



Partner Programme



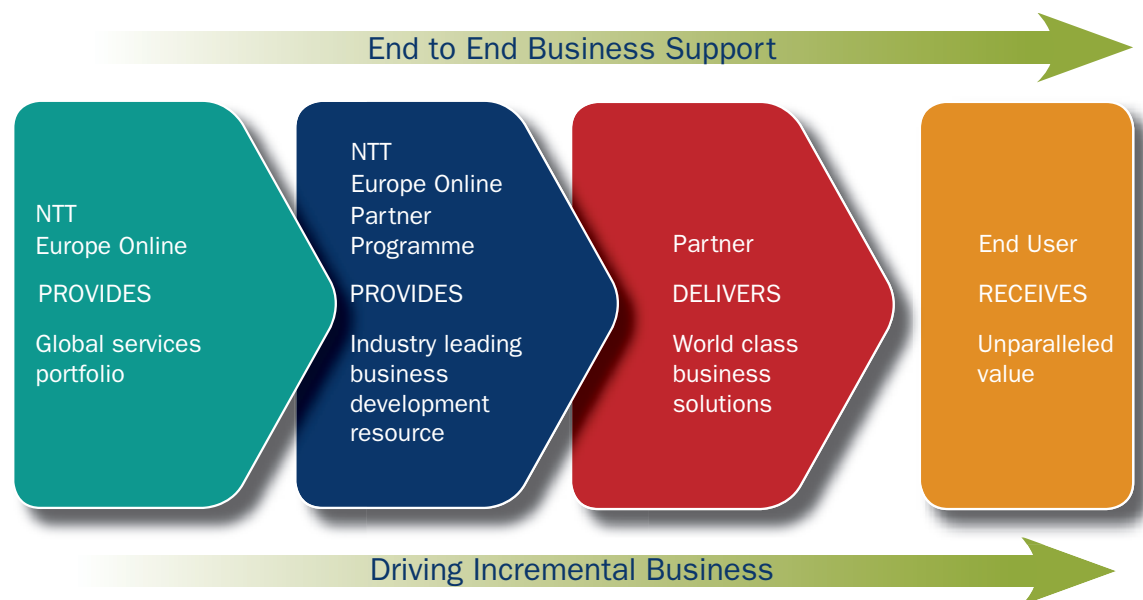
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The NTT Europe Online Partner Programme

NTT Europe Online understands how important it is to deliver and support end-to-end solutions that provide un-paralleled value to customers. We also recognise the vital role our partners play which is why our Partner Programme is developed on the foundation of support and collaboration.



The NTT Europe Online Partner Programme offers numerous benefits to Partners. These benefits provide you with:

- access to NTT Europe Online sales team and selected clients
- full resource support through the solution development life cycle
- joint marketing activities from proposition development to demand generation
- test-platform for proof-of-concept
- additional discounts
- dedicated support

By joining the community of Partners already working with NTT Europe Online, you will be able to:

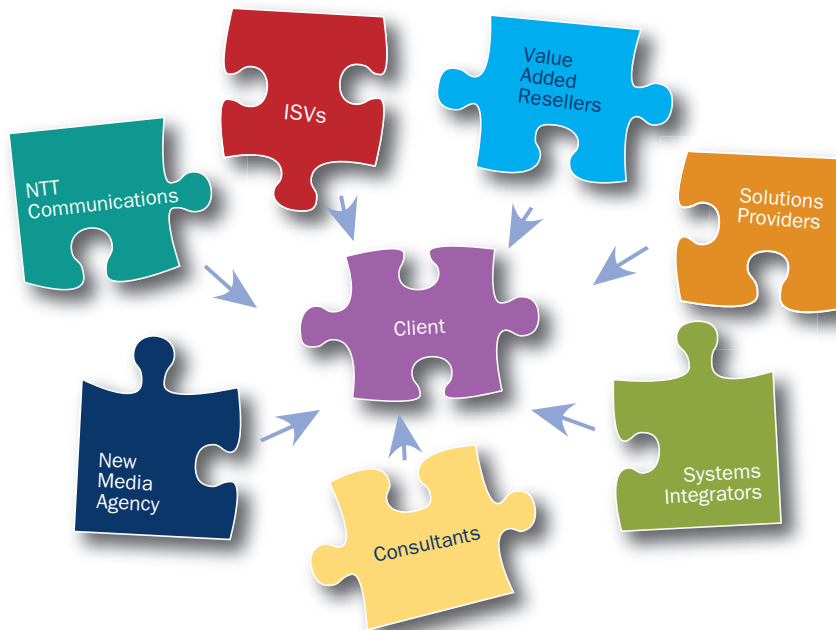
- offer higher-value, profitable propositions to the market around managed services
- gain increased margin and be rewarded through bonuses, discounts and additional resources
- leverage a global infrastructure to provide services without significant capital expenditure

The services which can be integrated into your ebusiness solution are:

- Hosting Solutions
- Professional Services
- Security Solutions
- Network Services
- Storage Solutions

Partner Community

The NTT Europe Online Partner Programme attracts innovative companies who are looking to expand their offering and deliver increased value to the market.



Members of our partner community continually strive to add value to our client's business.

The Partner Programme generally attracts the following types of companies into the programme:

- Solution Providers
- Value Added Resellers
- Independent Software Vendors
- Application Service Providers
- New Media Companies
- Systems Integrators
- Consultants

Whether you are looking to embed managed hosting at the core of your ebusiness solution/application or to offer managed infrastructure and managed services as a complimentary part of your own portfolio, you will derive significant benefits such as:

- joint proposition development
- professional solution design
- complete support in the sales process
- marketing and lead generation support
- marketing funds
- technical and sales training
- significant discounts to maximise margin on the total solution



Partner Engagement Models

The NTT Europe Online Partner Programme is a framework which enables and drives collaboration. Within that framework, Partners can choose from a select range of engagement models.

By choosing the most appropriate engagement model for you, you can then define your own individual working relationship with NTT Europe Online. You can choose to be rewarded on each opportunity by a one-off fee or to take advantage of significant discounts.

Teaming Model

This is usually the first stage used by many of the NTT Europe Online Partners and represents a Memorandum of Understanding (MOU). It recognises the role of each Partner and allows both parties to enter into the process relating to solution and opportunity development.

Referral Model

This model allows registered Partners to derive financial benefit from referring business opportunities to NTT Europe Online. Partners who decide on this model have visibility of online opportunities but don't wish to commit to the resource or expertise required to deliver the solution.

Once referred, the opportunity is then owned and fulfilled by NTT Europe Online. Partners operating under the referral model will receive 50% of one month's recurring revenue. This is paid to the Partner after the third month of billing of the customer.

Business Partner Model

Partners who decide to work with this model enter into a full collaborative relationship with NTT Europe Online and enjoy the significant benefits that this brings.

Partners will be assigned a dedicated Business Development Manager (BDM) to actively work with them to design appropriate solutions. The BDM will be on hand to brief and train appropriate Partner personnel on an ongoing basis as required and will make sure that multiple resources are leveraged across Sales, Marketing, Operations and Finance within NTT Europe Online with full management visibility given to the Partnership.

Partners working within this model can expect to work on joint marketing and sales opportunities. They will also benefit from marketing resources and related funds on demand generation activities. The NTT Europe Online Partner logo can be used within marketing activities and they will be included on relevant NTT Europe Online marketing campaigns.

This model attracts discounts of between 10% - 25% from list pricing with Partners having full control over the level of margin they can add on to the total cost of the solution.



Programme Benefits

The NTT Europe Online Partner Programme will represent a significant value add opportunity to your business.

Over and above the provision of a portfolio of first-class managed infrastructure and services, you will be provided with a number of benefits in relation to whichever type of Partner model you select.

Dedicated Resource

Partners can expect a dedicated Business Development Manager to manage the Partnership; dedicated Marketing resource to develop joint marketing plans related to demand generation; a dedicated Sales Consultant to design solutions and to support you on pre-sales activity and a dedicated Project Manager for complex bids.

Financial Reward

NTT Europe Online provides Partners with increasing levels of discount based on the total amount of NTT Europe Online related infrastructure and services sold (Business Partner Engagement Model). This enables Partners to maximise margin and profitability by having full control over the total cost of the solution to the end user.

Alternatively, if a Partner wishes to refer an opportunity (Referral Engagement Model), they will be rewarded with a one off bonus. For certain Partners a marketing fund is also available to support joint demand generation plans.

Discount Based (Business Partner Engagement Model)

Monthly Recurring Revenue	Discount Percentage
Up to £5,000	10%
£5,001 - £9,999	15%
£10,000 - £24,999	20%
Over £25,000	25%

Bonus Based (Referral Partner Engagement Model)

Up to £5,000	50% bonus based on the first month of recurring revenue
£5,001 - £9,999	
£10,000 - £24,999	
Over £25,000	

Technical and Customer Support

NTT Europe Online can provide both technical and customer support to you and your customers. NTT Europe Online has recently invested over £5 million in a new UK based Customer Support Centre which offers 24/7 support. NTT Europe Online can also offer Premier Service Management providing pro-active customer management to Partners, as a separate offering. This value can be provided across a number of customers and eases the ongoing management for Partners.

Workshops, Briefing and Accreditation

NTT Europe Online provides briefing and training to Partners, these are generally bespoke briefing and workshop sessions to maximise the value in the Partnership. They can cover product overview to training sessions; proposition workshops; solution design and build, to demand generation planning. They have been established to kick-start the relationship, ensuring the right goals, focus and activities are in place to ensure success.

Marketing Support

All NTT Europe Online Partners benefit from marketing support. This can be in the form of ad hoc funding, logos to support marketing programs, PR support or involvement in demand creating events.

Tools

NTT Europe Online have invested heavily in providing tools to simplify and support the sales process. From our Solution Finder tool which automates the lead pass process and helps raise awareness of a Partners offering; our Campaign Manager which assists in planning activity around complex bids; our Pricing Tool – to provide quick quotes to customers; standard or bespoke proposal documentation content to use within Partner proposals to a Customer Portal to pro-actively view all NTT Europe Online infrastructure and services.



Partner Support and Benefits Overview

	Teaming	Referral	Business Partner
General			
Dedicated Business Development Manager	■		■
Dedicated Sales Consultant	■		■
Joint Business Planning			■
Financial			
One-time Commission		■	
Volume Discounts			■
Marketing Funds			■
Technical/Customer Support			
Tier 1 - 3 Support		■	■
24/7 Customer Support		■	■
Training & Accreditation			
Bespoke Briefing Sessions		■	■
Workshop Sessions	■		■
Product Book Training			■
Marketing			
Dedicated Marketing Resource			■
Marketing Funds			■
Joint Marketing Planning			■
Involvement in NTT Europe Online Campaigns			■
Access to Speaker Bureau			■
Customer Newsletter			■
NTT Europe Online Campaigns			■
Partnership Announcement to Press			■
Press Relations Support			■
Co-Branding Privileges			■
Partner Logo Usage		■	■
Partner Plaques			■
Product & Service Literature	■	■	■
Case Study Development			■
NTT Europe Online Profile		■	■
Partner Incentives			■
Partner Presentations to NTT Sales			■
Work with Product Development			■
Lead Pass			■
Tools			
Data Centre Tours	■	■	■
Partner Product Book			■
Solution Finder Profile			■
Customer Portal			■
Proposal Document			■

How to become an NTT Europe Online Partner

ENGAGEMENT

Complete Application Form
Agree Engagement Model
Sign Contract

ACTIVATION

Complete Profile on Solution Finder
Proposition/Solution Workshop
Partner Receives Welcome Pack

ONGOING DEVELOPMENT

Agree Business Development Activities
Agree Lead Generation Activities
Assign Resource and Funding

MONITOR SUCCESS

Next Steps

This document should provide you with a good overview of the NTT Europe Online Partner Programme.

If you require further information, or need an application form, please contact your Business Development Manager or call 0207 767 3700.



For further information about the NTT Europe Online Partner Programme please call

020 7767 3700

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