

The SuSE PARTNER PROGRAM: Use all the program advantages.

A partnership with SuSE LINUX quite simply puts you in an excellent position. Because as an authorised SuSE PARTNER you have enormous benefits; services that cannot be measured simply in financial terms. All the more amazing is that most of the advantages result from a simple Partnership with SuSE LINUX AG.

Your advantages:

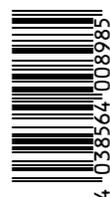
- A strategic partnership with SuSE LINUX AG, the leading Linux supplier
- Direct access to the most attractive IT growth market
- Expansion of your Linux competence in the fields of technology, business, training and support
- Being an authorised SuSE PARTNER
- Exclusive insider-knowledge about planned Linux product developments
- Influence on future Linux products
- Greater customer satisfaction
- Long-term customer loyalty
- More sales

As an authorised SuSE PREMIUM or SuSE ADVANCED PARTNER you also benefit from all of the advantages of the SuSE LEVERAGE PROGRAM:

This means that you receive support from SuSE LINUX AG as recognition for your performance! Secure your rewards in the form of attractive bonuses from the fields of marketing, support, pre-sales and consulting.

Talk to us now about the open ended possibilities. Or register online:
www.SuSE.de/partner

We'll be in touch with you in no time at all, so that you can start profiting from all the benefits of the new SuSE PARTNER PROGRAM as soon as possible.



Every Business needs a vitamin boost

P as in PARTNER PROGRAM





Partner with SuSE Linux and discover new opportunities.

The demand for high-quality, professional Linux-related IT services in particular is growing and growing – as is the market potential for those who provide them.

At the same time though the number of companies who don't want to miss this unique opportunity is also rising rapidly : and they are competing hard. To be able to prosper in this increasingly tough environment, it's good to have a strong partner at your side. With the new SuSE PARTNER PROGRAM – also known as "Vitamin P" – you can prepare your business enterprise to face the challenges of the future.

Ever more users expect the very best of support from their IT partners. The security of their mission-critical applications are of vital importance to them, and they have realised the value of investing in a stable and secure infrastructure, which should not be put at risk by false economies. Most companies don't have the resources required to create high-performance

solutions for safeguarding the ongoing operation of their systems, and many don't have the know-how to do so either. Which is why there is a willingness to invest in expert support in many of your customers.

This is where you come in. As a professional IT service provider or manufacturer of hardware or software, you have the unique opportunity, not only to engender customer loyalty and for longer, you can also establish your own niche in the ever expanding field of value-added IT services and products.

And this future looks especially promising for one environment – already the world's fastest growing operating system: Linux.

More than 15 million Linux users the world over put their faith in the high stability and transparency of this system. It provides the highest levels of reliability and availability, while at the same time generating significant cost benefits for your customers. For example: the operating costs of a Linux/X86 solution in the first three years are 86.7% below those of a comparable Solaris solution, and 60.7% below those of a comparable Windows solution.¹

Add to this the fact that the market segment for Linux servers is growing almost four times quicker than the server market as a whole² – with Gartner forecasting sales of \$429 million in the Linux services market in 2004 – and that is only within Europe.

UnitedLinux is already establishing itself as the international Linux standard. The major Linux distributors have jointly agreed to apply this standard and make it available across the globe. SuSE LINUX AG has assumed the role of the system integrator among the UnitedLinux partners, and thus plays a key role in the development and spread of UnitedLinux. Being a SuSE PARTNER means you gain a competitive edge when it comes to skills and support available to you.

We thought that this might be an interesting proposition, so we set all of the wheels in motion to open this market up for you – with a practical range of services: the SuSE PARTNER PROGRAM.

It's all there for you: in the SUSE PARTNER PROGRAM.

As a SUSE PARTNER you get the professional service portfolio that, quite simply, has everything you will need: from concept advice, to implementation and migration and on to opening up new markets with your SUSE-certified software and hardware, outsourcing and training, whatever suits your business model. You set the focus, and we provide you with the right PARTNER PROGRAM, so that you can start making profits with SUSE LINUX.

No matter how your enterprise is active in the IT field, regardless or how much previous experience you have had with Linux, you can now get active with SUSE LINUX and make more use of the many opportunities the Linux market offers you. With our support, you can develop expertise quickly.

Choose how you want to participate in the SUSE PARTNER PROGRAM from these four Tracks: **BUSINESS PARTNER, TECHNOLOGY PARTNER, TRAINING PARTNER, SUPPORT PARTNER.**

A fair partnership: your commitment deserves ours.

Solution-oriented approaches for all phases of the value added chain ensure long-term success and make you an excellent partner for your customers.

The SUSE PARTNER PROGRAM offers you:

- Specialist support in the fields of marketing, sales and technology
- All the resources you need
- A committed professional approach from a strong partner

and that at three levels:

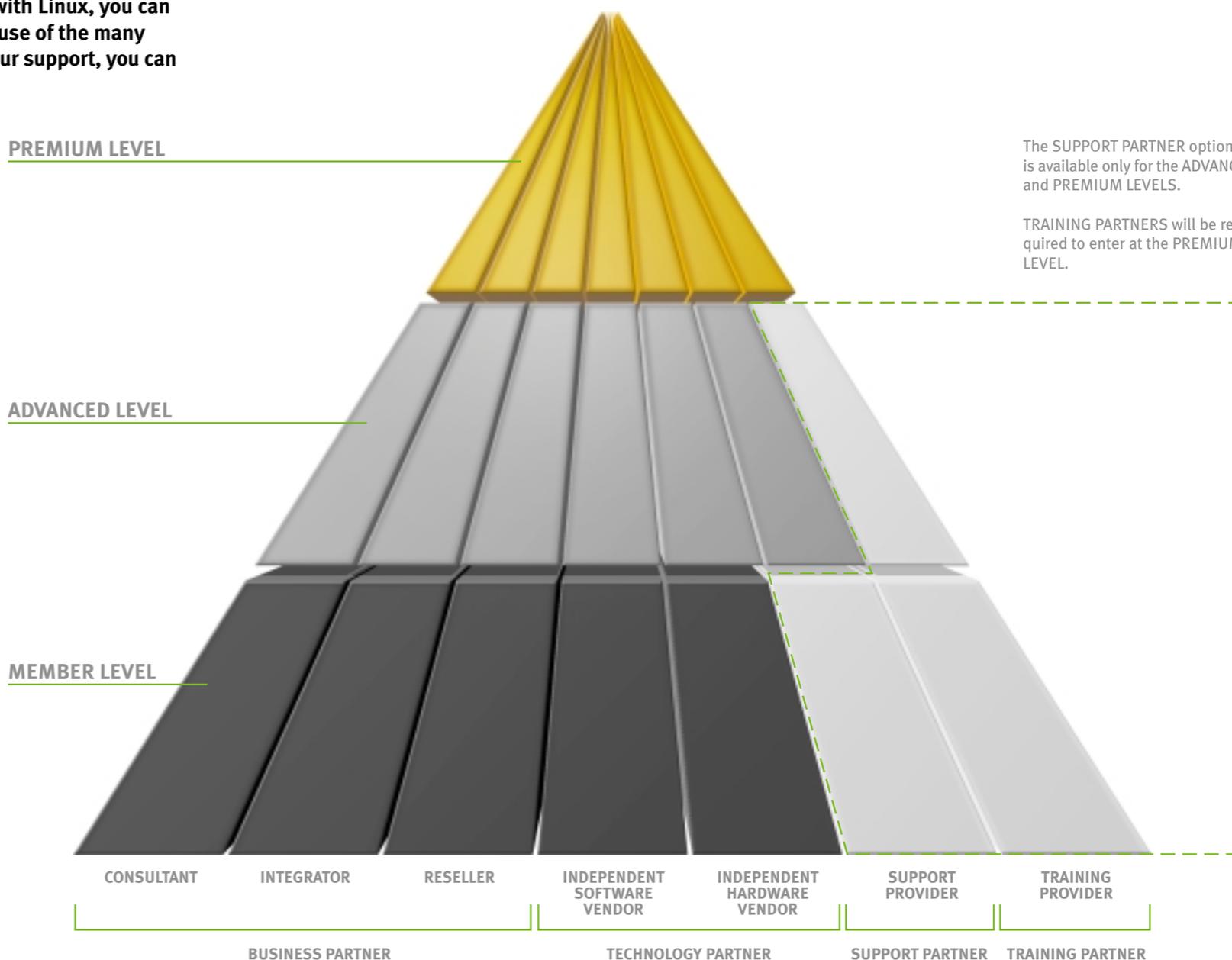
- MEMBER LEVEL – the entry level program
- ADVANCED LEVEL – for partners with certified SUSE LINUX know-how
- PREMIUM LEVEL – for especially active and experienced SUSE PARTNERS

Even if you don't yet have a long history of Linux experience, you can now make the most of new opportunities with Linux. The PARTNER PROGRAM helps you to enter into a lucrative market segment. You can establish yourself as a SUSE PARTNER, improve your level of qualification and progress to the next level.

All we expect from you is:

- An existing range of services in the fields of system integration, consulting, development of hardware or software, support or training
- The willingness to continually improve your technical and marketing know-how
- An annual membership fee that can be offset against benefits received
- Motivation

Reap more rewards for your commitment – now!



How about becoming a Partner in the field of business or technology?

PARTNER TRACK No. 1: Become a SuSE BUSINESS PARTNER.

You are a system integrator, reseller or consultant and are looking for ways to extend your range of products? As an authorised SuSE BUSINESS PARTNER you open up a world of attractive new revenue sources in the growth market of Linux, while presenting yourself to your customers as a competent and professional partner.

As a SuSE BUSINESS PARTNER you have the potential to continuously develop yourself and your business with SuSE LINUX AG. We provide you with the very best in professional support. You have extensive contact with SuSE LINUX specialists, are trained as you require and are always kept on the cutting edge of product, marketing and sales know-how.

As a SuSE BUSINESS PARTNER you can also expect to receive a broad range of information tools, technical support and other assistance in the fields of marketing and sales. You can call up the services you need, in accordance with your Partner Level, which puts you in a position to offer each and every one of your customers the

right, tailor-made SuSE LINUX solution for their requirements. But we don't merely support you up until the sale of SuSE LINUX BUSINESS products, we are there for you during entire projects, helping if required with installation and implementation too. The support we offer in all phases is as individually specific, fast and efficient as you would wish – and as your customers expect.

All of these services give you a head start over the rest of the market. It is an advantage that will make an important contribution to your success, and multiply your service sales. Whether your field is resale, consulting or system integration, as a SuSE BUSINESS PARTNER you will enjoy

improved revenue and profit, while also gaining the trust and long-term loyalty of your customers. Your competence in the SuSE LINUX environment and excellent after-sales service will leave a lasting impression.

The most important services for SuSE BUSINESS PARTNERS in brief:

- Welcome package
- Newsletter
- Access to the SuSE PARTNER WEB
- Access to the MAINTENANCE WEB
- Partner information workshops
- Sales training courses
- Product information
- Product presentations
- Authorisation to display the BUSINESS PARTNER logo¹
- Support at conferences and other events²
- Installation support
- Pre-sales telephone support
- Technical workshops³
- Project support when planning and implementing consulting-intensive SuSE LINUX Projects²
- SuSE LINUX contacts²
- Your events and company profile on the SuSE website

¹ From the ADVANCED LEVEL upwards; ² Level dependent; ³ At the reduced MEMBER/ADVANCED/PREMIUM tariff according to your level

More sales as an authorised SuSE BUSINESS PARTNER?

Register now at www.SuSE.de/partner/business

PARTNER TRACK No. 2: Become a SuSE TECHNOLOGY PARTNER.

Do you develop hardware or software and offer a Linux version of your products or are planning to do so? As a participant in the TECHNOLOGY PARTNER TRACK you work closely together with SuSE LINUX AG in the fields of development and porting and have the opportunity to extend this cooperation to marketing and sales. Without significant additional effort on your part you can benefit from profitable synergies and optimise your development and value added processes.



As a SuSE TECHNOLOGY PARTNER you have the opportunity to work closely with the technology leader in the Linux market.

As the system integrator for UnitedLinux, we support you in every way in adapting your products perfectly to our Linux technology. By regularly certifying your products, our mutual customers are assured of a stable and tested solution – an important argument for your customers when deciding to go with your company, and thus a real benefit for your product!

As a SuSE TECHNOLOGY PARTNER we include you in our development and maintenance processes early on, putting you in a position to offer even higher quality maintenance and support for your products, faster. Furthermore, you can influence the future Linux developments with feature requests and by participating in the Beta program for the SuSE LINUX products. Making use of our contacts to the Linux community and the IT industry, you will be working at the heart of Linux developments.

One of the many other advantages is the SuSE DEVELOPER ONLINE FORUM, that brings you and your team together with other developers. Here you can discuss and develop possible solutions. Thanks to the worldwide SuSE SUPPORT KNOWLEDGE BASE you have constant access to the know-how of the SuSE LINUX EXPERTS.

We play an active role in publicising your products – at no cost to you: the SuSE

LINUX SOLUTION MAP provides you with the right platform to present your company and your products to the IT world, just the way you want to. Use this fast and global multiplier.

SUSE DEVELOPER SUPPORT gives you expert support in all development and optimisation issues, from the SuSE LINUX LABS, manned by some of the world's best Linux developers. As a SuSE TECHNOLOGY PARTNER you also have the advantage of being able to make use of the PORTING AND MIGRATION CENTER. Whether your issue is porting, strategy development or solution implementations in pilot projects – professional support ensures your success.

We will help you set up your own Linux strategy with exclusive information that only SuSE TECHNOLOGY PARTNERS receive. You will receive marketing tools that can support you professionally in your go-to-market planning or when positioning your overall solutions.

SUSE TECHNOLOGY PARTNERS have the right to attend exclusive, special SuSE LINUX training courses and workshops.

The most important services for SuSE TECHNOLOGY PARTNERS in brief:

- Full access to the SUSE LINUX TECHNOLOGY²
- Unrestricted access to the SUSE MAINTENANCE WEB
- Integration into the product development and maintenance processes of SuSE LINUX AG²
- Access to the SuSE DEVELOPER SUPPORT²
- Access to the SuSE PORTING AND MIGRATION CENTER²
- Unrestricted access to the SuSE SUPPORT KNOWLEDGE BASE
- Access to the SuSE DEVELOPER ONLINE FORUM
- Authorisation to use the certification logo²
- Authorisation to display the TECHNOLOGY PARTNER logo¹
- Inclusion in the SuSE LINUX SOLUTION MAP²
- Access to special training courses and workshops²
- Access to the marketing tools²

Display the SuSE TECHNOLOGY PARTNER logo¹ and set yourself apart from your competitors by showing your Linux expertise.

¹ From the ADVANCED LEVEL upwards; ² Level dependent

More sales as an authorised SuSE TECHNOLOGY PARTNER?

Register now at www.SuSE.de/partner/technology



MEMBER LEVEL

ADVANCED LEVEL

PREMIUM LEVEL

... or in the field of training or support?

PARTNER TRACK No. 3: Become a SuSE SUPPORT PARTNER.

Are you already a SuSE PARTNER and already successfully implementing Linux projects together with your customers? Or you are planning the strategic expansion of your Linux portfolio and want to integrate support services in the future? Or do you already have a support company? Whatever your current status, the SuSE SUPPORT TRACK gives you first hand support competence and rounds off your range of services.



As a SuSE SUPPORT PARTNER you can immediately start offering your Linux customers a new range of services: qualified Linux support. A real plus for you and a practical benefit for your customers, as they receive professional support directly from you. For you, this means additional earnings options and increased profitability through business and follow-up orders that more or less generate themselves.

We don't have to explain to you that it is just those customers with whom you have just finished a successful SuSE LINUX project who like to call on your proven support competence again.

As a SuSE SUPPORT PARTNER you are in a position to provide expert advisory services, sell the required support, and to even provide some of this support yourself.

Which is why the SUPPORT TRACK of the SuSE PARTNER PROGRAM is ideal for all those who already offer complex technical support services for Linux systems and who want to extend these through top-quality support contracts.

Profit from our support know-how. SuSE LINUX speaks your language and knows what your customer needs from numerous

projects we have completed. And with increased customer satisfaction, your customers will thank you for it with lucrative contracts for services, in long-term customer loyalty.

The most important services for SuSE SUPPORT PARTNERS in brief:

- Multi-level SuSE SUPPORT BACKUP, in accordance with your partner status
- Personal support via e-mail and telephone
- Defined reaction and reply times
- Authorisation to display the SUPPORT PARTNER logo
- Controlled escalation in development and the SuSE LINUX LABS
- Free access to internal divisions of the SuSE SUPPORT KNOWLEDGE BASE¹
- Free access to White Papers and instructions for technical products
- On-site support²
- Regular discussions and meetings with SuSE LINUX support technicians in Nürnberg³

¹ In preparation; ² At reduced daily rates

More sales as an authorised SuSE SUPPORT PARTNER?

Register now at www.SuSE.de/partner/support

PARTNER TRACK No. 4: Become a SuSE TRAINING PARTNER.

Do you hold highly-qualified IT training courses, and perhaps you already have a range of Linux classes on offer? As a participant in the TRAINING PARTNER TRACK you can work together with the Linux market leader and qualify as a certified provider of training courses for Linux users.



As a SuSE TRAINING PARTNER you are always on the cutting edge of Linux technological progress. You have access to an extensive program of Linux training courses and a broad spectrum of up to date training and certification material. With the UnitedLinux training courses you cover the most important training sector on the market.

As a SuSE TRAINING PARTNER you will be able, for an annual fee, to offer the proven SuSE LINUX courses, and to receive all the training documentation you need. From the basic course "SuSE LINUX ENTERPRISE SERVER: Fundamentals of system administration" through to topics such as "SuSE LINUX FIREWALL ON CD" and "SuSE LINUX OPENEXCHANGE SERVER 4".

The comprehensive range of topics, modular structure and the thorough preparation of all the issues dealt with, put your range of courses on a quality level that satisfy the needs of any and all Linux users. You can take advantage of this: with the "SuSE TRAINING PARTNER" logo that you are then authorised to display, you can present yourself as a SuSE PARTNER of choice for:

- Open seminars
- Company seminars
- Seminars for further education within the scope of work-promotion measures

The most important services for SuSE TRAINING PARTNERS in brief:

- Free samples of new training materials
- Training and certification brochures
- Merchandising articles¹
- NFR versions of every software product used in training courses
- Free access to the SuSE MAINTENANCE WEB
- Free presentation of your range of Linux courses on the SuSE LINUX website
- Support calls
- Authorisation to display the TRAINING PARTNER logo

¹ On request

More sales as an authorised SuSE TRAINING PARTNER?

Register now at www.SuSE.de/partner/training

Three steps to success: The SuSE PARTNER LEVEL.

Want to become a SuSE PARTNER? Well a certain affinity to SuSE LINUX systems would help. That and the will to get involved in sales in the Linux market. And that's about enough really – enough to qualify you for the MEMBER LEVEL, the entry level. For the next two level ADVANCED and PREMIUM the demands are a little higher, but of course the support from SuSE LINUX is broader and more in depth at these levels too.

Perhaps you've already gained some practical experience with Linux operating systems and thus have a command of the Linux basics. Or you are an experienced IT service provider or hardware or software manufacturer and are just in the process of discovering the Linux market for your company. If so, you are doing enough to qualify for the MEMBER LEVEL of the SuSE PARTNER PROGRAM.

For the TRAINING PARTNER TRACK we only offer the PREMIUM LEVEL. For the SUPPORT PARTNER TRACK there are the levels ADVANCED PARTNER and PREMIUM PARTNER, because in these sensitive areas, where know-how is passed on to third parties or fast system assistance is required, we place very high demands on our Partners. We believe that our customers have the right to expect the best of SuSE PARTNERS.

In the SuSE BUSINESS PARTNER and SuSE TECHNOLOGY PARTNER TRACKS of our PARTNER PROGRAM, all three Partner levels are available. You start at the MEMBER LEVEL and can advance to ADVANCED status through additional qualifications and initial successes. SuSE only awards PREMIUM status to Partners who have proven themselves through their loyalty and lasting successes.

MEMBER LEVEL

For SuSE BUSINESS PARTNER and SuSE TECHNOLOGY PARTNER

The entry level for new Partners with a basic level of experience. The goal is the transfer of professional know-how in the field of SuSE LINUX BUSINESS products. This is why the SuSE PARTNER PROGRAM concentrates on information on new products and technical features, basic know-how transfer and practical support for the implementation of Linux solutions at the MEMBER LEVEL.

The services at the MEMBER LEVEL:

(Marketing/Sales)

- Welcome package
- SuSE BUSINESS PARTNER NEWSLETTER
- SuSE BUSINESS PARTNER CERTIFICATE
- Access to the SuSE PARTNER WEB
- Information workshops
- Free NFR samples of new SuSE LINUX BUSINESS products
- Sales training courses
- Product information
- Product presentations
- Case studies

(Technology)

- Installation support
- Technical support via e-mail¹
- Project support¹
- Telephone pre-sales support
- Technical workshops¹
- Access to the SuSE MAINTENANCE WEB and the SuSE KNOWLEDGE BASE

ADVANCED LEVEL

For SuSE BUSINESS PARTNER, SuSE SUPPORT PARTNER and SuSE TECHNOLOGY PARTNER

The ADVANCED LEVEL for committed partners who have already completed one or more Linux projects. The support range encompasses intensive marketing and sales support and offers defined communication channels to the SuSE marketing and sales teams. All in all the ideal starting point for developing a successful and growing partnership.

The services at the ADVANCED LEVEL:

Plus all the services of the MEMBER LEVEL (as listed above):

(Marketing/Sales)

- Presence on the SuSE website
- SuSE PARTNER certificate "ADVANCED LEVEL"
- SuSE ADVANCED PARTNER Logo
- Joint press relations work
- SuSE LEVERAGE PROGRAM (bonus system)
- Direct communication with SuSE
- Support from SuSE at information events
- Active participation in SuSE information events
- Marketing of your events on the SuSE website

(Technology)

- Technical support via e-mail⁴
- Telephone pre-sales support by SuSE
- Pre-sales support on site^{2,5}
- Technical workshops²
- Project consulting²

PREMIUM LEVEL

For SuSE BUSINESS PARTNER and SuSE TECHNOLOGY PARTNER, SuSE TRAINING PARTNER and SuSE SUPPORT PARTNER

The top Level for all Partners with a high degree of competence in the field of SuSE LINUX BUSINESS PRODUCTS, and who have helped increase the SuSE LINUX market share with their intensive activities and commitment to SuSE. Another prerequisite for achieving this level is a high service standard. SuSE LINUX offers these Partners a personal representative as well as full-service support for presentations, test installations, solutions to problems, product certifications and projects.

The services at the PREMIUM LEVEL: Plus all the services of the MEMBER LEVEL and the ADVANCED LEVEL (as listed above):

(Marketing/Sales):

- Direct contact to a SuSE representative
- SuSE LINUX BUSINESS PARTNER certificate "PREMIUM LEVEL"
- SuSE LINUX PREMIUM PARTNER logo
- Co-marketing and activity plan

(Technology):

- Large capacity for technical support via e-mail, with a reaction within two hours
- Pre-sales support on site^{3,5}
- Technical workshops³
- Project consulting^{3,5}
- Total access to all Beta programs, feature requests, knowledge DB, etc.

Service for Service: Collect valuable bonus points.

Do you want to work together with SuSE LINUX AG at the top level and present your enterprise together with us at trade fairs or in the media? Well go for it! As a SuSE ADVANCED PARTNER or SuSE PREMIUM PARTNER you have the option of gathering points with your commitment and using these points to acquire SuSE-financed bonuses.

For the two Tracks SuSE BUSINESS PARTNER and SuSE TECHNOLOGY PARTNER you can qualify for the SuSE LEVERAGE PROGRAM at the ADVANCED LEVEL and the PREMIUM LEVEL.

In the SuSE TRAINING PARTNER and SuSE SUPPORT PARTNER TRACKS you are already at ADVANCED or PREMIUM LEVEL anyway. **We reward that with a bonus system.**

We especially reward your efforts in improving the sales of SuSE products. The best thing about this is that you don't even have to make the sale yourself, so you can still be an independent consultant for your customers, without relying merely on earning a commission. Because: once you are registered as a SuSE PARTNER and have announced your involvement in a project, **product sales to your customers made through other sales partners or channels will be credited to you.** We call this principle

Influenced Revenue. You can then also turn these points into marketing activities or other bonuses.

So the SuSE LEVERAGE PROGRAM bonus system is a valuable aid for maintaining or further improving your already acquired SuSE PREMIUM or SuSE ADVANCED LEVEL. But it is also a tool that pays off immediately, depending on the sales figures you generate, how many in-house exhibitions you organise, how many references you publish, how many certifications you have, how many products you certificate and so on.