

# Partner Program

## ConverterTechnology Overview

ConverterTechnology delivers software and services that enable large scale, fast and cost effective file migrations to new versions of Microsoft Office applications. The proven technology helps customers complete the most efficient desktop migration possible while minimizing risk of downtime, data corruption and lost worker productivity. The ConverterTechnology solution maximizes business uptime, information availability and data security through efficient and automated migration, thereby enabling faster access to new features associated with Microsoft Office desktop upgrades and faster return on investment in the new Microsoft Office platform and dependent technologies. Along the way, this secure solution enables the enterprise to audit and enhance compliance with regulatory requirements and information privacy mandates when migrating data.

To date, ConverterTechnology has successfully migrated millions users of Microsoft Office from older Office platforms to newer ones. Building on the solid foundation of the file migration business, ConverterTechnology has developed excellent relationships with blue chip companies globally.

## The ConverterTechnology Partner Program

The ConverterTechnology Partner Program has been specifically designed to ensure that it is easy to understand, simple to engage, cost free and requires minimal on-going management overhead on behalf of the partner.

Quite simply, if a potential partner sees value in a relationship with ConverterTechnology, we work with you to agree the most appropriate and easiest way to engage in a mutually beneficial partnership.

The partnering process is simple:

1. Partner contacts ConverterTechnology about a partnering relationship
2. The signing of a non-disclosure agreement (NDA)
3. Meeting to discuss partnering objectives and compatibility
4. Agree on partner program status, sign partner agreement
5. ConverterTechnology provides sales and technical product training
6. ConverterTechnology personnel support initial partner opportunity engagements to aid knowledge transfer
7. Ongoing dialogue and communication between both parties

## Partner Categories and Overview

ConverterTechnology offers a tiered Partner Program that enables a third party to engage in the program by undertaking a level of commercial commitment that it feels is appropriate to support current business development objectives and to service commercial opportunities it may have.

The ConverterTechnology Partner Program comprises a number of discrete levels of partnership, which is defined by the level of investment and resources a partner is prepared to commitment to the relationship. This in turn determines the partner buy price for ConverterTechnology products and services.

These levels are as follows:

**Service Provider Partner** This is the highest level of accreditation reserved for Partners who incorporate ConverterTechnology into their core business activities and value proposition. These are Valued Added partners, who become self-sufficient with regard to all sales engagement, solution implementation and product support activities.

**Referral Partner** Designed for those Partners who identify end user opportunity for ConverterTechnology solutions but who are not in a position to commit focused resources to sales and solution delivery activities and need to directly engage ConverterTechnology personnel to help develop sales opportunities and deliver product solutions.

## How to Get Started

Please contact us for more details:

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## More Information

ConverterTechnology, experts in data risk management for enterprises, provides an innovative suite of solutions that offer comprehensive coverage of enterprise data risks that can arise during migration. Founded in 1997, ConverterTechnology has helped millions of users at Fortune 500 companies, global financial and pharmaceutical corporations, and the world's most renowned theme park. ConverterTechnology is headquartered just north of Boston, MA, with offices in Europe and Australia. For more information, please visit <http://www.convertertechnology.com>.