

Partner Program

14th September 2009

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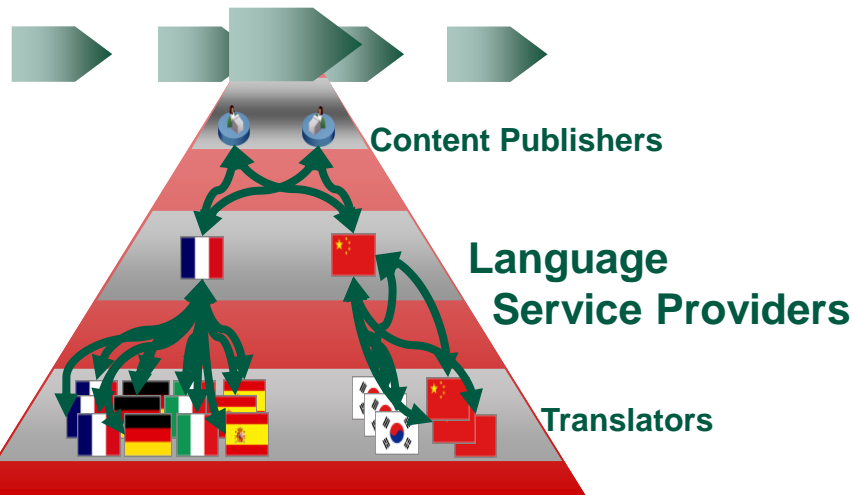
Marketing Initiatives Manager



SDL LSP Partner Program



● Language Service Providers are critical to Global Information Management



- The business and process consultants for clients
- Key to enterprise customer's experience (quality and value)
- Work closely with the freelance translation supply chain
- The definitive experts in translation and localisation
- Experts in SDL Trados translation technology

Our Vision

Joining up the supply chain

Working closely with Language Service Providers to help them become experts in translation technology, increase customer satisfaction, and unlock terabytes of global digital content to generate more revenues



● **Helps enhance & promote your expertise on technology while reducing costs**

- Helps increase internal efficiencies by growing technical knowledge
- Helps reduce your annual technology spend
- Helps deliver quality consultancy services to companies looking to implement GIM

● **Enhances your global footprint and revenue potential**

- Raise your value to important translation buyers who rely on SDL TRADOS technology
- Receive open recognition on our websites, in email communication, marketing communications (PR) and through direct referrals
- SDL TRADOS has one of the widest networks of technology relationship managers and corporate work givers

● **Helps you shape the future of your products**

- Early releases delivered to LSP Partners first
- Beta Program in place for product testing, shifting and shaping
- Direct access to SDL TRADOS product management and development
- Expertise in Global Information Management (GIM) solutions for clients

Enhanced Position to Important Buyers



Automotive



HONDA
The Power of Dreams



DAIMLERCHRYSLER

BOSCH

Life Sciences



Bayer



Supplier Partnerships for Customer Solutions



GlaxoSmithKline



Medtronic

Alleviating Pain · Restoring Health · Extending Life

SIEMENS
Medical

Financial Services



PROTECTION FINANCIERE



ABN-AMRO

ING



Growing with Europe.

MorganStanley

HVB Group

Manufacturing

JOHNSON
CONTROLS



eurocopter
an EADS Company

THE DOCUMENT COMPANY
XEROX



YAMAHA



RENAULT



SMS
DEMAG
SMS group



Atlas Copco



JOHN DEERE

Electronics

BELKIN

SONY

Canon

PHILIPS



PLANTRONICS
SOUND INNOVATION™



merten



TEXAS INSTRUMENTS

Technology



Microsoft

EMC | documentum

NATIONAL INSTRUMENTS



Adobe



DELL

CISCO SYSTEMS



Sun
microsystems

Salesforce

AMD

MERCURY

intel

Seagate



QUALCOMM

Travel & Tourism

INTERCONTINENTAL
HOTELS GROUP

Le MERIDIEN



Emirates

virgin
atlantic

Other

FedEx

REUTERS
KNOW. NOW.

Regus



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Three Tiers of LSP Partner Program



Tier 1: Associate Partner

Benefits	Requirements	Example Profile
<ul style="list-style-type: none">■ Significant discount on SDL Trados Desktop software (20%) and additional discount on promotion prices■ Pass same level of discount to freelance suppliers■ 3 Free SDL Trados licenses for freelancers■ Addition to late stage of SDL beta testing program■ Inclusion in SDL Press Releases■ Dedicated web page in partner listing	<ul style="list-style-type: none">■ Achieve SDL TRADOS Certified LSP status■ Must be on latest version of software■ Must have a current PSMA	<ul style="list-style-type: none">■ Multi-language or Single-language LSP■ Technical expertise and infrastructure to use SDL Trados Desktop software

Three Tiers of LSP Partner Program



Tier 2: Advantage Plus Partner

Benefits	Requirements	Example Profile
<ul style="list-style-type: none">■ All Associate Partner benefits■ Further discount on SDL Trados Desktop licenses (30%), and can pass to freelancers■ Further discount on SDL Server products■ Joint marketing opportunities: possibility to participate in SDL events■ 5 Free SDL Trados licenses for freelancers■ Direct input into future product development■ Free Training on SDL GIM Technology	<ul style="list-style-type: none">■ All associate partner requirements■ Must have at least one SDL Server product: SDL Trados Synergy Server or SDL MultiTerm Server	<ul style="list-style-type: none">■ Localization revenues of \$1m+■ At least two large clients (\$500k+ localization spend or \$500m revenue clients)■ Technical capacity to work efficiently with clients running TMS■ Technical capacity to implement SDL Server products

Tier 3: Premier Partner

Benefits

- All Advantage Plus partner benefits
- TMS setup package for production and client portal including 5 days installation and setup
- Recognition for highest level of expertise including TMS administration
- Close business and technical collaboration with SDL

Requirements

- All Advantage Plus partner requirements
- User training on working with client TMS systems
- At least 5 Enterprise TMS technology sales referrals in qualifying year
- £50K for TMS setup package, plus £12.5K pa PSMA

Example Profile

- Localization revenues of \$10m+
- 15+ large (\$500k localization spend or \$500m revenue) clients
- Technical capacity to implement enterprise software

- **Event participation – LSP Partners participated and presented at a number of SDL events and conferences**
- **Enterprise technology – delivered to premier partners**
- **Reference – delivered a number of corporate leads through website and through SDL Translation Services to the partners**
- **Participation in alpha and beta test of new technology**
- **Sharing of roadmap for future products**
- **Monthly call with regular updates and experiences from individual partners**
- **Joint advertising starting on Multilingual from October for 4 issues.**
- **2 LSP Partners conferences in EMEA and NASA covering product information and interactive ideas workshop to further develop the program in 2010.**

SDL LSP Partners



- Contact your local relationship manager for program specifics and more information on eligibility
- Understand more about requirements (products, certification, maintenance, TMS)
- Work with SDL to build a partner strategy for your region



One integrated platform

SDL | GIM Platform

Global Information Management

Drive global brand and message consistency

Accelerate time-to-market for products and services

Enhance your customers online experience

SDL Technology Partners

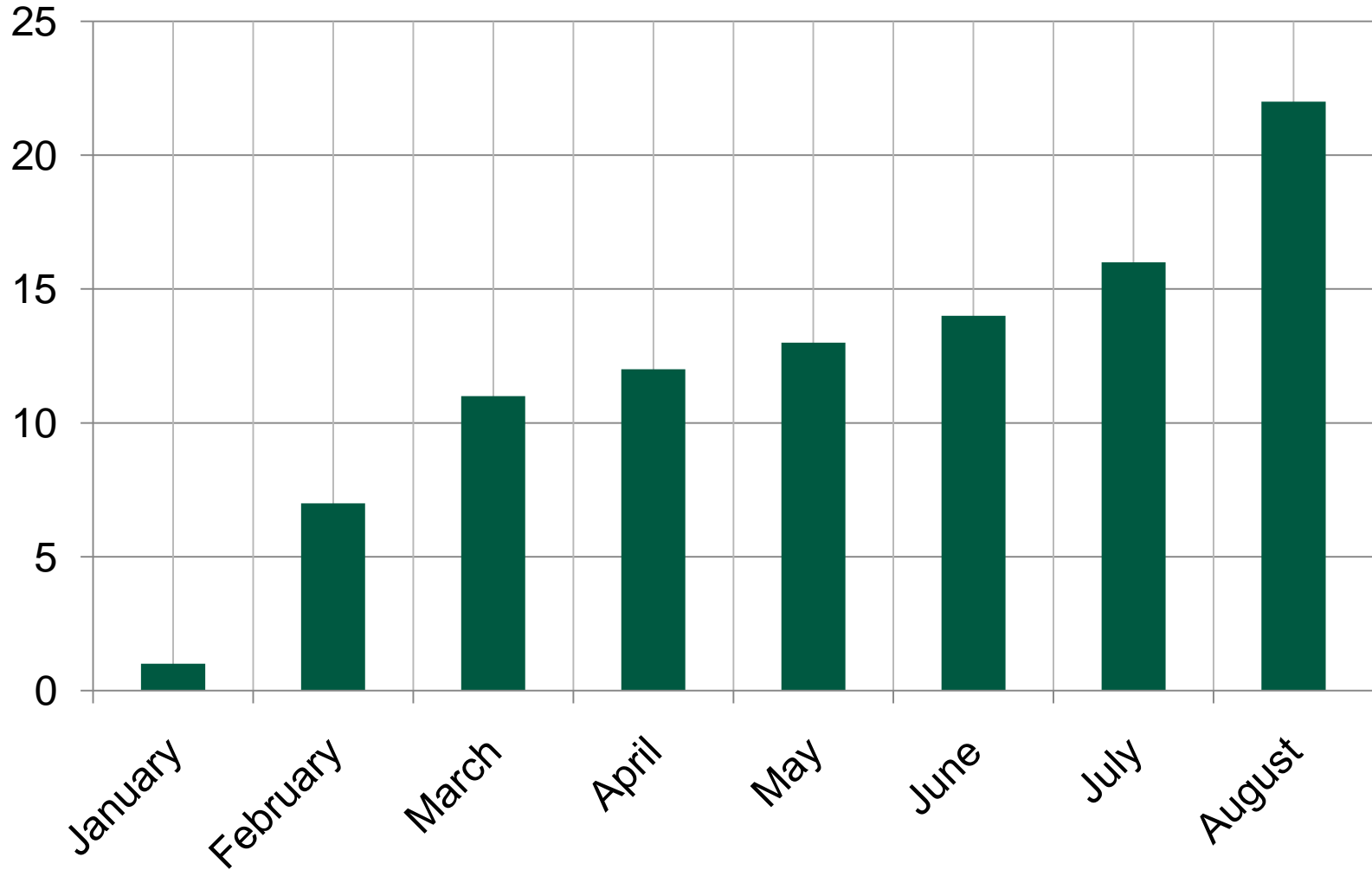


Technology Partner Program



- **To set up partnerships with software companies developing applications complementary to our own – ECM, CMS, PIM**
- **Why?**
 - By enabling our users to integrate with other synergistic applications, it improves the perceived value of our software to them and therefore their long term commitment to us = continuing PSMA and upgrade revenue.
 - Where our sales people call on prospects needing integration to an associated application, we instantly remove this obstacle to a sale, hence shortening the sales cycle. Conversely...
 - Where partner sales people speak to prospects also requiring translation management technology, they can confidently claim to be compatible with the market leader, resulting in increased sales opportunities for SDL.
 - The general ‘background noise’ created by more feet on the street routinely talking about SDL and its GIM proposition will provide us with valuable marketing and PR benefits
 - Combats ‘trojan horse’ infiltration of our accounts by software companies partnering with our competitors

Technology Partners Signed



Questions?

