

Program Overview



Partner Alliance Program



If you don't introduce your clients to document and content management...
SOMEONE ELSE WILL !

All businesses face document and content management challenges. The only difference is how they handle them — by allowing the piles of paper and scattered hard drives overflowing with uncataloged electronic files to bury them alive — or by efficiently managing secure and organized digital content.

Have you addressed this growing need with your clients yet? Don't think for a minute that they are going to wait for you to bring it up before they start looking for a solution on their own. Or have they already started... without you?

Don't let someone else move in and save your clients from drowning in a rising sea of paper and unstructured data.

You can provide a cost-effective solution to your clients' document and content problems today — and establish a significant new revenue stream for your company in the process.

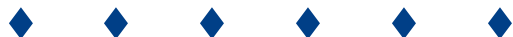
Solidify your relationship with your clients and secure your position as their trusted advisor.

If you don't — someone else will.

WHO CAN BE A SUCCESSFUL BULL VALLEY ALLIANCE PARTNER?

- ◆ Network administration companies
- ◆ IT consulting firms
- ◆ Systems integration companies
- ◆ Business consulting firms
- ◆ Software distributors
- ◆ Imaging technology hardware dealers

Bull Valley Software is looking to partner with growing, innovative companies who wish to provide a more complete range of business and IT solutions to their clients. If you have solid customer relationships, and the insight to know when DocumentLOK™ or ContentLOK™ would solve a business need — then your company may have what it takes to be a successful Bull Valley Alliance Partner.



ATTENTION INTEGRATORS & DEVELOPERS:

We want to talk to you, too.

If your firm develops software that could benefit from a world-class document or content management component, a partnership may be right for you, too. Catapult your feature set far beyond your competitors' by integrating DocumentLOK™ or ContentLOK™ into your application and providing unparalleled functionality to your client base.

TAKE
YOUR
CLIENTS
FROM
THIS



TO
THIS





ALLIANCE PARTNERS CAN EARN REVENUE IN SO MANY DIFFERENT WAYS:

- ◆ Generous revenue share from initial sale provides immediate income
- ◆ Continuing revenue from ongoing licensing fees ensures a reliable revenue stream
- ◆ Tiered bonus structure rewards strong performers with even higher revenue shares
- ◆ Performance-based rebates reimburse all program fees
- ◆ Marketing Development Funds (MDF) offset your marketing expenses

The flexibility of multiple partnership options

Because your business goals and available resources may be very different from those of other partners, we have carefully designed the Partner Alliance Program to give you the flexibility to choose which level of commitment (and reward) is right for *you*. With generous revenue shares, marketing support, world-class training and a host of other benefits, we give you the tools you need to earn significant revenue — regardless of which partnership option best suits your needs.

Authorized Alliance Partner

The Authorized Alliance Partner option is a *referral partnership*, and is the perfect option if software sales is not your core business, or if you do not yet have the resources in place to actively sell our solutions, but wish to do so in the future. As an Authorized Alliance Partner, you identify potential opportunities within your client base, and provide Bull Valley Software with an introduction to the client. In return, you receive a revenue share when the client purchases either DocumentLOK™ or ContentLOK™.

Certified Alliance Partner

The Certified Alliance Partner option is an entry-level *reseller partnership*, providing attractive revenue opportunities and a solid value proposition for partners who do not wish to make a volume commitment, or who have limited resources available to actively pursue DocumentLOK™ or ContentLOK™ solution sales.

Premier Alliance Partner

The Premier Alliance Partner option is an enhanced *reseller partnership*, providing more opportunities, greater revenue potential and exceptional benefits for partners who are able to make a modest volume commitment and devote resources to DocumentLOK™ and ContentLOK™ sales activities.

Master Elite Alliance Partner

The Master Elite Alliance Partner option is our most prestigious *reseller partnership*, providing the greatest opportunities, highest revenue potential and most exclusive benefits for partners who are able to make a significant volume commitment and want to establish themselves as major providers of DocumentLOK™ and ContentLOK™ solutions in their market areas.

Everyone wins in the Partner Alliance Program

We win...

By providing document & content management solutions to a far greater number of clients. Our partners act as an extension of our own sales force, allowing access to organizations that we may not otherwise be able to reach.

You win...

By bringing more complete solutions to your clients. Providing unparalleled value solidifies your relationships with your clients, and establishes your position as their trusted advisor. You also earn a generous revenue share in the process.

The client wins...

By implementing *one* solution that supplies all the tools they need to streamline workflows, boost productivity, improve customer service, ensure regulatory compliance, enhance their disaster recovery plans, reduce expenses, and increase their bottom lines.

Bull Valley Software At-A-Glance

Bull Valley Software, Inc. is a premier provider of Document Management, Enterprise Content Management, ITIL® and regulatory compliance solutions. By integrating with virtually any Windows® or web-based application, DocumentLOK™ and ContentLOK™ maximize an organization's existing technology assets by providing immediate, single-click access to all of their documents and electronic content from within their primary business application(s). Recognized among the most comprehensive solutions offered today, DocumentLOK™ and ContentLOK™ combine secure document and content management, compliance management, and workflow management in one enterprise application, delivering the power and flexibility to adapt to the ever-changing regulatory and technological landscape of today's global business environment.

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