



ESRI

Business Partner Program

Summary

The ESRI Business Partner Program is designed to fill the needs of the user community while providing the partner with opportunities to expand its business and attain success. Through building a team of application developers, software and data consultants, technology resellers, and data providers, ESRI and its partners create new software and services, expand existing markets and penetrate new markets, and increase end user knowledge in the use of geographic information system (GIS) software. Following are brief descriptions of the programs offered by the ESRI Business Partner Program.

Consultant Program

The Consultant Program is designed for companies that offer consulting services to GIS users. Consultant business partners typically specialize in focused industry market areas to ensure that end user needs are met. Services provided on a customer-by-customer (project) basis may include, but are not limited to, implementation planning, database development, application development, and programming.

Developer Program

The Developer Program is designed for professional software developers who are focused on building commercial off-the-shelf (COTS) solutions based on ESRI® technologies. The program provides access to the software, training, marketing opportunities, and other tools developers need to grow and be successful. Developers offer solutions for specific industry areas or general GIS needs as well as extensions to ESRI software.

OEM Program

Developers whose targeted users need a one-package solution may choose to participate in the Original Equipment Manufacturer (OEM) Program. Designed as a global program, OEM partners have the ability to sublicense limited-use ESRI technologies embedded within their value-added solution. End user access to ESRI technology within these solutions is provided through the developer's custom user interface.

Value-Added Reseller Program

Value-added resellers (VAR) remarket select ESRI software while providing value-added solutions and services to customers. As a VAR, you will be partnering with the industry leader in GIS and profiting from our expertise and award-winning products. ESRI provides the tools partners require to be successfully positioned to remarket ESRI solutions.

Data Provider Program

This global program is designed for organizations wishing to license and market their data products in digital formats compatible with ESRI software. This comprehensive program is built from a number of components—streamlined access to ESRI technologies for building and maintaining your datasets, data publishing and Internet expertise to help deliver your product to the GIS community, and distribution channels for offering data solutions to new and existing markets. Build a strong relationship with ESRI and provide users with an invaluable service by making available an enormous selection of ESRI software-compatible datasets.





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Data Solution OEM (DSO) Program

DSO business partners deliver data products inclusive of embedded ESRI data. By embedding ESRI data, partners are able to deliver a solution under their own product brand name and meet end user needs through a single solution. DSO business partners typically specialize in focused industry markets to serve customer needs and provide data for a variety of uses, such as site selection, customer analysis, trade area analysis, and target marketing.

Complementary Technology Provider (CTP) Program

CTP companies provide hardware and/or software technologies that add value and are complementary to ESRI technology but are not based on ESRI technology. This program provides fee-based access to the software, training, marketing opportunities, and other tools to help your company grow and be successful in connecting your technology to ESRI's. Companies that have products that do not require ESRI technology but link to or complement it are applicable to the CTP Program. Companies that have products that are based on or require ESRI technology are more fitting for the Developer Program. See the Developer Program for more information.





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Program Support and Benefits

The Business Partner Program offers a wide range of services and benefits such as software and training discounts, marketing event opportunities, Web resources, and much more to assist partners with their business endeavors. Whether you are a developer creating an application based on ESRI technology, a VAR reselling ESRI software and offering services, or a consultant assisting an end user with an ESRI software implementation; the BPP offers the resources to support you in your business. Below is a list of some of the benefits offered to business partners:

Access to Dedicated Partner Resources

- Industry or Regional Office Business Development Manager
- Business Partner Resource Center 888-377-4575, option #4
- Business Partner Program Group
- Industry Solutions Team
- Support Services
- Educational Service

Financial Benefits/Discounts

- Software and Data Discounts
- ESRI Training Course Discounts
- International User Conference Registration Discounts
- Complimentary Virtual Campus Courses
- *ArcNews*[™] and *ArcUser*[™] Advertising Discounts

Partner Web Services

- Partners Only Web Site
- Partner Directory Listings (www.esri.com)

Joint Sales and Marketing Programs

- Joint Sales Calls
- Joint Presale Marketing
- Access to Local User Groups

Marketing Events (Opportunities)

- Worldwide Business Partner Conference
- ESRI International User Conference
- Trade Shows
- Seminars

Sales/Marketing Tools

- Marketing and Advertising Guidelines
- ESRI Trademark and Logo Guidelines
- Marketing Materials
- Press Release Templates
- PowerPoint Presentations
- *ArcNews* and *ArcUser* Articles and Advertising
- ESRI Press Books
- Business Partner Plaque

For more information on becoming an ESRI business partner, visit http://www.esri.com/partners/business_partners.

ESRI

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Offices worldwide, visit www.esri.com/locations.

Send e-mail inquiries to buspartners@esri.com.

Learn more about the ESRI Business Partner Program at www.esri.com/partners.



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G38752 ESRI 12/09tk

U.S. Only
12/2/09