System Integrator Partner Guide

Abstract

The following document aims to clearly define the rules of engagement as they relate to Sparta Systems Implementation Partner Program. By clearly defining these rules, Sparta seeks to squeeze out field level ambiguity such that all parties can operate decisively in terms of delivering Sparta's quality solutions.

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Introduction

Sparta Systems views its partners as a natural extension of its business. In other words, if Sparta Systems is going to fulfill its mission of innovating in the quality space by helping global Life Science companies to keep consumers safe and protect their supply chain, it recognizes that it can only be done by developing strong partnerships across the globe. Hence, Sparta has invested significantly in the creation of a System Integrator Partner program that is designed to put its partners in a position to succeed, no matter where they are in the world, such that Sparta's customers can enjoy the high standard of quality and service for which they've become accustomed. To that end, the following document aims to describe how Sparta plans to fulfill its enablement promise to its partners and the benefits partners can enjoy when participating in the program.

Partner Definition

Sparta Systems currently has only one System Integrator Partner designation with respect to its TrackWise and TrackWise Digital solutions. In the future, Sparta may choose to tier its System Integrator Partner program such that it can reward its more productive and invested partners, but as of January 2019, such a tiered construct does not exist. With that said, the System Integrator Partner program has few limitations as it will allow for Sparta's System Integrator Partners to deploy and manage Sparta's products via well-crafted services and provide managed care for the applications once Sparta's solutions have been fully deployed.

Partner Program Structure

The following diagram describes how Sparta Systems' System Integrator Partner Program breaks down the roles and responsibilities of both Sparta and its partner in the context of managing a declared set of customers or geographic territory. While the diagram may suggest hard lines of delineating what activity Sparta owns and what activity its partner owns, Sparta will seek to operate in a collaborative and agile way with its partner.
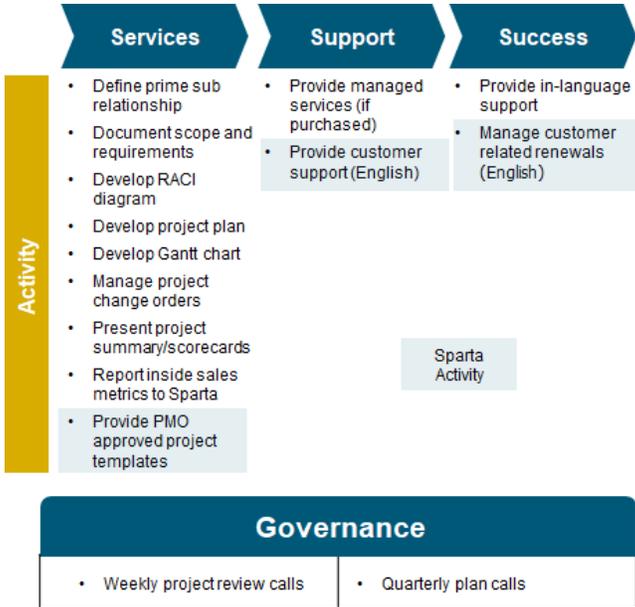
Services

The System Integrator Partner Program is designed to allow for Sparta Systems and its partners to transition between Sparta being primarily responsible for implementation services for software or SaaS services to the positioning of its partners as being the primary service provider. Such a construct will enable Sparta to assist its partners in the delivery of the first few TrackWise and TrackWise Digital projects, while slowly handing over more sophisticated project roles with each project. By utilizing such a model, Sparta projects that its partners will be positioned to deliver TrackWise and TrackWise Digital projects in full, with quality, after 4 or more successful implementations delivered under Sparta's guidance.

Support (TrackWise and TrackWise Digital)

Solution support is incorporated into the cost of the TrackWise Digital subscription cost, while TrackWise support will be provided by the annual maintenance charge agreed to with the customer. Therefore, Sparta Systems will be providing all application support. With that said, Sparta encourages its partners to develop and sell _Managed Care_ support services to complement Sparta Systems' standard application support.

Customer Success (TrackWise Digital)

Sparta Systems will handle all application renewals but may request that its partners provide in-language support when interacting with customers. However, should a partner build a critical mass of subscriptions in its territory, Sparta will welcome the opportunity to work with its System Integrator Partner towards the partner's creation of incremental services.

General Partner Program Benefits

Benefit	Notes
Technical Training Certification Discounts	Please contact Sparta Systems for further details.
Sparta Systems Consulting Services Discounts	Please contact Sparta Systems for further details.
Product Implementation Shadowing Program	Sparta Systems will operate as the Prime contractor for the first few project deliveries such that real-world knowledge and experience may be transitioned from Sparta to its partners.

Deal Registrations

Prior to sourcing any TrackWise or TrackWise Digital opportunity, Sparta Systems and its partner must first agree to the defined territories in which the partner will engage in its services delivery pursuits. Once such an agreement has been reached, partner will provide Sparta visibility into all of its services opportunities via Sparta's submission form.

> http://www.spartasystems.com/partneropportunityregistration

Sparta System's Customer Relationship Management tool will operate as the system of record for such services opportunities. If after reviewing the submitted opportunity, it is found that Sparta has already documented the opportunity, either through direct sales activities or via another partner, Sparta will engage the partner to discuss how best to approach the opportunity with the customer.

Further Criteria for Approval

- Sparta Systems encourages partners to register all new projects with Sparta Systems such that Sparta can track partner activity and reward partners for their continued efforts in propagating Sparta's solutions
  - When promoting Sparta and Sparta products, potential Relationship Benefits are:

Benefit
Annual Global Alliance Summit
Participation TUG (TrackWise User Group) Conferences
Assigned Field Channel Account Manager
Web Listing
Sparta Technical Training
Product Roadmap Updates
Demonstration Licenses
Access to Sparta Systems Sales Teams and Joint Customer Calls

Marketing Benefits

Benefit
Sparta Systems Logo Usage (Approval Required)
Featured Partner Success Story
Case Studies, Whitepapers, and Product and Literature
Marketing Plan Assistance and Resources
Co-marketing

Technical Benefits

Benefit
Knowledgebase Access
Delivery Training, Tools, and Certifications
Participation in Technical Seminars, Forums, Blogs, etc.
Technical Library
Partner Implementation System(s)

Rules of Engagement

General Rules

1. Zero Tolerance
   a. Sparta Systems will enforce a strict internal company policy for the rules of engagement.
2. Delivery Services Opportunity Registration
   a. Provided on first come, first serve basis.
   b. A complete Opportunity Registration submission should be evaluated within seven days if the opportunity is not already registered by another partner or in Sparta's list of opportunities in Sparta's CRM System.

3. Field Engagement
    a. Failure to comply with the rules of engagement and related policies detailed in this document may result in a change to the partner's authority to engage prospects or customers in the defined territory or removal from the program.
    b. Partners will not knowingly solicit business from existing Sparta clients for similar solutions.
4. Exclusivity
    a. Sparta Systems does not provide exclusivity to any partner for any industry, territory, customer, or opportunity unless in unique and specific situations.
5. Services
    a. Sparta Systems plans to enable partners to deliver all certified services.
    b. Partner must work with Sparta Systems to register for courses that certifies specific employees as eligible delivery representatives.
    c. Where a customer has active licenses and/or subscriptions purchased through Sparta, Sparta supports partners selling their own services to the customer, especially in the case of an approved deal registration.
6. The terms of the System Integrator Partner program, including these System Integrator Partner Program Rules of Engagement and related policies, are subject to change at the discretion of Sparta Systems.

Value Delivery Chain Specifics

Go-to-Market & Marketing	• Partner and Sparta will engage in a formal annual planning process. • Partner is invited to participate as a Sponsor at Sparta's Annual User Conference (sponsorship charges may apply). • Partner may not make representations about Sparta, its products or services that are beyond what Sparta has approved and documented for partner.
Sales	• Partner may source and submit services opportunities to Sparta Systems for review. • Sparta will review partner services opportunities in accordance with Sparta's opportunity management process.
Product Upgrades	• Sparta's Customer Success Group will publish release notes (in English) and guidance on TrackWise and TrackWise Digital upgrades. Customers may choose to engage Sparta's Alliances, Product Management, Customer Success or Services teams for additional upgrade support via a services contract. • Partners may provide upgrade support via a service related contract, depending upon competence in relationship to the product and associated upgrade.

Implementation – Calibration Process	• Project Calibration includes but is not limited to parties with the appropriate authority at Sparta and the partner leading their cross-functional teams through the creation of the following deliverables:
	• Declaration of implementation services contracts - Detail on what contracts are to be required, what legal entity will produce the contracts (Sparta or Partner), and how the process that will be followed to drive such contracts to completion.
	• Resource plan declaration - An agreed upon plan for what resources will be provided by Partner and Sparta for the delivery of the project. This plan will require that both parties provide evidence of the resource's qualifications to execute the activities and services required of the role.
	• RACI - Sparta and the Partner agree that a RACI diagram will be produced such that all parties fully understand what role each person will play within the context of a project.
	• Gantt Chart - Sparta and the partner agree that a Gantt Chart will be produced in relationship to the work that is to be delivered.
	• Change Order Process - Sparta and Partner agree that either a standard Change Order process, or a project specific process will be declared prior to project kick-off.
	• Detailed Project Plan - Sparta and Partner agree to collaborate (if required) on a detailed Project Plan. The format for such a plan could be Excel, Microsoft Project or some other agreed upon tool.
	• Steering Committee Construct - Sparta and the Partner agree to produce a Steering Committee document, with customer names, representing the executive leaders who will be responsible and accountable for the successful delivery of the project.
	• **Note:** If Sparta is not involved in the delivery of the opportunity in question, Partner will be solely responsible for providing all deliverables within the context of its organization and organizational capabilities. Any opportunity with projected services project implementation fees of greater than $75,000 is subject to the Project Calibration process.
Implementation Training – Certification Maintenance	• Partners are required to take Sparta's formal training for certification.
	• Reproductions of Sparta's training materials and/or the utilization of a train the trainer approach are not permissible activities.
	• Partners will maintain their certifications (**note:** certifications are subject to change and most certifications require recertification every 2 years).
	• Partner is eligible for a training discount of 20%. This discount may only be applied to Sparta delivered courses.
Implementation Training – Evidence of Certifications	• During each Annual Planning exercise, partners will provide evidence of their trained resources and their associated certifications. Partner and Sparta will cooperate during the Annual Planning process to certify (or

	maintain certification) a mutually agreed upon number of resources. This number will factor in the sales commitment goals, estimated number of projects that are to be delivered and the number of customers that are to be supported. • Partner must operate as a sub-contractor on at least 4 Sparta lead projects in order to become fully certified as an System Integrator Partner • Partner may not represent itself as a certified System Integrator Partner until an agreed upon number of partner employees have been certified and the partner has successfully completed at least 4 subcontractor engagements to the reasonable satisfaction of Sparta.

Quarterly Business Reviews - Reports and Metrics	• Partner will conduct Quarterly Business Reviews (QBR) with Sparta. The QBR will maintain a mutually agreed upon agenda and will at a minimum cover the following metrics:
	
	    • ***Implementation Services (Provided by Partner)*** - # of Projects, # of Closed Projects, # of Project Change Orders, Project Cycle Time, Projects by Customer Vertical/Process, Risks, Issues and Milestones by Project (where Partner has operated as the Prime Contractor on the project).
	
	    • ***Managed*** Services- # of Cases, # of Closed Cases, # of Re-Opened Cases, Avg Case Cycle Time, Cases by Customer-Vertical-Process, # of Cases by Severity (where Managed Services have been provided in conjunction with Sparta's Subscription Care offering), and collection of details pertaining to the customer's TrackWise/TrackWise Digital enhancements.
	
	       • ***Note:*** Sparta will require bi-annual visibility into all deployed solution updates (i.e., groupings of fixes/enhancements that may constitute major and minor releases)

Global Alliances Questions & Comments

For questions and comments about Sparta Systems' Global Alliances program, please use the following contact details:

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