

ActiveLearning LMS Partner Program Guide

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1. | Introduction

Welcome to the new ActiveLearning LMS Partner Program. Partners are critical to our success as a leading global provider of learning and training management solutions to organizations and service providers – over 90% of ActiveLearning LMS sales are through our value-added reseller and hosting partners. Whether your focus is on ActiveLearning LMS, or any of the complementary products and services, you will see that we are committed to our channel partners, given the critical role you play in our go-to market strategy and overall success.

In the ActiveLearning LMS Partner Program Guide you will find:

- An overview of the ActiveLearning LMS Partner Program
- A description of Partner Program benefits for each membership level
- A description of partnering requirements for each membership level
- Information regarding the application and enrollment processes
- Information regarding the ordering process
- Information regarding opportunity registration

2. | Why Partner with ActiveLearning LMS?

When you partner with ActiveLearning LMS, we strive to help you:

- Increase your revenue, gain new customers and enter new markets
- Increase your services and add value to your solution offerings
- Associate your business with a proven leader in Online Learning
- Gain a competitive edge
- Expand your skills and attain new competencies with our training and certification program
- Improve client relationships and loyalty

3. | A Quick Snapshot of ActiveLearning LMS

ActiveLearning a Cloud based Learning Content Management System works with clients to develop and implement technology that improves every aspect of education. This enable clients to engage more students in exciting new ways, reaching them on their terms and devices and connecting more effectively, keeping students informed, involved, and collaborating together.

4. | Partnering Types and Designation Levels

ActiveLearning LMS's Partner Program was developed with the features most important to our partners: the highest quality solutions and services delivered through a program designed to maximize client



opportunities and partner rewards. ActiveLearning LMS partner program qualification requirements ensure the highest quality standards are held by companies that represent and resell the ActiveLearning LMS solutions and services. There are four channel partner types recognized by ActiveLearning LMS.

They are:

- **Value Added Resellers (VARs):** VARs provide value added sales and services to ActiveLearning LMS end- customers, across multiple geographies and industry verticals. There are two designations levels for VARs: Registered Partner and Gold Partner. VAR Requirements and Benefits are listed in Appendix A: Value Added Reseller (VAR) Requirements and Benefits.
- **Distributors:** Distributors provide software distribution services for ActiveLearning LMS necessary to increase ActiveLearning LMS’s capacity to recruit, onboard and enable VARs. Distributors accept payment in local currencies and handle collections. Distributor Requirements and Benefits are listed in Appendix B: Distributor Requirements and Benefits.
- **Business Service Providers (BSPs):** BSPs are partners who host ActiveLearning LMS Cloud and Associated services for end-users in a multi-tenant, white labeled environment. There are three levels for BSPs: Registered Partner, Silver & Gold. BSP Requirements and Benefits are listed in Appendix C: Business Service Providers (BSP) Requirements and Benefit.

5. | ActiveLearning LMS Product Order Processing

- ActiveLearning LMS primarily implements a 2-tier software distribution model. ActiveLearning LMS has established Distributor relationships globally and regionally so Value Added Resellers (VARs) and Business Service Providers may place orders through Distributors in the local language and currency. As an ActiveLearning LMS Partner, you can represent and sell all ActiveLearning LMS product offerings. Certain 3rd party products are not eligible for resell.
- ActiveLearning LMS Channel Managers and Sales Executives will work with partners to win new business. Customer orders will be placed through the VAR or BSP with payment and distribution being handled by the Distributors.

| | End Customer | End Customer |
|---|----------------------------|---------------------------------|
| 1 | Value Added Reseller (VAR) | Business Service Provider (BSP) |
| 2 | Distributors | |
| | ActiveLearning LMS | ActiveLearning LMS |



6. | Partner Program Benefits

Through the ActiveLearning LMS Partner Program, you will have access to a variety of benefits to assist you in developing your expertise in ActiveLearning LMS.

As your commitment to and knowledge of ActiveLearning LMS grows, the marketing, sales and training benefits you receive from ActiveLearning LMS will also grow. VARs and BSPs that achieve the qualification requirements will be able to work towards achieving higher membership level with more benefits. For example, Registered VARs can progress to Gold VAR status, Registered BSPs can progress to the Silver or Gold status.

Depending on a Partner's partnership relationship with ActiveLearning LMS, the partner may qualify for specific benefits listed below.

- Membership in ActiveLearning LMS Partner Community on ActiveLearning LMS website
- Identification as a ActiveLearning LMS Partner on ActiveLearning LMS website
- Not for Resale (NFR) ActiveLearning LMS licenses for demo purposes
- Discounted Internal Use Licenses (IULs) for production-use
- Sales and Marketing Support (Webinars, local event support, joint marketing, online community, collateral with co-branding options available)
- Regular training events and scheduled sales communications
- Participation in partners-only webinars
- Administrative and Technical training
- Opportunity to graduate to an advanced level signifier such as Gold based on factors like annual revenues produced, proven track record in end-customer satisfaction, product certification or more.
- Logo and description on ActiveLearning LMS website
- Ability to use ActiveLearning LMS logo in Partner's marketing, subject to ActiveLearning LMS's usage guidelines
- Deal Registration and Protection
- Sales Engineering Support

Note: Partnership benefits are subject to change at any time.

- Requires execution of ActiveLearning LMS Software License Agreement. Non-Production Licenses provided to partners are for the purposes of developing applications, to learn how to use the product, and to create demonstrations.
- Partner licenses are limited compared to a purchased license.



6. | Partner On-Boarding and Enablement

ActiveLearning LMS on-boarding, enablement and training program(s) can help accelerate your time to results. Upon joining the program, an ActiveLearning LMS Territory Manager or Channel Manager will collaborate with you to produce an on-boarding plan and help you start earning top incentives and secure license sales and services engagements quickly. One of the first steps to on-boarding and enablement is to participate in the partners-only ActiveLearning LMS Partner Community where you'll find helpful resources and the opportunity to interact with partner peers and ActiveLearning LMS employees.

7. | Partner-use Licenses

ActiveLearning LMS Partners have access to licenses for demonstrations and customer test accounts. These Not for Resale (NFR) licenses are not for internal company use or resale. Contact partners@activelms.com to request NFR licenses.

For ActiveLearning LMS Partners that wish to use ActiveLearning LMS products for internal production use, licenses are available for purchase at a 50% discount. These Internal Use Licenses (IULs) are not for resale. Contact partners@activelms.com to receive a quote for IUL licenses.

8. | Partner Support and Services

ActiveLearning LMS provides world-class support and customer service to its customers and partners. There are multiple types of support available to partners including Customer Support, Pre-Sales Support, Implementation Support and Post-implementation Support.

- **Customer Support:** Partner may request customer support from ActiveLearning LMS on behalf of an end-customer provided the Service and Maintenance Contract for the ActiveLearning LMS is current and in good standing. Customer Support is provided according to the program parameters shown on <http://www.activelms.com/support/>
- **Pre-Sales Support:** Partner may request pre-sales support for opportunities that have been registered with ActiveLearning LMS and accepted as a protected lead by ActiveLearning LMS. The level of support and amount of resources will be allocated at the discretion of ActiveLearning LMS considering factors such as deal size, strategic value, and probability to win the business.
- **Implementation Support:** Partner may request assistance for implementation support on an as-needed basis. Depending on the level of assistance requested and the amount of resources required, professional services fees may apply. ActiveLearning LMS recommends partners invest in training and education to stay current on ActiveLearning LMS products and strive for self-sufficiency to continually increase the quality of service and value offered to end-customers.



9. | Getting Started and the Partner Application Process

To become an ActiveLearning LMS Partner, you must apply, and then be approved by ActiveLearning LMS, following these steps:

1. Apply to become a ActiveLearning LMS Partner with the online application found at ActiveLearning LMS website/Partners
2. ActiveLearning LMS website will review your application and contact you, typically within three business days, to gather more information and qualify you as a candidate for an ActiveLearning LMS Partnership. VARs must also be approved by an authorized Distributor, and Business Service Providers, before being admitted to the ActiveLearning LMS Partner Program.
3. If approved, you will be provided with the appropriate ActiveLearning LMS partner agreement according to the partner type you are approved for. As part of the ActiveLearning LMS Partner Program enrollment process, you will be required to consent to the terms of the ActiveLearning LMS Partner Agreement. Partners must maintain compliance with the Partner Agreement throughout their partner relationship with ActiveLearning LMS.
4. Once the ActiveLearning LMS Partner Agreement is signed and accepted by ActiveLearning LMS, you will be welcomed into the ActiveLearning LMS Partner Community at ActiveLearning LMS website/Partners and the on-boarding process will begin.

10. | ActiveLearning LMS Partner Lead Registration Process

ActiveLearning LMS recommends Value Added Resellers (VARs) register new partner-sourced opportunities valued at > \$18,000 annual contract value (ACV) using a process defined in the Partner Community at ActiveLearning LMS website/ Partners. Registering new opportunities with ActiveLearning LMS has its benefits including partner revenue credit towards quota, pre-sales support as needed, and a discount on the license order.

- Opportunity registration begins by going to ActiveLearning LMS website and selecting the option to register an opportunity. Once an opportunity is registered, ActiveLearning LMS will reconcile it against any existing leads or register it as a new lead. If a lead exists already the registration will be denied. If a new lead is generated, the registering partner will receive credit and the benefits of lead registration. ActiveLearning LMS will notify the registering partner within three (3) business days of its receipt if lead is accepted or denied.
- For new leads that convert to a closed and won opportunity, the partners will receive a discount on the software order at the time the distributor places the order with ActiveLearning LMS.



11. | ActiveLearning LMS Partner Lead Registration Dispute Resolution Policy

ActiveLearning LMS strives to help our partners close business. Occasionally there will be cases where more than one ActiveLearning LMS Partner is calling on the same prospect. In these cases, ActiveLearning LMS will manage the sales process as follows:

- The ActiveLearning LMS Partner who registered the lead first will receive sales support from ActiveLearning LMS. This includes product demonstrations, assistance with quoting, and technical discussions with the prospect.
- ActiveLearning LMS will not prevent another partner from calling on the prospect. The second partner will not receive sales support from ActiveLearning LMS.
- If the prospect requests, in writing, that ActiveLearning LMS support the second partner rather than the first, ActiveLearning LMS will accommodate the request and notify both partners.
- If the second partner, without the support of ActiveLearning LMS, closes the deal ActiveLearning LMS will notify the first partner as a courtesy.

12. | ActiveLearning LMS Partner Portal and Community

ActiveLearning LMS maintains a Partner Portal and Partner-only Community to provide partner program updates, enablement materials and supporting resources. Each Partner Community user is provided with a unique Partner Community Member ID and must be associated with a valid company domain email address in the individual member profile.

To remove users from the Partner Community, send an email to partners@activelms.com with the subject title "Deactivate User." Please include the user's name and email address.

Appendix A: Value Added Reseller (VAR) Requirements and Benefits

| VAR Program Requirements: | Registered VAR | Gold VAR |
|---|----------------|---|
| <p>Annual New Sales Revenue Paid to ActiveLearning LMS to Earn and Retain Reseller Level Status</p> <p>At the end of Fiscal Year 1 (July 31), Reseller must have achieved its minimum Annual New Sales Quota to qualify for Gold status.</p> | n/a | USD \$100,000 or as otherwise specified by ActiveLearning LMS |
| <p>Customer Support: 24x7 phone/pager access for customers' emergency outages</p> <p>Resellers must provide customers with access to Reseller support resources in</p> | | |



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| case of catastrophic system failures or outages. | | |
| Customer Support: Gold Resellers must provide phone support for customers ActiveLearning LMS requires Gold Resellers to provide customers with phone support | | |
| Basic Sales Training (when available): 1 rep certified in ActiveLearning LMS basic sales + 1 in basic technology sales When the new ActiveLearning LMS curriculum is available, Resellers must complete basic sales and technical sales training. | | |
| Advanced Sales Training (when available): 1 rep certified In advanced sales & techsales When the new ActiveLearning LMS curriculum is available, Gold Resellers must have at least 1 representative complete advanced sales and technical sales training. | | |
| Technical/Admin Training: 1 rep certified via ActiveLearning LMS Admin course When the new ActiveLearning LMS courseware and curriculum is available, Gold Resellers must have at least 1 representative become certified on ActiveLearning LMS Administration. | | |
| Customer Satisfaction: Maintain top customer satisfaction rating Gold Resellers must maintain top customer satisfaction ratings measured by a pre-approved customer satisfaction survey and interview methods. | | |
| VAR Program Benefits | | |
| Marketing Development Funds (MDF) At times, ActiveLearning LMS may make Market Development Funds available to certain Gold Resellers. These are one-off marketing contributions that are made available, at ActiveLearning LMS's discretion, for specific marketing activities | | |
| Internal Use License (IUL) -- 50% Discount (not for resale) ActiveLearning LMS offers Resellers and Distributors IULs at a discounted rate. | | |
| Not for Resale License (NFR) – Limited License for Demos & Customer Test Accounts (not for IUL or for resale) | | |



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| <p>ActiveLearning LMS issues limited licenses to Resellers that wish to use Software for demonstration or non-production use.</p> | | |
| <p>25% Discount on Training</p> <p>ActiveLearning LMS Resellers receive discounts on ActiveLearning LMS-led training.</p> |  |  |
| <p>Priority for Lead Referrals from ActiveLearning LMS</p> <p>ActiveLearning LMS prioritizes and distributes ActiveLearning LMS-sourced leads to Resellers. Resellers receiving leads from ActiveLearning LMS are obligated to provide periodic updates as requested by ActiveLearning LMS as to the status of those leads.</p> | |  |
| <p>Priority Referral of Services/Consulting from ActiveLearning LMS</p> <p>ActiveLearning LMS prioritizes and distributes ActiveLearning LMS-sourced services opportunities to Resellers</p> | |  |
| <p>Priority Listing on ActiveLearning LMS</p> <p>Partner Directory ActiveLearning LMS promotes Gold Resellers on ActiveLearning LMS website.</p> | |  |
| <p>Co-selling Support (as approved by ActiveLearning LMS)</p> <p>ActiveLearning LMS provides co-selling assistance on a case-by-case basis for deals registered via the Partner Portal.</p> |  |  |
| <p>ActiveLearning LMS Partner Logo for use on website, collateral, business cards, etc.</p> <p>ActiveLearning LMS allows use of its logo on Reseller materials subject to ActiveLearning LMS's branding policies.</p> |  |  |
| <p>ActiveLearning LMS Sales & Marketing Materials & Tools, with Ability for Localization and Partner Logo</p> <p>ActiveLearning LMS makes sales and marketing materials and tools available through the Partner Portal.</p> |  |  |
| <p>Partner Welcome Pack (Onboarding and "Road to Success" plans, etc.)</p> <p>ActiveLearning LMS works with Resellers to promote time-to-revenue and long term success.</p> |  |  |



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| <p>ActiveLearning LMS Partner Portal Access</p> <p>ActiveLearning LMS has a Partner-only Partner Portal where Resellers receive business and technical updates, have access to collateral and materials, and network with other Resellers on best practices.</p> | | |
| <p>Periodic Partner-Only Webinars and Communications</p> <p>ActiveLearning LMS provides Partner-only Webinars and communications to foster a knowledgeable and capable Partner ecosystem.</p> | | |
| <p>ActiveLearning LMS Advantage Level Support</p> <p>ActiveLearning LMS provides Advantage Level Support to Resellers, for issues arising at customers of ActiveLearning LMS commercially licensed software.</p> | | |
| <p>ActiveLearning LMS Premium Level Support</p> <p>ActiveLearning LMS provides Premium Level Support (which may be by another name designated by ActiveLearning LMS) to Gold Resellers that have successfully completed an ActiveLearning LMS technical training course.</p> | | |

Appendix B: Distributor Requirements and Benefits

| Distributor Program Requirements: | Distributor |
|--|--------------------|
| <p>Minimum Annual Sales revenue paid to ActiveLearning LMS to earn and retain partner level status</p> <p>ActiveLearning LMS Partners will be evaluated for sales volume potential at the start of Year 1 and placed accordingly. At the end of Year 1, Partner must have achieved minimum annual sales level to qualify for placement.</p> | Varies by location |
| <p>Basic Sales Training (when available): 1 rep certified in ActiveLearning LMS basic sales + 1 in basic tech. sales</p> <p>When the new ActiveLearning LMS courseware and curriculum is available, partners are required to complete basic sales and technical sales training.</p> | |
| <p>Advanced Sales Training (when available): 1 rep certified in advanced sales & tech sales</p> <p>When the new ActiveLearning LMS courseware and curriculum is available, partners are required to have at least 1 representative complete advanced sales and technical sales training</p> | |
| <p>Customer Satisfaction: maintain top customer satisfaction rating</p> <p>ActiveLearning LMS requires partners to maintain top customer satisfaction ratings measured by a pre-</p> | |































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| approved customer satisfaction survey and interview methods | |
| Distributor Program Benefits | |
| Internal Use Licenses (IUL) -- 50% Discount (not for resale) ActiveLearning LMS offers VARs and Distributors IULs at a discounted rate. | |
| Not for Resale Licenses (NFR) -- Limited license for demos & customer test accts (not for IUL or for resale) ActiveLearning LMS issues limited licenses to partners using ActiveLearning LMS software for demonstration or non- production use. | |
| 25% Discount on Training ActiveLearning LMS Partners receive discounts on training. | |




Appendix C: Business Service Providers (BSP) Benefits and Requirements

| BSP Partner Requirements & Discounts | Partner BSP | Silver BSP | Gold BSP |
|--|---------------|---------------|---------------|
| Minimum Monthly Spend (for new BSPs) Minimum Monthly Spend (for new BSPs) to earn and retain partner level dependent discounts | US \$3000/mo. | US \$4000/mo. | US \$5000/mo. |
| Minimum Annual Sales revenue paid to ActiveLearning LMS to earn and retain partner level status (for existing BSPs) ActiveLearning LMS Partners will be evaluated for sales volume potential at start of year one and placed accordingly. At the end of year 1, Partner must have achieved minimum annual sales level to qualify for placement | Varies | Varies | Varies |
| Marketing Development Funds (MDF) ActiveLearning LMS provides funds, at its discretion, for Market Development programs on case by case basis for top performing partners | | | |
| Internal Use Licenses (IUL) -- 50% Discount (not for resale) ActiveLearning LMS offers Internal Use Licenses (IULs) at a discounted rate | | | |



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| <p>Not for Resale Licenses (NFR) -- Limited license for demos & customer test accts (not for Internal Use and not for resale)</p> <p>ActiveLearning LMS issues limited licenses to partners using ActiveLearning LMS software for demonstration and non-production use</p> |  |  |  |
| <p>25% Discount on Training</p> <p>ActiveLearning LMS Partners receive discounts on training.</p> |  |  |  |
| <p>Customer Support: Partner must provide email - and phone - based support for customers</p> <p>ActiveLearning LMS requires Service Provider partners to provide customers with email- and phone-based support</p> |  |  |  |
| <p>Basic Sales Training (when available): 1 rep certified in ActiveLearning LMS basic sales + 1 in basic tech sales</p> <p>When the new ActiveLearning LMS curriculum is available, partners are required to complete basic sales and technical sales training</p> |  |  |  |
| <p>Advanced Sales Training (when available): 1 rep certified in advanced sales & tech sales</p> <p>When the new ActiveLearning LMS curriculum is available, partners are required to have at least 1 representative complete advanced sales and technical sales training</p> |  |  |  |
| <p>BSP Partner Requirements & Discounts</p> | | | |
| <p>Technical/Admin Training: 1 rep certified via ActiveLearning LMS Admin course</p> <p>When the new ActiveLearning LMS curriculum is available, partners are required to have at least 1 representative become certified on ActiveLearning LMS Administration</p> |  |  |  |
| <p>Customer Satisfaction: Maintain top customer satisfaction rating</p> <p>ActiveLearning LMS requires partners to maintain top customer satisfaction ratings measured by a pre-approved customer satisfaction survey and interview methods</p> |  |  |  |
| <p>Priority for lead referrals from ActiveLearning LMS</p> <p>ActiveLearning LMS prioritizes and distributes ActiveLearning LMS-</p> | |  |  |

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| <p>sourced leads to partners. Note: Deal Registration Discounts do not apply to ActiveLearning LMS-sourced deals</p> | | | |
| <p>Priority Listing on ActiveLearning LMS Partner Directory</p> <p>ActiveLearning LMS promotes Silver and Gold partners in the ActiveLearning LMS Partner Directory on ActiveLearning LMS website</p> | |  |  |
| <p>Priority for partner press release/PR, and case studies (including linking from ActiveLearning LMS blog)</p> <p>ActiveLearning LMS prioritizes joint-marketing efforts for premium status partners</p> | |  |  |
| <p>Co-selling support (as approved by ActiveLearning LMS)</p> <p>ActiveLearning LMS provides co-selling assistance on a case-by-case basis for deals registered via the ActiveLearning LMS Partner Portal.</p> | |  |  |
| <p>ActiveLearning LMS Partner logo for use on website, collateral, business cards, etc. ActiveLearning LMS allows use of its logo on partner materials subject to ActiveLearning LMS's branding policies</p> |  |  |  |
| <p>ActiveLearning LMS sales & marketing materials & tools, with ability for localization and partner logo</p> <p>ActiveLearning LMS makes sales and marketing materials and tools available through the ActiveLearning LMS Partner Portal</p> |  |  |  |
| <p>Partner Welcome Pack (Onboarding and "Road to Success" plans, etc.)</p> <p>ActiveLearning LMS works with partners to promote time-to-revenue and long term success</p> |  |  |  |
| <p>ActiveLearning LMS Partner Portal Access</p> <p>ActiveLearning LMS has a partner-only ActiveLearning LMS Partner Portal where partners receive business and technical updates, have access to collateral and materials and network with other partners on best practices.</p> |  |  |  |
| <p>Periodic Partner-Only Webinars and Communications</p> <p>ActiveLearning LMS provides partner-only Webinars and communications to foster a knowledgeable and capable partner</p> |  |  |  |

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| ecosystem | | | |
| ActiveLearning LMS Advantage Level Support ActiveLearning LMS provides Advantage Level Support (which may be by another name designated by ActiveLearning LMS) to Registered VARs, for issues arising at customers of ActiveLearning LMS commercially licensed software |  | | |
| ActiveLearning LMS Premium Level Support ActiveLearning LMS provides Premium Level Support (which may be by another name designated by ActiveLearning LMS) to Gold Resellers that have successfully completed a ActiveLearning LMS technical training course | |  |  |

Additional Partners Programs Notes

Partner agrees that ActiveLearning LMS may publish Partner’s name and contact information on the ActiveLearning LMS Partner Directory, and may reference partner as a member of the program using Partner’s logo, subject to reasonable trademark and logo usage.

ActiveLearning LMS reserves the right to modify the ActiveLearning LMS Partner Program, including all tracks, partnership levels, and specializations, at its sole discretion. Although ActiveLearning LMS attempts to ensure the accuracy of the information contained in this Program Guide, occasional corrections or updates may be required by ActiveLearning LMS. ActiveLearning LMS reserves the right to make such corrections or updates on an as-needed basis by posting such updates to the Partner Center. Partners agree that they are responsible for compliance with the terms of the ActiveLearning LMS Partner Program Guide and the Partner Agreement.