

CA Global Partner Program Guide

for Data Management Value Added
Resellers-EMEA



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Welcome

Dear Partner,

At CA Technologies we recognize your role as a technology provider and trusted advisor to your customers is ever evolving. As a solution provider, you must keep pace to ensure your customers' fundamental business issues are resolved with the most current technology and service delivery models available.

In this era of disruptive technologies and business change, CA Technologies has designed the CA Global Partner Program to support your business as you help customers manage their IT environments and exploit new IT service delivery models.

The CA Global Partner Program provides access to relevant planning, tools and support to assist you as you sell, deliver and manage technology and business solutions that include CA Technologies. The program recognizes and rewards you for driving business, no matter what product or solution you sell.

We believe in rewarding partners for their achievements in driving customer value. Joint business planning based upon your individual business model and competencies around CA Technologies is at the core of the CA Global Partner Program. As a Member of our program, you will have access to innovative learning tools and competitive rewards.

With the combination of your unique business value, our technology leadership, and by leveraging the CA Global Partner Program, you will be well positioned to maximize your growth potential as a company. It is a great time to be a CA Technologies partner.

This Program Guide is specific for all CA partners registered as a CA Data Management Partner and sets out the rules of engagement, program benefits, CA accreditation and education programs and CA Data Management specific partner commitments.

If there is any conflict between the Program Terms and Conditions including associated Program Guidelines and if applicable, the partner's signed CA partner agreement, the terms and conditions of the partner's signed CA partner agreement shall prevail. If there is any conflict between the CA Global Partner Program Terms & Conditions - EMEA and this Program Guide the terms and conditions of this Program Guide shall prevail.

CA GLOBAL PARTNER PROGRAM

CA Global Partner Program for Data Management Partners Overview

The CA Global Partner Program is structured to enable, reward and support you based on your specific business model and your investment in CA Technologies.

All registered partners are Members of the CA Global Partner Program. Additionally, Members may achieve two levels of distinction as Advanced Members and Premier Members. Benefits for higher membership levels are reserved for partners that have a greater level of investment in CA Technologies and have completed a mutually agreed upon business plan.

To participate in the CA Global Partner Program for Data Management Partners your organization must meet the following Program Level Requirements for EMEA:

Requirements	EMEA Territories*	Member	Advanced	Premier
Annual Minimum Revenue Targets as defined in approved business plan.	EMEA – Major	> One transaction per year	\$50,000	\$100,000
	EMEA -Emerging		\$100,000	\$250,000
Business Planning, quarterly and annual reviews.	EMEA – Major		✓	✓
	EMEA -Emerging		✓	✓
Staff Education and Accreditation Learning Paths		recommended	Per Product Learning Path	Per Product Learning Path
Sales Accreditation			1	2
Pre-Sales Technical Accreditation			1	1
Technical Accreditation			1	1
CA Executive Sponsorship			✓	✓

*EMEA Territories mean the following:

“EMEA-Major” – UK, Germany, Italy, France, Iberia (Spain, Portugal), Benelux (Belgium, Netherlands, Luxembourg) – all partners based and operating in these countries and territories will be required to comply with the requirements specified for “EMEA –Major”

“EMEA-Emerging” – Scandinavia (Denmark, Norway, Finland, Sweden), Middle East (United Arab Emirates, Oman, Qatar, Bahrain, Lebanon, Jordan, Pakistan, Kuwait, Egypt, Saudi Arabia), Turkey, Israel, CEE (Poland, Czech Republic, Hungary, Slovenia, Slovakia, Macedonia, Romania, Croatia, Albania, Serbia, Bosnia-Herzegovina, Montenegro), Russia and CIS countries (Ukraine, Belarus, Kazakhstan, Tajikistan, Uzbekistan) – all partners based and operating in these countries and territories will be required to comply with the requirements set for “EMEA-Emerging”

CA GLOBAL PARTNER PROGRAM

Program Benefits

In order to enable and support you in your efforts, CA Global Partner Program benefits are tailored for each membership level. The table below outlines the specific program benefits and requirements for Member, Advanced and Premier Levels.

	Member	Advanced	Premier
Relationship Benefits			
CA Global Partner Program Status Recognition	✓	✓	✓
Executive Sponsorship		✓	✓
CA Technologies Account Management		✓	✓
Joint Business Planning and Quarterly Business Review (QBR)		✓	✓
Partner Portal Access	✓	✓	✓
Partner Communications	✓	✓	✓
Technology Benefits			
Solution Collaboration and Optimization Assistance		✓	✓
Technical Support	✓	✓	✓
Access to Demos on Demand	✓	✓	✓
Limited-use demonstration/trial software	✓	✓	✓
Support Knowledge Base Access	✓	✓	✓
Partner Best Practices Forums	✓	✓	✓
Marketing Benefits			
Solution Launch Assistance	✓	✓	✓
Market Development Funds (MDF)		✓	✓
Co-marketing Programs and Resources	✓	✓	✓
Customer Success Story and PR Campaigns		✓	✓
Partner Awards		✓	✓
Partner Locator		✓	✓
Customer Reference Program	✓	✓	✓
Access to CA Events	✓	✓	✓

CA Global Partner Program Benefits (continued)

	Membership Level cont.		
	Member	Advanced	Premier
Selling Benefits			
Sales Incentive Offerings	✓	✓	✓
Deal Registration Access	✓	✓	✓
Product Playbooks and Sales Tools	✓	✓	✓
Product Configuration Tools	✓	✓	✓
Enablement Benefits			
EMEA Partner Pre-sales Helpdesk	✓	✓	✓
Participation in Accelerator Initiatives		✓	✓
CA Education and Accreditation Program	✓	✓	✓
Business Development Resources		✓	✓

If you have any questions regarding the Global Partner Program requirements or benefits, please contact your CA Technologies Partner Account Director or Manager.

To access the MyCA Partner Portal please go to www.ca.com/partnerportal. First time users please go to <http://www.ca.com/us/partners/CA-Global-Partner-Program-Overview/Apply-Today.aspx> and click on “register” quick link at the top of the page. Complete the fields in the MyCA and Community Access sections. Proceed to “Advanced Access” and select “CA Partner” (please note when you select CA Partner, CA Support and CA Education will automatically be selected). Finally, complete the fields in the Company & Location and MyCA Partner Portal sections. As a condition of participating in the CA Global Partner Program you must accept the CA Global Partner Program Terms & Conditions by checking the box. Then Click “register”. You will receive an email notification to complete your registration and access to the MyCA Partner Portal.

CA GLOBAL PARTNER PROGRAM

Relationship Benefits

At CA Technologies, we see our partner community as an integral part of our customers' success. The CA Global Partner Program is geared to help you grow your business by selling products and solutions that incorporate CA Technologies as part of your portfolio.

CA Global Partner Program Status Recognition

CA Technologies is known for its industry leading solutions portfolio. As a Premier or Advanced Member, you can share in this equity by displaying the CA Technologies partner logos on your website and in customer communications and advertising. You can download the logos in the Marketing section of the **MyCA Partner Portal**.

Partner Account Management

A dedicated Partner Account Director or Manager is assigned to Premier and Advanced Members to ensure a personalized mechanism for the management of sales, marketing and technical requests and issues. Your Partner Account Manager is available to explain more about this benefit.

Executive Sponsorship

As a benefit of their investment in CA Technologies, Premier and Advanced Members have access to senior CA Technologies executives who can help drive awareness, strategic alignment and engagement of our organizations.

Joint Business Planning

Premier and Advanced Members participate in collaborative and on-going business planning to define and review business, sales and marketing goals, ensuring goal attainment and success when selling CA Technologies products. For more details, contact your Partner Account Manager.

MyCA Partner Portal Access

As a Member of the CA Global Partner Program, you have immediate access to the content appropriate to your business. The redesigned MyCA Partner Portal provides customized content - the latest sales tools, training, and marketing support - based on your membership level and go-to-market strategy. Additionally, the Global Service Center (GSC) is available to all Members via Live Chat in the MyCA Partner Portal. Access the MyCA Partner Portal at www.ca.com/partnerportal.

Partner Communications

CA Technologies schedules regular partner communications, either face-to-face or virtually, to ensure you are up-to-date on the current CA Global Partner Program enhancements, special promotions, and marketing initiatives.

CA Technologies offers a monthly newsletter for partners.

Technology Benefits – CA Data Management Products

As part of the CA Global Partner Program, you will have access to a variety of technical resources such as technical support, best practices forums and online communities to guide you as you sell and deliver Data Management products and services associated with CA Technologies. These benefits are also designed to help you achieve and maintain market leadership in your target area, reinforcing your status as a trusted advisor to your customers.

Solution Optimization Assistance

As a Premier and Advanced Member, you may receive assistance in the development of your CA Technologies solution practice. CA Technologies will work with you to design the best approach based on your go-to-market strategy and customer needs. If you are interested in engaging in this benefit, please contact your Partner Account Director or Manager.

Technical Support

All Members of the CA Global Partner Program have access to post-sales support online or by phone. For more detailed information on technical support, please visit the Technical Support page in the MyCA Partner Portal or contact your Regional Representatives. In order to contact CA Technologies Support you may dial your local country number listed in the Support Phone Directory by Country at <http://www.ca.com/us/support/phone.aspx>

Access to Demos on Demand

CA Technologies offers all Premier and Advanced Members support for customer demonstrations via a web-based demo center designed specifically to provide informed and hands-on demonstrations of CA Technologies solutions in a customer environment. To request a Demo on Demand please visit the [MyCA Partner Portal](#)

Limited-Use Demonstration/Trial Software

Premier and Advanced Members are encouraged to order and install limited license software for their own in-house use in order to become better acquainted with CA Technologies products, as well as expand their ability to teach and demonstrate CA Technologies solutions and capabilities to their internal teams and customers. Contact your Partner Account Manager for more details.

CA Global Partner Community Best Practices Forum

CA Technologies offers all Members a web-based partner community forum where you can dialogue with your colleagues and our Solution Experts to share best practices around the CA Technologies portfolio. To join the conversation, please visit the MyCA Partner Portal www.ca.com/partnerportal.

Support Knowledge Base

All Members have access to the Support Knowledge Base for searchable, online technical assistance for the most common technical questions regarding CA Technologies products and solutions. You can also get valuable tips and product technical notes via the Support Knowledge Base. To access this tool, please log in to communities.ca.com/support and select “documentation”.

Marketing Benefits

As a CA Technologies partner you have access to a diverse blend of marketing tools and resources available to help you convey CA Technologies product messaging to your customers as well as position and market your own services and technical leadership.

Solution Launch Assistance

CA Technologies wants to help you kick-start your launch of new solutions that include capabilities from CA Technologies. With Solution Launch Assistance we consult with Premier and Advanced Members through the process of planning and executing a successful launch with messaging and CA Technologies branded launch activities and support. Please contact your Partner Account Director or Manager for information on how to take advantage of this great benefit.

Development Funds (MDF)

Advanced and Premier Members will have access to business case-based Market Development Funds (MDF) to support your CA Technologies marketing and business practice development efforts. To learn more please contact your CA Partner Account Director or Manager.

Access to CA Technologies Events

CA Technologies hosts live local and regional events throughout the year. As a CA Technologies partner, Premier and Advanced members are entitled to exclusive partner sessions to network with your peers and learn more about CA Technologies products, solutions and program benefits. All members are invited to attend events that include a customer component which allows you to be a sponsor or attendee to help drive new revenue. For local event listings, visit the MyCA Partner Portal or contact your Partner Account Director or Manager.

Customer Success Story and PR Campaign

For Premier and Advanced Members with a customer endorsed implementation or new business development story, CA Technologies will work with you to develop a media-ready feature story which you can use in your own marketing efforts. Please contact your Partner Account Director or Manager for more information.

Customer Reference Program

Let us help you promote your customer reference stories. To find out more about this program and how to participate, please visit the Customer Reference section on the [MyCA Partner Portal www.ca.com/partnerportal](https://www.ca.com/partnerportal). This program is available to all Members of the CA Global Partner Program.

Co-Marketing Programs and Resources

CA Technologies offers Premier and Advanced Members a robust variety of co-marketing programs and resources and co-brandable sales tools are available for download on the MyCA Partner Portal.

Brand Center

The MyCA Partner Portal provides you with access to partner logos, branding guidelines and other materials to promote your affiliation with CA Technologies. We encourage you to use the partner logos and branding guidelines to let your customers know that you're a partner of CA Technologies and committed to providing the exceptional insight and control necessary to turn the promise of business agility into a reality.

Partner Awards

All Members of the CA Global Partner Program are eligible to participate in the CA Technologies Partner Awards. These awards recognize outstanding accomplishments in the development and delivery of solutions that showcase partner excellence, leadership and customer impact by leveraging CA Technologies products and services. Award winners are announced at regional partner summits throughout the year and at CA World.

CA Partner Locator

The CA Partner Locator (locator.ca.com) is a searchable listing on the CA Technologies website (ca.com) that enables customers to find Premier and Advanced members and then view their profiles. To learn more about featuring your company in the CA Partner Locator or to update your information, please visit the MyCA Partner Portal.

Selling Benefits

CA Technologies delivers sales resources to help you effectively build and grow your business leveraging CA Technologies products. As part of our commitment to you, we are constantly striving to develop new and innovative ways to educate, enable and reward you as you demonstrate your unique value to your customers.

Deal Registration Access

All CA Technologies opportunities must be registered to be eligible for benefits listed under the EMEA Data Management Deal Registration Offering. All Members of the CA Global Partner Program are eligible to participate. Discounts increase based upon the higher level of the partner account in the Program. Incentives shall be in the form of an up-front discount to be applied at the time of purchase and a back-end rebate if applicable. To learn more about the complete terms and conditions and outlined process for the EMEA Data Management Deal Registration Offering, please contact your CA Partner Account Team or visit the [Deal Registration](#) on the MyCA Partner Portal

Sales Planning

Premier and Advanced Members have access to collaborative territory and account planning to maximize our mutual return on investment and customer success. For more details, contact your Partner Account Director or Manager.

Sales Tools and Playbooks

CA Technologies provides a wide range of sales playbooks, web base tools and content to support your sales efforts. These robust sales kits are developed to educate you on the CA Technologies products you sell, as well as arm you with collateral to give you the edge you need during the sales process. To view the CA Technologies sales playbooks as well as other sales tools such as Product Code Finder, visit the Sales Enablement page in the MyCA Partner Portal www.ca.com/partnerportal

Online Configuration Tools

All Data Management Members have access to the CA ARCserve configuration tool to make the product configuration process faster and easier. To access the Online Configuration Tool please [visit the MyCA Partner Portal](#).

Enablement Benefits

CA Technologies delivers comprehensive education and training relevant to your business model and competency requirements. Based on your membership, you have access to a variety of content developed specifically to give you practical in-depth knowledge of CA Technologies products as well as how to promote, sell, and support them. Partners who make the investment in furthering their CA Technologies education realize greater opportunity and profitability, while ensuring customers satisfaction.

Participation in Accelerator Initiatives

Premier and Advanced partners have access to virtual enablement workshops on market relevant themes that allow you to attain the necessary skills to deploy, sell and scale CA Technologies capabilities. The goals of the Accelerator Initiatives are to deliver contextual market insight, selling skills and implementation techniques to your sales, pre-sales and implementation teams. For more information on these Accelerator Initiatives, please visit the **MyCA Partner Portal** or contact your Partner Account Team.

EMEA Partner Pre-sales Helpdesk

As a CA Technologies Data Management partner you have access to our team of experienced Technical Sales Consultants to help you with information about functions, features, benefits, compatibility of Data Management and Data Modeling products; Bill of Material for a given environment; reference repository of technical responses / questionnaires; assistance with tenders (compliance sheets); and many more.

You can contact EMEA Partner Pre-sales Helpdesk at **ARCservePartnerPreSales@ca.com** and **ERwinPartnerPreSales@ca.com** or direct telephone lines are available in the following countries:

- UK: +44 1753 241700
- France: +33 1490 24962
- Germany: +49 6151949 286
- Italy +39 0290464 414
- Spain +34 934927 627

CA Education and Accreditation Programs

Take advantage of CA Technologies robust education offerings based on your membership level. Talk to your Partner Account Team about this free, on-line and invaluable benefit.

Sales, Pre-Sales Technical or Technical Learning Paths are available to you to earn Accreditations. Simply complete all of the courses outlined within the appropriate Learning Path, successfully pass each exam (80% or better) and you will earn the appropriate official Accreditation Signature Mark.

We encourage you to proudly display the Mark on your website or in your email signature. All Partner Learning Paths can be found in the Partner Portal or can be requested from your CA Partner Account Director or Manager.

Partner Level	Sales Certifications Required	Pre-Sales Technical Certifications Required	Technical Accreditations Required
Premier	2	1	1
Advanced	1	1	1
Member	Recommended	Recommended	Recommended

Partner Commitments

In exchange for the benefits you receive as a partner, you are expected to continuously advance your capabilities, drive revenue and deliver customer value with CA Technologies solutions. As a condition of participating in the CA Global Partner Program all partners must accept and agree to the CA Global Partner Program Terms and Conditions – EMEA (including its exhibits) upon registration as a partner and continue to adhere to such as long as you remains a CA partner. These CA Global Partner Program Terms and Conditions - EMEA are at all times accessible through the MyCA Partner Portal. To review the CA Global Partner Program Terms and Conditions – EMEA in detail, please go to the MyCA Partner Portal.

In addition, all CA Data Management partners agree to meet the below mentioned program requirements to maintain good standing in the CA Global Partner Program.

All requirements and benefits outlined in this program guide are effective from April 16th, 2012, through March 31, 2013. All partners must meet the minimum program requirements by March 31, 2013 to be eligible to continue receiving CA Global Partner Program benefits for the following year.

Data Management Partner Program Annual Requirements AT A Glance – Value Added Resellers - EMEA

Program Requirements	EMEA Territory	Member	Advanced	Premier
Annual CA Revenue	EMEA-Major	>One Transaction per year	\$100,000	\$250,000
	EMEA- Emerging		\$50,000	\$100,000
Business Plans and Reviews			Business Plan and Quarterly Reviews	Business Plan and Quarterly Reviews
Sales Accreditation		Optional	1 per partner	2 per partner
Technical Sales (Presales) Accreditation		Optional	1 per partner	12 per partner
Technical Accreditation		Optional	1 per partner	1 per partner
Sales/Renewal) Contact		Recommended	✓	✓
Technical Contact		Optional	✓	✓
Marketing Contact		Optional	✓	✓
Executive Contact		Optional	✓	✓
Maintenance Renewal		Optional	Min 75%	Min 75%

CA GLOBAL PARTNER PROGRAM

Company Profile Information

As a CA Technologies partner, you are required to keep your company profile accurate and up to date at all times. Please also ensure that your CA Partner Account Team has the most current contact information for all key contacts to ensure that we may effectively reach you.

Joint Business Planning

As a Premier or Advanced Member, your CA Partner Account Manager will work with you to develop a joint business plan which outlines your annual goals for sales, marketing, training and other initiatives aligned to your business goals and delivery model(s). Your business plan will determine your membership level and nature of the benefits you will receive from CA Technologies. Your Partner Account Manager will work with you to review and update your business plan on a quarterly basis.

Staff Education, Accreditation and Certification Requirements

All Premier and Advanced Members of the CA Global Partner Program must have a minimum number of sales and technical professionals on staff who have achieved levels of training and accreditation as required for your membership level.

Please consider factors such as the number of sales offices, the ratio of pre-sales technical specialists to sales personnel, and your coverage model to support your CA Technologies business when evaluating your specific training and accreditation needs for selling and delivering CA Technologies solutions. Your Partner Account Manager can advise you on the appropriate mix for your specific business model.

Partner Performance and Determination of Program Status

To ensure compliance with the CA Global Partner Program, CA Technologies will verify that all partners meet program requirements and adhere to all applicable Terms and Conditions as set forth in the CA Global Partner Program Terms & Conditions – EMEA (including its exhibits) during each quarter of the fiscal year. Partner levels may be adjusted upward based on quarterly business review outcomes. Change of a partner's status to a lower level will occur at the end of the fiscal year or one year following a new partner's initial participation in the CA Global Partner Program based on quality of performance. At any time, a partner's level may be changed or the partner may be removed from the program based on non-compliance with any requirement of the CA Global Partner Program as defined in the Partner Program Terms and Conditions.

Discontinuation of Participation in the CA Technologies Global Partner Program

Partners have the right to terminate their participation in the CA Technologies Global Partner Program at any time by providing CA Technologies with 30 days written notice. As a condition of participating in the CA Global Partner Program, partners agree that the following applies in relation to such termination, as set forth in more detail in the CA Global Partner Program Terms & Conditions – EMEA.

CA Technologies is an IT management software and solutions company with expertise across all IT environments—from mainframe and distributed, to virtual and cloud. CA Technologies manages and secures IT environments and enables customers to deliver more flexible IT services. CA Technologies innovative products and services provide the insight and control essential for IT organizations to power business agility. The majority of the Global Fortune 500 rely on CA Technologies to manage their evolving IT ecosystems. For additional information, visit CA Technologies at ca.com.

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