

Actuate BIRT Global Partner Connection



The Actuate BIRT Global Partner Connection (GPC) enables organizations to tap into the business opportunities created by the broad adoption of open source technology from the Eclipse Foundation's Business Intelligence and Reporting Tools (BIRT) project. BIRT is:

- The fastest growing open source reporting technology with over 5 million downloads in just the last two years
- The only top level business intelligence project within Eclipse, the leading IDE for java development
- Open source technology specifically designed for Web based visualization of information

The Actuate BIRT Global Partner Connection is sponsored by Actuate, the initiator and co-lead of the Eclipse BIRT project. Participation in the program is free and delivers the following benefits to independent software vendors, systems integrators and consultants, technology providers, and resellers:

- Exclusive access to BIRT knowledge and best practices to improve skills and enable delivery of quality products and services through partner-only resources
- Increased visibility for your products and services within the global BIRT user community through listings and promotions on BIRT Exchange and in The BIRT Report monthly newsletter
- Attractive discounts on BIRT technical support, training classes and fast-start service offerings to ensure effective design and delivery of BIRT solutions
- Direct connections with others in the BIRT community via participation in user groups, training events, and more

The Actuate BIRT GPC supports various types of partnerships.

BIRT Exchange Partner

A BIRT Exchange Partner is an individual or business that has embraced Eclipse BIRT and wants to connect with the BIRT user community. Other than the commitment you make to BIRT, it is easy to join and there are no program fees involved.

- Exclusive access to BIRT knowledge and best practices
- Your products and services showcased to the BIRT user community
- Eligibility for an optional referral bonus arrangement with Actuate

BIRT Business Partner

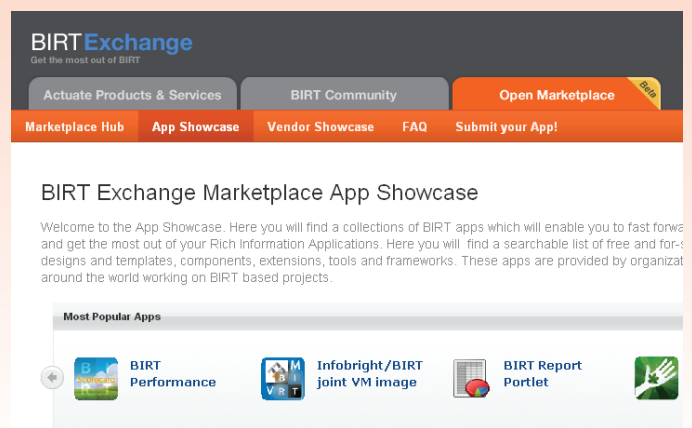
BIRT Business Partners are independent software vendors, resellers, systems integrators and consultants, or technology providers. Through joint business planning and additional commitments, the partnership will accelerate the growth of your business through a mutually beneficial relationship. As a BIRT Business Partner, you have all the benefits available to BIRT Exchange Partners. In addition, you also gain the following benefits:

- Opportunities to participate in special events available only to BIRT Business Partners
- Proactive promotion of your products and services to Actuate's customer base and the BIRT community
- Access to increased sales and marketing programs, technical assistance and software

BIRT Exchange Marketplace

The BIRT Exchange Marketplace enables organizations to showcase, distribute and sell their BIRT products and services on the most active online BIRT community. By participating in the Marketplace, organizations can focus their efforts on developing solutions and spend less time promoting them and maintaining a sales infrastructure.

Find out more! <http://www.birt-exchange.com/be/marketplace>



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The types of BIRT Business Partners include:

Independent Software Vendor Partner

Independent software vendors are BIRT Business Partners that have incorporated BIRT technology into their software applications or hosted services.

Technology Partner

Technology providers are BIRT Business Partners that deliver software or hardware products that integrate with or enhance BIRT solutions.

Reseller Partner

Resellers market and sell Actuate's BIRT-based products in combination with their value added domain and/or vertical industry expertise.

Systems Integrator and Consultant Partner

System integrators and consultants combine their expertise, frameworks, and methodologies with BIRT technology to design, develop, implement, and manage applications that address business needs.

BIRT Premier Business Partner

A BIRT Premier Business Partner provides products or services that represent significant opportunity to expand BIRT market acceptance and awareness, and has committed substantial resources to BIRT as part of its go-to-market strategy. Your business is highly synergistic with Actuate's and, as a result, both parties commit to:

- Executive-level sponsorship of the partnership
- Joint development of custom go-to-market programs
- Brand enhancement within the development and open source communities

Get Involved in the Actuate BIRT Global Partner Connection

Becoming a member of the Actuate BIRT GPC is easy. For more information and to apply, go to www.birt-exchange.com/partners/

The screenshot shows the BIRT Exchange website with a navigation menu at the top. The main content area is titled "BIRT Exchange Partners - Technology Alliances" and lists several partners with their logos, names, descriptions, partner types, and locations.

Partner Logo	Partner Name	Partner Type	Location
ClusterSeven	ClusterSeven	Technology Partner	United States (New York), European Countries (United Kingdom)
MySQL	MySQL	Technology Partner	HQ: United States (California)
Oracle	Oracle	Technology Partner	HQ: United States (California)
Redhat	Redhat	Technology Partner	HQ: United States (North California)
Sun Microsystems	Sun Microsystems	System Integrator	HQ: United States (CA)
Webalo, Inc.	Webalo, Inc.	Technology Partner	United States (California)
zend	Zend	Technology Partner	HQ: United States (California)

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		BIRT Exchange Partner	BIRT Business Partner				BIRT Premier Business Partner
			Reseller	ISV	SI&C	Tech	
Benefits							
Partner Support							
	Access to BIRT Exchange Partner Portal (TBA)	✓	✓	✓	✓	✓	✓
	Eligibility for Referral Bonus	✓	✓	✓	✓	✓	✓
	Access to Partner Business Forums (TBA)	✓	✓	✓	✓	✓	✓
	Participation in Partner Webcasts	Recorded Only	✓	✓	✓	✓	✓
	Access to BIRT Business Partner Portal		✓	✓	✓	✓	✓
	Assigned Relationship Manager		✓	✓	✓	✓	✓
	Executive Sponsorship of Partnership						✓
Sales & Marketing Resources							
	logo, X word description and URL posting on birt-exchange.com	50 words	250 words				500 words
	logo, X word description and URL posting on actuate.com		250 words				500 words
	Dedicated microsite on birt-exchange.com		By invitation				✓
	Dedicated microsite on actuate.com		By invitation				✓
	Joint Press Release		✓	✓	✓	✓	✓
	Access to commercial software (for demos, proof of concepts, etc.)		✓		✓		✓
	Jointly published customer success story	✓	✓	✓	✓	✓	✓
	Deliver webinar on birt-exchange.com (subject to approval)	✓	✓	✓	✓	✓	✓
	Deliver webinar on actuate.com (subject to approval)		✓	✓	✓	✓	✓
	Featured in The BIRT Report Monthly Newsletter (candidacy)	✓	✓	✓	✓	✓	✓
	Eligibility for promotion in the Actuate Customer Newsletter		✓	✓	✓	✓	✓
	Support to create/sponsor a BIRT User Group	✓	✓	✓	✓	✓	✓
	Featured Participant in Actuate Customer Days, Events, User Groups, etc.		By invitation				✓
	Leads from BIRT Exchange provided to Partner		✓				Customized
	Dedicated DevShare & Forums on BIRT Exchange						Customized

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		BIRT Exchange Partner	BIRT Business Partner				BIRT Premier Business Partner
			Reseller	ISV	SI&C	Tech	
	Eligibility for Co-Marketing Programs		√	By invitation			√
	Eligibility for Market Development Funds		√				√
Technical Resources & Education							
	Guidance & Best Practices Advice on Technical Integration		√	√	√	√	√
	Assistance with Partner Product Roadmap Planning		√	√	√	√	√
	Access to commercial software		√	√	√	√	√
	BIRT Technical Support		√				√
	BIRT Training Classes (Public, On-line, or On-site)	10% discount	15% discount				15% discount
	BIRT Packaged Services on BIRT Exchange	5% discount	10% discount				10% discount
Sales & Marketing Education							
	Participation in Sales & Marketing Partner Training Webcasts	Recorded Only	Live	Live	Live	Live	Live
	Participation in New Hire Training		√				√
	Participation in Technical Sales Engineering Bootcamp		√				√
Requirements							
	Knowledge, Adoption of or Integration with BIRT	√	√	√	√	√	√
	Synergistic business aligned with Actuate		√	√	√	√	√
	BIRT Exchange or Business Partner Agreement	√	√	√	√	√	√
	Participation in BIRT Exchange DevShare & Forums		√	√	√	√	√
	Number of Documented Joint Customer Successes (private or public)		2	2	2	2	Customized
	Number of Trained and Certified BIRT Consultants		1		1		Customized
	Technical Integration with commercial software			√		√	√
	Development of a Business Plan		√	√	√	√	√
	Customer Registration (applicable with Reseller or Referral relationships)		√				√