

Lombardi Partner Program

Overview for 2009



Table of Contents

Lombardi 2009 Partner Program	3
Overview	3
Delivery Partners	3
Resellers.....	3
Lombardi Certified Delivery Partner Program	4
Why Should Partners Get Certified?	4
Requirements for Becoming a Certified Delivery Partner	4
Train-the-Trainer Program	5
Foundational Tools.....	6
Partner Portal	6
Wikis and Forums	6
Solution Engineering Toolkits.....	6
Partner Onramp	7
Bootcamp.....	7
Pre-sales Support	7
About Lombardi.....	8

Lombardi 2009 Partner Program

Overview

The Lombardi Partner Program is designed to provide benefits and resources around leveraging Lombardi's best-in-class software, extended market reach with unique and specialized offerings while lowering your overall costs.

As a market leader, Lombardi understands that each partner brings unique and valuable assets into the partnership. Because of this, we remain committed to providing flexibility around how we engage with our partners from a sales perspective. Some partners choose to re-sell Lombardi products directly to their customers, some choose to work closely with the Lombardi throughout the sales process, and some partners prefer to focus on their core services business without any thought towards participating in the software transaction.

Regardless of the mechanics, Lombardi will strive to support each partner's desired business model.

Delivery Partners

Delivery Partners are typically composed of technically trained consulting staff able to design, implement, and deploy a BPM solution based on Lombardi products. In addition, Delivery Partners can be augmented by skilled sales resources able to identify BPM opportunities, articulate the value proposition behind the Lombardi products, and work with our entire organization to provide measurable value for their customers.

Our delivery partners operate in a variety of focus areas, including public sector, federal government, banking, insurance, healthcare, etc.

Resellers

Lombardi's Reseller partners have the ability to lead sales cycles from inception to close. The focus of these partners is in reselling Lombardi software as an enhancement to their own software offering, or operating as an extension of Lombardi's sales team. Reseller partners have invested in people and projects to become experts leveraging Lombardi to solve their customer's needs.

Hosted Solution Partners

Hosting Solution Partners rely on Lombardi's award winning technology to create process driven applications delivered through a software-as-a-service platform. All types of organizations are

currently taking advantage of our partnerships including many specialized ISV's, where their domain expertise allows them to create lower TCO solutions tailored to their customer's specific needs.

Lombardi Certified Delivery Partner Program



Lombardi's certification program provides the framework and process for partner companies to build up a successful Lombardi BPM delivery practice. By certifying depth of skills and demonstrating experience in core solution delivery roles (BPM Analyst, BPM Developer, and BPM Program Manager), a partner company can earn the status of Certified Delivery Partner.

Why Should Partners Get Certified?

There are several reasons why you should consider becoming a Certified Delivery Partner:

- Establish credibility with Lombardi customers. As a Certified Delivery Partner, it is evident to customers that your company has developed the critical BPM talent, skills, and experience needed to deploy business-critical Lombardi BPM projects.
- Distinguish the capability of your people in terms the customer understands. The Lombardi Certification Program provides a framework for quantifying your collective BPM talent and expertise in terms of well-understood BPM roles, levels of skill, and degrees of experience.
- Utilize a systematic approach for you to build the comprehensive talent that our customers are demanding. Lombardi University's Certification Program provides the structure for benchmarking your company's current BPM capability, and provides the roadmap for each of your team members to develop skills in their desired path of expertise.

Requirements for Becoming a Certified Delivery Partner

All of Lombardi's Delivery Partners have entered into a business relationship with Lombardi, and receive support from Lombardi in joint sales and delivery activities. All delivery partners enroll in Lombardi University courses in order to build their competency around the Lombardi products and incremental delivery approach.



By comparison, Certified Delivery Partners demonstrate a deeper level of Lombardi experience and a greater ability to scale, showing they are equipped to help customers with multiple projects while providing greater levels of assistance.



There are a couple of paths to becoming a Certified Delivery Partner. Partners can make major investments in developing Lombardi BPM practices that are either differentiated, comprehensive, or both. Some Certified Delivery Partners focus on providing differentiated BPM skills: for example, providing deep expertise in process architecture, process integration, or process knowledge for specific vertical domains – all demonstrated within the context multiple Lombardi project deployments. Other Certified Delivery Partners focus on providing BPM talent at scale, with teams that have developed and certified skills at all certification levels across the major solution delivery roles: BPM Analyst, BPM Developer, and BPM Program Manager. Since project experience is required at each certification level, larger numbers of certified resources will imply significant project experience. Larger Certified Delivery Partner teams typically follow these minimum guidelines for staffing with Lombardi-Certified resources:

Certification Level	Resource Guidelines
Level 3 Certified	<ul style="list-style-type: none"> At least two (2) Level 3 Certified resources (Business Architects or Technical Architects)
Level 2 Certified	<ul style="list-style-type: none"> At least five (5) Level 2 Certified resources (BPM Analysts, BPM Developers, or BPM Program Managers)
Level 1 Certified	<ul style="list-style-type: none"> At least five (5) Level 1 Certified resources (BPM Analysts, BPM Developers, or BPM Program Managers)

Note: At this time, specific education requirements for Level 2 and Level 3 certification are being finalized and will be released soon. In the meantime, partners may become Certified Delivery Partners by certifying all individuals on their teams at Level 1 initially. Certified Delivery Partners will be expected to meet Level 2 and Level 3 certification requirements once the details of those certification tracks are released.

For more information on the requirements for certifying individuals in your company, please see the [Lombardi Certification Program datasheet](http://www.lombardi.com/university) at www.lombardi.com/university.

Train-the-Trainer Program

For those partners that intend to build a large-scale BPM practice, Lombardi offers a “Train-the-Trainer” program that gives you access to additional discounts on the cost of delivering Lombardi BPM education to your team. In this Train-the-Trainer program, we invest together in developing

a certified BPM Instructor at your company, so you can train new BPM team members quickly and conveniently. Here are the features of this program:

- Your trainer must earn a Level 1 Lombardi Certification (administered through Lombardi University)
- Your trainer first observes, then co-teaches, then teaches the Lombardi course(s)
- Your trainer gains ongoing access to updated Lombardi training materials for applicable courses
- There is no cost to certify your instructor and in lieu of standard training fees, Lombardi receives a deeply discounted fee for each individual you certify
- Get started by committing to certify a minimum number of team members

Foundational Tools

Partner Portal

The Lombardi Partner Portal was designed to provide quick access to find, view and download marketing and sales documents. The portal is kept up to date with the latest information, including:

- Analyst Reports – Both Gartner and Forrester reports are available for your download
- Whitepapers – A array of ways to help introducing prospective customers to BPM
- Sample RFP's – Questions and Answers for common BPM related RFP's
- Presentations – Lombardi's latest slide ware for presenting to customers
- Case Studies –A wide variety of existing use cases to share with customers
- Video Demos - An easy way to present Lombardi to prospects

Wikis and Forums

Customers and partners are free to search as well as contribute to our Teamworks Wiki and Community Forums. These resources are provided as a way for customers/partners to communicate as well as find answers to some of the common questions people encounter.

Solution Engineering Toolkits

This distribution is a collection of TW artifacts useful in supporting sales situations and includes:

- Demonstration Processes - demonstrations that include most end-to-end functionality and performance server data for optimization and reporting.
- Example Processes - processes developed for custom demonstrations.
- Common Components, Examples and Utilities - re-usable library items
- Portal extensions - extensions to the portal that require configuration file extensions
- It is targeted for people in sales situations such as Lombardi presellers, consultants, and marketing as well as external partners.

Partner Onramp

Partner Onramp refers to a package of Lombardi Services support that partners can embed in early implementations. Our partners recognize the need for early training and mentoring while building out their practices. This level of joint involvement highlights Lombardi's commitment to our Partner's success.

During initial engagements, our focus will be on building up your knowledge and experience implementing the Lombardi solutions. During this time, we will engage at all different levels of the project - from project management and scoping to infrastructure and integrations. Our teams will work side by side to address how to merge the best of our partner's abilities with the best practices Lombardi has built over numerous deployments.

While the Onramp program is designed to help you build self-sufficient practices, Lombardi remains available to support future engagements through any expert services needed.

Bootcamp

Partner Bootcamps are typically 3-5 day focused training sessions for your sales and pre-sales teams. The focus of these classes is to assist you in honing your Lombardi presentation and demo skills. Topics include:

- Product Overviews
- Demonstrations
- Proof of Concepts

Pre-sales Support

To assist partners in introducing Lombardi topics to clients, as well as expanding internal comfort, we offer a number of resources to aid in development:

- Presales Engineer Access – Our Presales Engineers are available to assist in most situations; from best practices to POC support
- Software Support – Partners are provided access to Lombardi's Support Site, where you will find software for internal use, ongoing education and Proposal/SOW; Online Documentation; Community Forums and an interactive knowledgebase filled with answers to many questions
- Sales Enablement –As part of our commitment to partner success, we provide presentations highlighting Lombardi key differentiators and talking points. Ongoing interaction with the field sales teams also provides account mapping/sharing opportunities

About Lombardi

Lombardi is a leader in Business Process Management (BPM) software for Global 2000 companies as recognized by both Gartner and Forrester Research. We offer award-winning BPM technology, know-how and services to help our customers succeed with their process improvement initiatives. Our products are built on open standards, and provide ongoing prioritization, planning, visibility and control of business processes, increasing the speed and flexibility with which organizations can manage their business process activities and decision-making.

Teamworks® is Lombardi's BPM software for designing, executing, and improving processes. Teamworks for Office™ makes it easy for anyone to participate in BPM using the familiar Microsoft® Office System products. And Lombardi Blueprint™ is the only on-demand, collaborative process documenting tool that enables companies to map processes, identify problems and prioritize improvement opportunities. At the core is Lombardi's unique shared model architecture, which significantly reduces the time and effort versus competing solutions.

Lombardi is behind some of the largest, most successful BPM implementations in the world. Our customers include Allianz Group, Aflac, BancoEspirito Santo, Barclays Global Investors, Dell, El Paso Energy, FETAC, Financial Services Authority, Ford Motor Company, Hasbro, ING Direct, Intel, Maritz Travel, National Bank of Canada, National Institute of Health, Safety-Kleen, T-Mobile, UCLH, Xbridge and numerous governmental agencies.



4516 Seton Center Pkwy, Suite 250, Austin, TX 78759
T. 512 382 8200 (877 582 3450) F. 512 382 8201

www.lombardi.com
Copyright ©2000-2009 Lombardi Software, Inc. All rights reserved.