to change at any time without notice.



Vidyo®

Table of Contents

Welcome	3
Why Vidyo?	4
Vidyo Partner Program Overview	5
Program Goals	6
Partner Engagement Types	7
Program Requirements	8
Participation Levels	9
Partner Compensation	10
Program Benefits	11
Vidyo Innovation Showcase	12
Vidyo Partner Portal	13
Partner Resources	14

Welcome



Your partnership with Vidyo means a great deal to our company as we seek to enrich human experience by visually connecting the world.

For more than a decade, our mission has been to visually enable any application or idea with the world's highest quality video communication platform.

As a Vidyo partner, you will have access to the results of our decade-long journey. You will experience the reliability, scalability, sophistication, and ease of integration that characterize our offerings across many platforms, including online and mobile video communications.

As a trusted partner, you'll benefit from our continuing research and development as well as our exciting and robust lineup of solutions today and into the future. Our partner program, along with the training, tools, and collaboration that are part of it, will provide you with the support you need to be successful. I look forward to your knowledge, expertise, and engagement as we deliver our products to the world.



Sam Waicberg
Senior Vice President
Business Development & Partnerships

Why Vidyo?



Vidyo is the leader in integrated video collaboration for businesses that require the highest quality, real-time video communications available to directly embed into their business processes. Founded in 2005, the company has been a pioneer in video collaboration, from contributing to new standards for video compression. Millions of users around the world visually connect every day with Vidyo's secure, scalable technology and cloud-based services. Vidyo has been awarded over 170 patents worldwide and is recognized by industry analysts for its cloud platform and APIs. Thousands of enterprises, service providers, and technology partners leverage Vidyo's technology to create innovative HD-quality video-enabled applications.

Our solutions have created significant impact in such areas as:

Healthcare

Our customers realize improved outcomes for their patients, reduced costs, and increased patient access to care. Vidyo has been selected by nearly 400 healthcare delivery organizations (HDOs), representing over 4,500 hospitals, to visually enable their delivery care model and care continuum.

Enterprise Collaboration

Our enterprise meeting solutions for team collaboration create a more connected and informed workforce by driving better decision-making, deepening trust, and decreasing response time. A unified experience across mobile, desktop, and conference room endpoints delivers the consistency, ease of use, and rich features that motivate adoption and accelerate ROI.

Embedded Video

In line with our mission to video-enable any application or idea, our communications platform-as-a-service and consistent cross-platform APIs enable developers and enterprises to rapidly embed rich, real-time video into mobile, desktop, web apps, and IoT devices.

Financial Services

Customers feel more engaged and emotionally connected over video than any other digital medium. Banks using Vidyo have doubled their Net Promoter Scores, seen a 20% increase in cross-sell rates and achieved dramatic reductions in loan application time. Vidyo works with 500 banks, credit unions, and insurance and financial services companies, including seven of the 25 largest banks in the world.

Vidyo Partner Program Overview



Vidyo's global partner ecosystem enables customers to purchase, deploy, and extend Vidyo products and technologies.

We understand that successful partnerships are mutually beneficial. This is best achieved when both partners use their specific skills and competencies in complementary ways to help both businesses prosper.

As a Vidyo Partner, you will have access to all of the following:



The most innovative video communications technology delivering a reliable customer experience.



A community of worldwide technology alliances to help you deliver an integrated workflow to your customers.



Customer case studies and sales training to enable your team to close deals.



Marketing templates and demand generation content to deliver leads to your sales team.

And much more...

The Vidyo Partner Program is designed to deliver additional market value as well as the tools needed to get to market quickly with solutions that fully address customer business requirements. Our partners are committed to offering software applications, hardware products, and services that leverage, integrate, embed, or interoperate with Vidyo solutions.

A key objective of the program is to promote innovative solutions, integrations, and interoperability through the Vidyo Innovation Showcase (see page 12 for more details). We work with our partner ecosystem members to deliver content that showcases their capabilities and unique product offerings.

Program Goals

The Vidyo Partner Program was created to establish a strong ecosystem of qualified partners that deliver and scale Vidyo's mission to visually enable any application or idea. At the same time, we want to create a lucrative opportunity for our partners to build and sell next-generation enterprise apps powered by the world's leading video interaction platform.

The Vidyo Partner Program seeks to:



Extend Vidyo's ability to reach new customers in new market segments or geographic regions



Deliver innovative solutions to solve business challenges and deliver positive outcomes to customers



Provide the highest level of support for customers to ensure their successful implementation and use of Vidyo products, resulting in delighted customers



Create Vidyo advocates in the marketplace by training and providing all the materials necessary to tell the Vidyo story



Drive additional revenue achieving profitability for our partners and for Vidyo



"Vidyo has been a great partner to work with. They're so responsive that we feel like the team members we're working with are an extension of our own team. The experience has been really great."

— Allscripts

Partner Engagement Types



The Vidyo partner ecosystem consists of three categories: OEM, reseller and referral. We work with partners in each of these categories to create an unparalleled range of integrated, connected solutions, leveraging their respective strengths to meet the needs of customers worldwide.

OEM

Partners that embed or integrate Vidyo into unique, partner-branded solutions. Their products deliver complete, high-value business solutions and they provide the services and support.

Reseller

Partners that distribute and resell the Vidyo product portfolio. Often they will integrate Vidyo into other product offerings or software applications based on a client's workflow.

Referral

Partners that introduce Vidyo solutions to a potential customer. These partners often deliver integration or professional services for the project, but Vidyo also engages with the client directly.

Vidyo Partners may include independent hardware, software, vertical, integration or technology companies that are committed to adding value through offering Vidyo-powered solutions. Some examples include:

- **Technology Alliances:** These are companies that have a complementary solution to the Vidyo platform. There is often an integration written between the products or an interoperability story to tell the customer.
- **Independent Software and Hardware Vendors (ISVs/IHVs):** These include developers, vertical application providers, and some solution providers. Vidyo's APIs are included with our CPaaS offering and are used to deliver applications that take full advantage of the vidyo.io platform. These are typically embedded (integrated) solutions and, as such, become OEM offerings.
- **System Integrators:** These are companies that combine hardware and software products from multiple vendors and ensure the products function together. They often develop unique packaged solutions that are then marketed and sold.
- **Distributors and VARs:** These are a direct extension of Vidyo sales and support. They often focus on specific vertical markets and provide pre-sales expertise and post-sales deployment and support.

Program Requirements

To become and remain an active member of the Vidyo Partner Program, a partner must meet the following criteria:

Partner has:

- Developed a solution or sales capability on the Vidyo platform. . . OR
 - Solution(s) that are interoperable or integrate with one or more Vidyo products. . . OR
 - Solution(s) or capabilities are complementary to the Vidyo portfolio.
-
- Partner exhibits commitment to an ongoing partnership with participation in training and business review process.
 - Partner demonstrates the means to provide incremental customer value.
 - Partner already has or executes a master partner agreement with Vidyo.
 - Partner meets the requirements outlined in one of the participation levels on the next page or shares a plan to achieve the requirements.



“Vidyo is opening up new markets for us with their disruptive technology, giving us the ability to not just address the classical video conferencing room-based solutions but also unique applications that have not been possible before.”

— *Comm-Tec*

Participation Levels



The Vidyo Partner Program offers two participation levels. Partners are able to reach a higher level based on partner go-to-market model, competencies, and revenue achievement. Each partner will be notified by Vidyo of their participation level, and Vidyo is able to evaluate participation level at any time. Vidyo also reserves the right to change and/or waive the criteria defined below.



OEMs, resellers or referral partners that deliver and support Vidyo products.

- Partner positions and markets their solution in the marketplace.
- Partner provides solution updates, upgrades and alignment with the most current Vidyo software versions.
- Partner completes basic online training tracks for sales, support, and operations.
- Vidyo will review partner’s solution self-validation test plan and results.
- Partner provides documentation for each solution and its integration/interoperability with Vidyo.
- Vidyo may provide “Powered by Vidyo” branding elements for embedded solutions validated by Vidyo.
- Vidyo may provide “Vidyo Ready” branding elements for solutions interoperable with Vidyo. (This decision will be based on review of testing results and potential integration opportunities.).



Highest level of partner engagement and revenue in each category. These partners are often selling solutions as a combination of services and Vidyo products.

Everything in Vidyo Partner +

- Vidyo and partner may choose to co-market the joint solution..
- Partner completes all available online training tracks for sales, support, and operations, with a review each year for updated content.
- Partner demonstrates incremental growth in quarterly business review process.
- Partner aligns with Vidyo strategic objectives and vertical market focus.
- Partner relationship drives >\$1Million in revenue to Vidyo annually” (Based on Vidyo FY, Feb 1-Jan 31)

Partner Compensation



Vidyo has created a simple partner compensation program with added incentives for deal registration and specific marketing initiatives. Specific terms are based on partner type and participation level and are appended to the partner agreement.

OEM

Negotiated Terms

Reseller

Product % Discount Table

Referral

Co-Sell Lead Referral %

Business Planning & Reporting

Vidyo partner managers will meet with partners periodically to maintain a transparent relationship and to identify areas where extra support or resources may be needed. This will allow Vidyo and its valued partners to help each other and develop a strong, successful partnership.

Outlines and templates on the Vidyo Partner Portal can be downloaded for business planning and reporting discussions.



“Vidyo has helped us to be very successful in our markets and I think that, going forward, there is a lot of potential for growth.”

— Q Distribution

Program Benefits



New Opportunity Bonus	No	+2% discount on net new annual bookings >\$1M*
Discounted Demo Product Packages Available	Yes	Yes
VidyoConnect License Allocation (Internal Use, Not For Resale. **Vidyo provides complimentary (not for resale) licenses for our cloud products only.)	10	100
Vidyo Account Manager	No	Yes
Vidyo Marketing Team Support	No	Yes
Periodic Business Review	No	Yes
Access to Partner Portal Resources	Yes	Yes
Access to Vidyo Online Training Content	Yes	Yes
Listed as Partner on Vidyo.com	Yes	Yes
Innovation Showcase Listing Opportunity	Yes	Yes
Monthly Partner News	Yes	Yes
Quarterly Product Road Map Update	Yes	Yes
Spiff Programs for Partner Sales	Proposal Basis	Proposal Basis

*Annual bookings refers to Vidyo's fiscal year (February 1- January 31), net new refers to all new customer product sales not including renewals. Determination up to Vidyo's discretion.

Vidyo Innovation Showcase



The Vidyo Innovation Showcase provides a path to market via Vidyo's website that allows site visitors to browse and search for new product solutions, solve existing problems, or add value to their current Vidyo environment.

When a visitor expresses interest in a listing, Vidyo will capture and vet the lead before delivering it directly to the partner.

The Innovation Showcase will feature a selection of solutions on a rotating banner reel each month. Various opportunities for features will be offered during the year.



Vidyo Partner Portal



Partner Training Outline

Vidyo provides thorough training via the Partner Portal as part of the onboarding process.

Foundation Track

This prepares partners in all roles to jump-start their Vidyo partnership through a high-level overview of Vidyo, our core capabilities, our value propositions, and our go-to-market strategy. Partners will gain the knowledge needed to articulate the value of partnering with Vidyo.

Pre-Sales Engineer Track

The Pre-Sales Engineer Track prepares partner technical specialists to position, demo, design, and present Vidyo. Partners will learn from actual customer examples, and gain end-to-end experience in diagnosing a customer situation, and designing and presenting a solution.

Sales Enablement Track

This prepares partner sales specialists to position and sell Vidyo solutions. Partners will gain the skills to uncover new, qualified opportunities and deepen relationships with existing customers. Learn key selling propositions and customer approaches to move prospects through the sales cycle.

Operations & Support Track

This prepares partners to provide support and setup for Vidyo. Partners will also learn how to build usage and support renewal conversations with customers.

“

“Vidyo is very much a leader in the marketplace and offers what our customers want in terms of the quality of the experience – the end-user experience – and the flexibility to work across a range of technology vendors.”

– BT

Partner Resources



In addition to training, the Partner Portal provides many valuable resources for your use and will be refreshed with new content regularly.

Marketing and PR Templates

These templates are available for download from the Vidyo Partner Portal. They will assist partners with the development of solution briefs and collateral, press releases, demand-generation campaigns, or delivering content required for the Innovation Showcase and will be refreshed with new material regularly.

Vidyo Logos and Style Guide

The Vidyo logo and product logos are here, along with the style guide for using the logo files in your digital and print media.

Monthly Partner News

A library of monthly updates to the partner community with hot topics and sharing best practices for customer success.

Deal Registration

When you want to register a new opportunity with Vidyo, the form you need is located on the partner portal. Please complete the form and submit for Vidyo review. Guidelines for the deal registration process are outlined on the portal as well.

Partner Program Participation Interest

We welcome you to the Vidyo Partner Program and look forward to working with you to delight customers.

If you have Adobe Acrobat you can fill out the form below, save it, and attach it to an email to vidyopartners@vidyo.com. (Otherwise, please print the form, scan, and email)

Company Name

Company Address

Contact Name

Contact Email

Current Vidyo Partner

Date

Yes

No

By submitting this form to Vidyo you are agreeing to the following:

- The above information is current and accurate partner contact information
- This contact information can be used for any/all notifications associated with the Vidyo Partner Program
- The submission of this information will kick-off the Vidyo Partner Program on-boarding process and subsequent contract review.



Vidyo®

Vidyo, Inc. (Corporate Headquarters)
433 Hackensack Ave., Hackensack, NJ 07601, USA
Tel: 201.289.8597 Toll-free: 866.998.4396
vidyoinfo@vidyo.com
www.vidyo.com

Europe, Middle East, Africa
Tel: +33 (0) 488 718 823
(France)
emea@vidyo.com

Asia
Tel: +1-201-289-8597
apac@vidyo.com

© Vidyo, Inc. All rights reserved. Vidyo and other trademarks used herein are trademarks or registered trademarks of Vidyo, Inc. or their respective owners. All specifications subject to change without notice, system specifics may vary. Vidyo products are covered by one or more issued and/or pending US or foreign patents or patent applications. Visit www.vidyo.com/patent-notice for information.