

Bitrix Partner Statuses

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| Status: restricted use by Bitrix
authorized partners only

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PARTNER STATUSES

Bitrix values customer satisfaction and divides partners into three levels according to their maturity, dedication, commitment and general readiness to provide high-quality services.

Normally partners start with the basic Business Partner status which contains enough benefits and moderate requirements to start selling immediately. However, exceptions can be made for experienced partners. Upgrades to upper levels (Certified Partner and Gold Certified Partner) are allowed if a partner meets certain requirements (see below) and accumulates the necessary amount of points.

A number of bonuses are available for all early adopters of the Bitrix Partner Program. Bitrix Business Partners are encouraged with extra partner points to reach a higher level more quickly.

If the partner has failed to meet certain requirements of its current level, the partner can be downgraded with the number of points being set at the starting position of the new level.

Authorized partners receive electronic certificates that prove their legal status and can be used when bidding in public tenders or for customer relations. The certificates are valid for one year and are automatically renewed if the partner meets its status requirements.

LEVEL	POINTS REQUIRED
Business Partner	0
Certified Partner	500
Gold Certified Partner	2000

PARTNER POINTS

The number of points reflects partner maturity and experience – their ability to deliver high-quality services to

customers. A Partner can obtain points for a number of sales, marketing and technical activities:

ACTIVITY	POINTS
US\$10 Bitrix product sales	1
Case study delivery	250
Development of customized modules*	500
Online or offline product placement*	250
Bitrix dedicated seminars*	1000
Product localization*	2000
Project publishing at Bitrix website	50

* requires prior approval from Bitrix

Also, Bitrix Business Partners are given extra partner points to reach the next level more quickly: besides basic partner points which are added after each partner sale automatically, we

offer an extra 10 points for each \$100 of sales! Thus, selling a product for \$330, a Bitrix Business Partner will get 33 partner points + 10 + 10 + 10 extra points as an early adopter bonus!

PARTNER BENEFITS AND REQUIREMENTS

Bitrix partners are provided with a broad range of benefits to support successful sales. We encourage partners to carefully investigate the list and leverage the advantages of their respective status to achieve better business results.

Also pay attention to the requirements section of the table. Please note that failure to meet the requirements of your level may lead to a downgrade in partner status.

	Business	Certified	Gold Certified
BENEFITS			
Marketing			
Cooperative Marketing Program		+	+
Partner portal and forum	+	+	+
Partner Directory		+	+
Website testimonials rotation		+	+
Co-branded press releases			+
Co-branded case studies	+	+	+
Marketing programs participation		+	+
Booth share			+
NFR license*	<i>1 x Bitrix Intranet: InfoPace Edition</i>	<i>1 x Bitrix Intranet: TeamPace Edition</i>	<i>1 x Bitrix Intranet: BizPace Edition</i>
Collaterals	+	+	+
Authorized partner logo		+	+
Access to partner conferences		+	+
Sales			
Lead distribution			+
Margin (%)	40	45	50
Product sales	+	+	+
Renewals sales	+	+	+
Dedicated account manager			+
Pre-sale support			
Sales Dispatch			+

Regular sales webinars	+	+	+
On-demand sales webinars			+
Technical			
2 nd line support	+	+	+
Regular technical webinars	+	+	+
On-demand technical webinars			+
Beta testing participation		+	+
Video walkthrough	+	+	+
Online training courses	+	+	+
REQUIREMENTS			
Certification			
Bitrix engineer		1	2
Bitrix sales specialist		1	2
Sales			
Sales volume commitment			+
Forecasting			+
Technical support			
1 st line support		+	+
Legal			
Electronic partner agreement	+	+	+
Non disclosure agreement	+	+	+
Marketing			
Bitrix logo placement		+	+
Bitrix product descriptions on the website		+	+

*Bitrix Business Partners are eligible for one NFR license of *Bitrix Intranet: InfoPace Edition* after their first sale of any commercial edition of *Bitrix Intranet* is confirmed. Bitrix Certified Partners are eligible for one NFR of *Bitrix Intranet: TeamPace Edition* license and Bitrix Gold Certified Partners are eligible for one NFR of *Bitrix Intranet: BizPace Edition* license after they achieved their statuses, respectively.

We want to make sure that you, as our future partner, undergo a smooth period of product exploration. We understand that finding a successful sales strategy to market our product in

your region may require a good motivation. That is why we offer an additional 50% discount on your very first sale of any edition of Bitrix Intranet, right away!

Cooperative marketing program

Bitrix encourages partners to invest in promotion of Bitrix products through available communications channels including events, advertising and media relations to reach out to local markets and secure new business opportunities

for mutual business growth. The cooperative marketing program allows partners to receive compensation from the vendor for up to 50% of total marketing expenses.

Partner portal and forum

Leverage the advantage of participating in the Bitrix partner private community to share experience and learn best practices to enhance your business. The

partner portal is a personal all-in-one online resource giving you the access to your company account, point calculation, collaterals and much more.

Partner Directory

Present your company in the partner directory at Bitrix website. Be sure to provide current contact information

and update it in a timely manner, as this is a primary contact search tool for prospects.

Co-branded activity

Partners are entitled to leverage a variety of complementary co-branded marketing activity with Bitrix. This allows you to strengthen your image and branding and improve lead generation.

promotion opportunities emphasizing your experience and skills.

Partner testimonials rotation on the Bitrix website presents your company's branded quote. Co-branded press releases and case studies give extra

Gold Certified partners can use the opportunity for joint participation in exhibitions and other events along with a Bitrix booth. Marketing programs include various incentive activities, season discounts and cross-sell initiatives.

NFR licenses

NFR licenses of Bitrix Intranet are provided to partners with not-for-resale obligation and can be used for testing, internal use and demonstration purposes. An NFR license can be applied for by a Bitrix Business Partner

after their first sale of any commercial edition of Bitrix Intranet is confirmed. NFR licenses of respective editions of Bitrix Intranet are sent automatically after reaching the Certified or Gold Certified level.

Collaterals

Bitrix offers useful marketing and sales collaterals to make an initial push and support your sales. It includes product

leaflets, product brochures, product presentations, case studies, sales guide, screencasts, and videos.

Authorized partner logo

Authorized partners are entitled to use the Bitrix Partner logo on their websites, marketing materials, presentations and other cases to underline their status and give

customers an understanding of their knowledge and experience with Bitrix solutions.

Access to partner conferences

Certified and Gold Certified partners are allowed to attend annual conferences that provide in-depth perspective into

Bitrix business and product development and gives an opportunity to participate in important strategic discussions.

Lead distribution

Bitrix practices fair lead distribution among partners to help grow your Bitrix-related business. The leads are

distributed equally by turns between partners authorized for a given territory.

Sales assignment

Regardless of the status, all partners are entitled to sell both product licenses and product renewals. Renewals create

a good opportunity to keep up ongoing revenue from the installed base.

Sales support

Bitrix provides a wide range of sales support services. Partners can attend regular sales webinars as well as order dedicated sales webinars on-demand. Partners may apply for pre-sale support for both marketing and technical

purposes. There is a Sales Dispatch option available that allows ordering of a Bitrix sales specialist to your premises or customer premises for presentation. The option requires partner to cover travel and accommodation expenses.

Technical support

Bitrix covers second-line technical support while eligible partners should provide the first-line technical support. Support is available online through the Bitrix helpdesk.

Partners may either attend regular technical webinars or order dedicated technical webinars on-demand.

There is a ready-made video guide that explains Bitrix product functions &

features and online web-based training courses that cover the products' most important technical issues. Eligible partners can participate in beta testing programs to spearhead product development and provide feedback about product development to address specific expectations.

Certification

Partners are required to certify technical and sales specialists. The number of certified personnel depends

on the partner status. Certification may be completed online at the Bitrix website.

Sales commitment and reporting

Gold Certified partners should maintain certain sales volume and provide quarterly sales forecasts. The sales

volume is discussed personally with each partner of this level.

Brand dedication

Partners must place Bitrix authorized partner logo on their websites as well as add product descriptions to online products portfolio. We encourage

partners to enhance Bitrix' presence on websites and marketing materials, promotional items, etc.

CONTACTS

There are several options for effective communications regarding sales of Bitrix products. To achieve best results, please contact your account manager at Bitrix or upper level partner.

Meanwhile, we encourage you to take advantage of the Bitrix partner community that can bring you additional value in learning best practices for effective sales of Bitrix products. There are a number of online forums available for your convenience:

Private partner forum:
<http://www.bitrixsoft.com/support/forum16/>

Public Bitrix® Intranet forum:
<http://www.bitrixsoft.com/support/forum30/>

Public Bitrix® Site Manager forum:
<http://www.bitrixsoft.com/support/forum10/>

Public Bitrix® Virtual Appliance forum:
<http://www.bitrixsoft.com/support/forum31/>

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