

# Zend Partner Program 2005



By Zend Technologies, Inc.

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# Zend Partner Program

## Introduction

The Zend Partner Program is home to System Integrators and Software Vendors, expert providers of professional services to corporate customers through tailor-made PHP deployments for enterprise environments.

## Partner with the PHP Company:

Joining the Zend Partner Program aligns your company with Zend, which develops the industry's leading PHP deployment solutions for the enterprise. Your company's business and technological edge will be further enhanced through access to Zend's in-depth knowledge of PHP and through your input to PHP's future roadmap.

The Partner Program provides Zend solutions based on the Partner's business profile, including: Independent Software Vendors, System Integrators, System Houses and providers of IT and New Media Services.

## Partners for Success:

The Zend Partner Program is designed to assure your successful implementation of complex projects, by providing:

- Enterprise-grade PHP Solutions - Zend's PHP solutions complement those of the Partner. These best-of-breed solutions provide enterprise-grade quality of development and deployment.
- Marketing and Sales Support - Zend promotes Partner profiles, news, press activity and success stories in the Zend.com Partner section.
- Additionally, Zend allocates a budget for lead generation activities such as participation in industry tradeshows, road shows, press releases, etc., which are assessed and supported.
- PHP Technology Know-how - Zend and its founders are the architects of PHP and the developers of the Zend Engine. As a result, the Zend PHP Team is a unique source for in-depth knowledge of PHP and are at the heart of its future roadmap.

The Zend Partner Program provides a wealth of business-building benefits that assist Partners in their deployment of PHP solutions. Joining the Partner Program not only strengthens the quality of the Partner's integrated solutions, it also enhances the ability to turn leads into sales.

## Zend Partner Program - Value Proposition

### Value Proposition - Overview:

Solutions, Technology, Support & Training	
NFR Licenses for Zend Platform™, Zend Studio™ and Zend WinEnabler™	FREE!
Discount on Online PHP Training Courses	50%
Zend PHP Certification Exam	€80 per Exam
Considerable Access to the Zend PHP Team	Optional
Access to Product Management	YES
PHP in the Enterprise - The Zend Partner Newsletter	YES
PHP Business Network / Partner Days (Bi-annual)	YES
Exclusive Online Administration Site (Order Licenses & Invoices)	From 2006
Sales & Marketing	
Support in Lead Generation Activities / Co-attendance at Trade Shows	YES (Following Zend Assessment)
Showcase of Partner Profile and Success Stories on Zend.com	YES
Promotion of Partner Success Stories & Case Studies in the Press	Quarterly
Discount / Commission on Software License Revenue	25%
Individual Product Bundling	Optional
Sales Support	YES
Company and Product Collateral	YES

## Value Proposition - In Detail:

### *An Enterprise Edge: Solutions, Technology, Support and Training*

#### Free NFR License

Free NFR license for Zend's best-of-breed solutions: Zend Platform™ and Zend WinEnabler™ for deployment, and Zend Studio™ for development.

Partners working with Zend solutions receive development support as well as access to a wealth of technical information in the Support Knowledge Base.

\*Using Zend Platform™ and Zend Studio™ for PHP development is a requirement of the Zend Partner Program.

#### Partner Training and Certification

Partners can enrich PHP competence by joining a variety of Zend Online PHP Training courses, at a discount rate. Zend offers a wide range of Training courses, from beginners to advanced.

Course catalog located at: <http://www.zend.com/training/courses>

Partners can qualify PHP developers with Zend PHP Certification, the highest PHP certification credential available. Zend offers the PHP Certification exam at over 3500 VUE Testing Centers, worldwide.

\*Developer qualification under Zend PHP Certification is a requirement of the Zend Partner Program.

#### Access to the Zend PHP Team

A Partner PHP Support package is available, enabling Partners to benefit from direct access to Zend's PHP Team for knowledge and insight into the latest developments in PHP.

#### Access to Product Management

Zend business Partners assist in defining the next-generation of Zend's solutions. A direct channel between Zend's Product Managers allows Partners to provide valuable input and influence development of solutions to meet their customers' needs.

#### PHP in the Enterprise - The Zend Partner Newsletter

The Zend Partner Newsletter informs Zend Partners on recent developments in PHP, news from Zend, information on upcoming Zend solutions, as well as recent PHP customer projects and success stories.

#### Zend Partner Day

Zend organizes 'Partner Days' on a bi-annual basis. These events provide an informal meeting place, where Partners can exchange opinions and ideas among themselves, as well as with the Zend Team. Each event will focus on various topics of interest regarding PHP and Zend. Partners will also be invited to showcase their successful implementations.

## Partners for Success: Sales and Marketing

### Support of Lead Generation Activities: Co-exhibiting/Road Shows

Zend allocates a budget for Partner lead generation activities. Zend will support and share the costs of activities, such as participation in vertical tradeshow and road shows, where the benefits from the partnership can be emphasized. The Zend Partner Management Team invites Partners to develop and share their roadmap for potential co-marketing activities.

### Sales Support

Zend Partners have access to Zend Sales Representatives, Sales Engineers and Zend Partner Management in order to advance projects involving Zend solutions. Partners can receive support with Requests for Proposal (RFPs) and in turning leads into sales. Support by Product Management and Professional Services is available for large and/or complex project implementations.

### Showcase of Partner Profile and Success

Zend supports its Partners in the development and distribution of content that promotes successful implementation of PHP in the enterprise environment, by showcasing Partner success stories and their use of Zend's solutions. Zend invests resources to promote such activities via: the highly popular Zend.com, various press activities, etc.

Zend.com's Partner section is an important part of the Zend Partner ecosystem. It is a channel for sharing PHP competence and showcasing successful Partner projects.

Potential customers regularly utilize the section to locate PHP solution providers in Germany. Participation and listing on the Zend.com Partner section reflects a high degree of PHP expertise.

### Customer Success Stories & Case Studies

Zend and its business Partners agree to co-develop customer success stories and case studies on a quarterly basis. Zend provides the services of its PR agency and internal resources to develop and distribute those stories. Relevant content may include examples of software applications developed by business Partners or the deployment of projects - based on PHP and Zend solutions.

### Company and Product Collateral/Evaluation Software

Zend provides Partners with digital collateral for sales and marketing activities. Partners receive a toolbox of all current product and company brochures, including online access to limited evaluation software.

### Individual Product Bundling

Zend offers the option to bundle Zend Partner Solutions for the benefit of customer projects. Zend is flexible in negotiating license models to meet the needs of all parties - the Partner, the customer and Zend.

### Discount or Commission on Software License Revenue

Zend offers an individual revenue model, based on the requirements of the Partner's sales channel and its customer's needs, starting at 25% off the list price.

## Zend Business Partner Requirements

The Zend Partner Program is designed to establish and maintain a community of high-quality Partners. Therefore, Zend commits considerable resources to ensure Partner success. In return, Partners are expected to invest appropriately to meet their business objectives and uphold their core competences. The requirements for participating in the Zend Partner Program are described in the table below:

### Partner Requirements - Overview:

Application Accepted by the Partner Steering Committee	YES
Signed Partner Agreement	YES
PHP Certified Staff	At least 50% of Developers
Named Contacts	1
Annual Business Plan / Business Profile	YES
Content for Customer Success Story	Quarterly
Zend Solution Promotion on Zend.com's Partner Section	YES
Usage of Zend Platform™ and Zend Studio™	YES
Sharing Information on Partner's PHP Projects and/or Deployments	YES
Participation and Contribution at Zend Partner Day	YES

## Partner Requirements - In Detail

### Apply to Become a Partner

Zend Partner Program applicants are requested to deliver proper information describing their PHP-related business profile (projects and services). Applications may be submitted online, at: <http://www.zend.com/partners>. Following application submission, the Zend Partner Steering Committee will contact the partner regarding long-term perspectives for a Partnership.

### Signed Partner Agreement

Zend and its Partner commit to the Partnership's benefits and requirements by signing the Partner agreement.

### PHP Certified Staff

The Partner commits to qualify at least 50% of its PHP developers with the Zend PHP Certification exam. Zend offers a wide range of PHP courses providing the necessary training to pass the exam.

### Annual Business Plan

The Business Partner is to construct an annual Business Plan with Zend, documenting the Partnership's commercial objectives and the marketing means for achieving them. The plan will be the basis for follow-up and review of common business objectives and opportunities.

### Named Contacts

A named Account Manager at the Partner's site is obligatory for the Partnership, ensuring efficient communication between the Partner and Zend. The Account Manager is also responsible for reviewing the joint business plan.

### Customer Success Stories

The Partner commits to providing content and resources for the co-development of customer success stories and case studies on a quarterly basis. These will be used in the marketing plan to enhance public knowledge of PHP, of the Partner's competencies and of Zend's solutions.

### Zend Promotion on Partner Website

The Partner is expected to promote the Partnership with Zend as well as Zend's solutions on its Website.

### Usage of Zend Platform™ and Zend Studio™

Zend Partners receive free licenses of Zend Platform™ and Zend Studio™, for internal use. The Partner Program requires that these solutions be used by the Partner for the development and deployment of PHP software and projects.

## Sharing Information on Partner's PHP Projects and Software

Zend Partners must share their experience and success in recent deployments of PHP in enterprise environments with the Zend Team and with the Zend Partner Network. Partners are expected to update the Zend Team at least once a month, during conference calls or visits. Partners are also expected to share such experiences through Zend.com's Partner section, at least once a quarter.

## Participation and Contribution at Zend Partner Day

Zend organizes 'Partner Days', on a bi-annual basis. Partners are encouraged to participate in these events in order to share experience and showcase customer implementations.

## Contact Information

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