

Certified Alliance
Partner

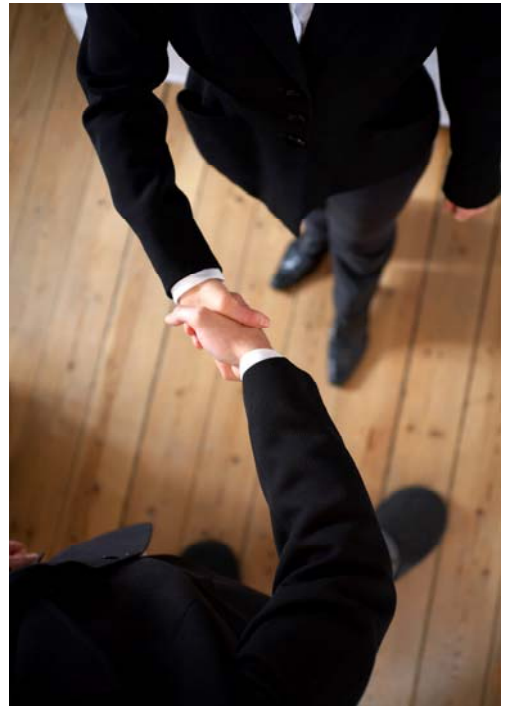


Partner Alliance Program



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

Certified Alliance Partner Profile



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 sell and support DocumentLOK™ and ContentLOK™ solutions. When you become a Certified Alliance Partner, you have an excellent opportunity to deliver unparalleled value to your clients and secure your position as their trusted advisor.

Certified Alliance Partners are critical members of the Bull Valley team. You extend the reach of our sales force into areas where we might not normally have access, and create valuable opportunities for growing both of our businesses. Building on your already solid relationships, you will address your customers' deeper business issues and deliver real results, by incorporating the market's leading document and content management software into the solutions you already provide.

As a full reseller partner, you retain full control over the entire sales cycle, from start to finish. Having completed our comprehensive LOK-and-Load™ training and certification program, you are thoroughly qualified to discuss, demonstrate and close your own DocumentLOK™ and ContentLOK™ solution sales.

You are in control, but you are not alone. A Bull Valley Business Development Manager is always available to provide any assistance you may need — pre-sale support, joint sales calls — even helping close the deal. And every time one of your customers purchases either DocumentLOK™ or ContentLOK™, you can earn a generous revenue share on both the initial sale and the annual licensing fees. Add to that our incentive bonus plan, and you have the formula for long-term success.

Qualifying as a Certified Alliance Partner

Becoming a Certified Alliance Partner is easy. If you possess:

- ◆ Solid, reputable relationships with your clients and contacts
- ◆ The insight to know when a document or content management solution would address a business need
- ◆ The resources to actively pursue DocumentLOK™ and ContentLOK™ sales
- ◆ The dedication needed to complete an annual certification process demonstrating your ongoing proficiency with DocumentLOK™ and ContentLOK™
- ◆ A commitment to excellence and the desire to succeed

...then we invite you to complete an Alliance Partnership Application, and begin your journey to delivering unparalleled value to your clients. The commitment is very small, but the reward potential is very great.

Mail the enclosed application to:
Partner Alliance Program
Bull Valley Software, Inc.
P.O. Box 130
Woodstock, IL 60098

Fax the enclosed application to:
(815) 337-8739

Access an application online at:
www.bullvalleysoftware.com

Email the attached application to:
pr@bullvalleysoftware.com

Certified Alliance Partner Benefits

Fully-functional copies of DocumentLOK™ and ContentLOK™:

- ◆ Fully licensed copies for product demonstrations as well as your own internal use
- ◆ All updates, enhancements and new releases so you can stay current on new functionality as it is released

Big revenue potential:

- ◆ No volume commitment
- ◆ Generous 25% revenue share on every DocumentLOK™ or ContentLOK™ software sale
- ◆ Reach \$100,000 in calendar-year software sales, and start earning an additional 2.5% Incentive Bonus – increasing your total revenue share to 27.5% !
- ◆ Reach \$200,000 in calendar-year software sales, and start earning an another 2.5% Incentive Bonus – increasing your total revenue share to 30% !
- ◆ Option to receive 10% revenue share on all annual licensing fees – providing a reliable ongoing revenue stream for your company – in exchange for your providing 1st-Tier triage support for your DocumentLOK™ or ContentLOK™ installations

Comprehensive training:

Content management is advancing at a record pace. To be successful, you need to maintain proficiency with the software. As part of our commitment to your success, we provide:

- ◆ Our comprehensive LOK-and-Load™ new partner training program
- ◆ Periodic, on-going training classes as new functionality is introduced
- ◆ Annual certification process that ensures you are at your peak and ready for success
- ◆ Annual partner conference with in-depth product and sales training classes, technical discussions and roundtable forums with other Alliance Partners

Marketing support:

The marketing support provided to Certified Alliance Partners is virtually endless:

- ◆ Unlimited access to DocumentLOK™ and ContentLOK™ marketing collateral
- ◆ Option to personalize marketing collateral
- ◆ Listing in our prospect & client newsletters
- ◆ Option to participate in direct mail and email campaigns
- ◆ Option to participate in national and regional trade shows
- ◆ Option to participate in live sales seminars and Webinars
- ◆ Profile and link on BVS web site to increase your Internet exposure

Marketing Development Funds (MDF) :

As a further commitment to your success, you earn an additional 2% of your prior year's software sales, to be applied to any approved marketing efforts you choose

Guaranteed lead exclusivity:

When you register and actively pursue a prospect, no other partner or internal BVS sales representative can pursue that lead

Pre-sale support:

- ◆ A dedicated Business Development Manager to coordinate all pre-sale and marketing support
- ◆ Priority sales and technical support during sales presentations
- ◆ Availability of joint sales calls

CARPORT™ – Bull Valley's exclusive Consolidated Alliance Resource PORTal for:

- ◆ Lead registration
- ◆ The latest news, sales promotions, release notes and product bulletins
- ◆ Discussion forum with other Alliance Partners and BVS staff
- ◆ Unlimited access to marketing collateral, press releases, case studies, white papers and other promotional materials
- ◆ Upcoming training schedules and registration tools
- ◆ Upcoming trade show, sales seminar and Webinar schedules
- ◆ Contact and sales management tools
- ◆ Sales recruiting and training tools

Additional benefits available only to software integrator / developer partners

- ◆ Custom integration toolkit
- ◆ Access to BVS software engineers for integration development assistance
- ◆ Additional training
- ◆ Access to BVS on-line knowledge base
- ◆ Enhanced listing on BVS web site

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.

www.bullvalleysoftware.com



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