



Adlib Partner Plus

Why Become a Channel Business Partner?

Building Success Together with Adlib Partner Plus

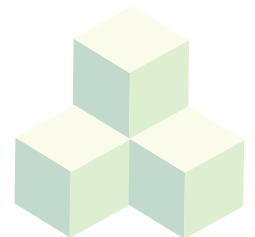
Building on a well-established foundation for technical excellence, Adlib remains committed concurrently to both our innovative PDF platform and our valued Channel Business Partners as the foundation on which we will continue to develop growth.

Ideal for Systems Integrators (SIs), Value Added Resellers (VARs) and referral partners, Adlib Partner Plus is a comprehensive and flexible program which provides unparalleled benefits for partners who integrate Adlib technology into a wide array of enterprise solutions. The program aligns and supports the way you do business, like:

- Reselling licenses as a way to enrich offerings by combining Adlib technology into broader software solution bundles, to increase the value brought to customers
- Providing implementation services by integrating Adlib technology into a wide array of enterprise solutions, often to service our top verticals such as Financial Services, Life Sciences and Energy & Utilities
- Providing first line support services
- Referring opportunities to Adlib by promoting and recommending our products

With creativity, diligence and a benefit-oriented philosophy, Adlib has block by block built a very successful model to help customers achieve Advanced Rendering in their organizations and thereby enhance their content management systems. The **Adlib Partner Plus (APP) program builds on this success by elevating the vital role our Channel Business Partners play and supporting these partners with everything we do.** Each block represents a feature or benefit that we have designed from a technical perspective; or equally important, a Channel Business Partner, critically intertwined with our technology to achieve success.

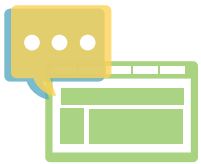
While the benefits of being an Adlib partner have always been significant, the Adlib Partner Plus program raises the bar for Channel Business Partners with expanded and enhanced program benefits, offering substantial improvements, new incentives and key engagement activity—all to help you build your business as we build ours.





With a proud partner culture and the new APP program designed to support our Channel Business Partners, the Adlib team is pleased to offer a number of key program benefits (according to tier status and type), including:

PROGRAM NETWORK BENEFITS



- Named Channel Business Manager
- Access to the Adlib Partner Portal
- Exclusive Partner-Only Webinars and Events
- Communication tools like Partner Connections
- Business and marketing planning

SALES & MARKETING BENEFITS



- Access to sales primers
- Competitive Information
- Use Cases
- Discounts on license and maintenance
- Event co-marketing opportunities
- Marketing Development Funds (MDF)

TECHNICAL BENEFITS



- Software evaluation keys
- Partner Technical Training
- Product Roadmap review sessions
- Access to Remote Assistance
- Pre-sales support
- NFR keys



As the global leader in Advanced Rendering, Adlib helps organizations in the Energy, Life Sciences, Insurance and Banking sectors, among others, enhance document-centric processes by unlocking the value in unstructured content. Integrating with key business tools, Adlib's sophisticated data extraction and classification approach enables improved compliance, customer experience, collaboration and the long-term digital preservation of critical business information.