



Orc Partner Program



Welcome to the Orc Partner Program!



Orc is a leading provider of technology and services for the global financial industry. Orc delivers trading and market access solutions used by proprietary trading and market making firms, investment banks, hedge funds and brokerage houses worldwide.

Available as deployed software or as managed services, Orc develops and provides the tools needed for running profitable trading or brokerage businesses in today's competitive and ever-changing markets. Orc is fully committed to the success of its partners. To further expand market reach in additional geographies and build global reputation, Orc works with regional partners who provide the local knowledge and expertise needed to drive the uptake of Orc's industry leading solutions locally.

Orc's Partner Value Proposition

Profitability and ROI

As an Orc partner you have an excellent opportunity to sell profitable solutions and services with good margins, qualified leads, extensive training and support. As an Orc partner, you work with a global leader in the financial industry to develop a profitable and sustainable business model.

Promotes Partner Expertise

Your expertise and skills will be promoted via Orc's marketing channels including the conferences, trade shows, the Orc website, customer meetings, joint marketing collaterals etc. Working with Orc, you will expand the quality and viability of your advanced derivatives trading and low latency connectivity solutions expertise and you will position your company by association with Orc's partnering program and best-of-breed solutions.

Develop Partner Business and Technical Skills

As an Orc partner, you will access support programs specified to your business model, skills and market specialization. You will continue to develop your employee skills with access to Orc events and training. You will have access to Orc marketing campaigns and marketing support, and you will benefit from sales support, joint customer referrals and team selling.

Address Customers' Trading Needs

With proven solutions, Orc addresses the trading needs of the leading investment banks, trading and market-making firms, exchanges, brokerage houses, institutional investors and hedge funds in the world. Orc's advanced trading and brokerage solutions have been deployed, tested and approved by numerous companies for more than 20 years.

Being a market leader, Orc's existing strong references is a proof point that you will benefit from in your sales process. To be associated with one of the market leaders will increase your access to new business opportunities and improve your customer satisfaction and your company's credibility. The Orc Partner Program offers you top growth opportunities.

Channel Focused Partnering

Orc is 100 percent committed to the success of its channel. When joining forces with Orc, you gain recognition and reward for your company's total value – commitment, performance and skills. Orc is not just interested in your revenue, Orc values the whole commitment to the partner program. All Orc's sales teams faithfully support you as an Orc partner in your mission, working with and for you.

Joint Marketing Program

The Joint Marketing Program is designed to support Orc Partners in proactively marketing Orc's advanced derivatives trading and low latency connectivity solutions. The program demonstrates Orc's commitment to building a mutually beneficial relationship with its partners.

Program Support Benefits

Dedicated account support providing campaign assistance, and specific marketing and sales promotion for your local market, are a couple of the benefits in Orc's partner program. Your Orc contact will be able to tell you more about the current benefits in your part of the world.

Partnership Levels (opportunities)

The Orc Partner Program comes in three categories, Distribution Partner, Service Partner and Industry Partner.

Distribution Partner

The Distribution Partner raises the bar with mutual commitments and investments and work with Orc's global customers mainly in regions where Orc does not have own presence. A Distribution Partner demonstrates highest value in business, technical and sales skills. The Distribution Partner consistently meets or exceeds Orc's revenue goals and consistently achieves a high level of customer satisfaction. In return, the Distribution Partner receives the highest level of support from Orc and enjoys an additional focus on joint planning and co-partnering relationships.

Distribution Partners are divided into two types:

- *Reseller* – sells on own agreement and is the legal counterpart to the customer

- *Technology Partner* - sells Orc products bundled and white-labeled with own software on own agreement

Service Partner

The Service Partner provides, through its competence pool, advanced development and integration services, Orc customers with professional services and tailored solutions on a local or global level. An Service Partner can also be a partner that provides add-on solutions as well as professional services to Orc customers.

Industry Partner

The third and final category is the Industry partners who will work closely with Orc in order to reinforce brand recognition and awareness through a global and proactive business relationship with Orc.

Partnership Business Benefits

	Distribution Partner	Service Partner	Industry Partner
Solution Discounts	x		
Joint Business & Marketing Planning	x	x	x
<i>Dedicated Partner Support</i>			
• Partner Portal	x	x	x
• Dedicated Partner Manager	x	x	x

Marketing Support Programs

	Distribution Partner	Service Partner	Industry Partner
Access to Partner Portal	x	x	x
Partner Welcome Kit (online)	x	x	x
Partner Lable	x	x	x
Orc Newsletter	x	x	x
Access to Orc Branding Guidelines	x	x	x
Marketing Campaigns, Materials, Templates	x	x	
Placement on www.orc-group.com	x	x	x
Seminar Guidelines	x	x	
Trade Show Program	x	x	x
Joint PR Initiative Program	x	x	x
Joint Marketing Program (proposal based)	x	x	x*
Dedicated Marketing Support	x	x	x

*Industry Partners may receive financial contribution, but there are no requirements for a quarterly activity

Sales Support Programs

	Distribution Partner	Service Partner	Industry Partner
Lead Allocation	x	x	
End User License Agreements	x		
Co-teaming on Sales Opportunities	x	x	
Not for Resale Software for Demo Purposes	x	x	

Technical Support Benefits

	Distribution Partner	Service Partner	Industry Partner
Solution/Product Support	x	x	
Product and Release Information	x	x	
Access to manuals, whitepapers and other technical documentation	x	x	
Local Support	x	x	
Dedicated Service & Support Rep	x	x	

Training Benefits

	Distribution Partner	Service Partner	Industry Partner
Solution Sales Training	x		
Support and Services Training	x		
Demo Product Training	x		
Technical Webinars	x	x	

Business Requirements

	Distribution Partner	Service Partner	Industry Partner
Current Partner Agreement	x	x	x
Partner Company Profile	x	x	x
Sales Quota	x		
Annual Business Plan	x		
Nominated Business Reps in Company	x	x	x

Marketing Requirements

	Distribution Partner	Service Partner	Industry Partner
Quarterly Marketing Planning	x	x	
Provide Orc placement on Web Site	x	x	x
Nominated Marketing Reps in Company	x	x	x

Core Competencies Requirements

	Distribution Partner	Service Partner	Industry Partner
Provide Direct Technical Support 1st line	x		
Provide Installation and Configuration Service	x		
Nominated Sales Reps in Company*	x	x	
Nominated Technical Reps in Company*	x	x	

* Nominated by name and fulfilling requirement of sales and technical knowledge of latest Orc technology releases. Updated minimum quarterly.

Orc Partner Requirements

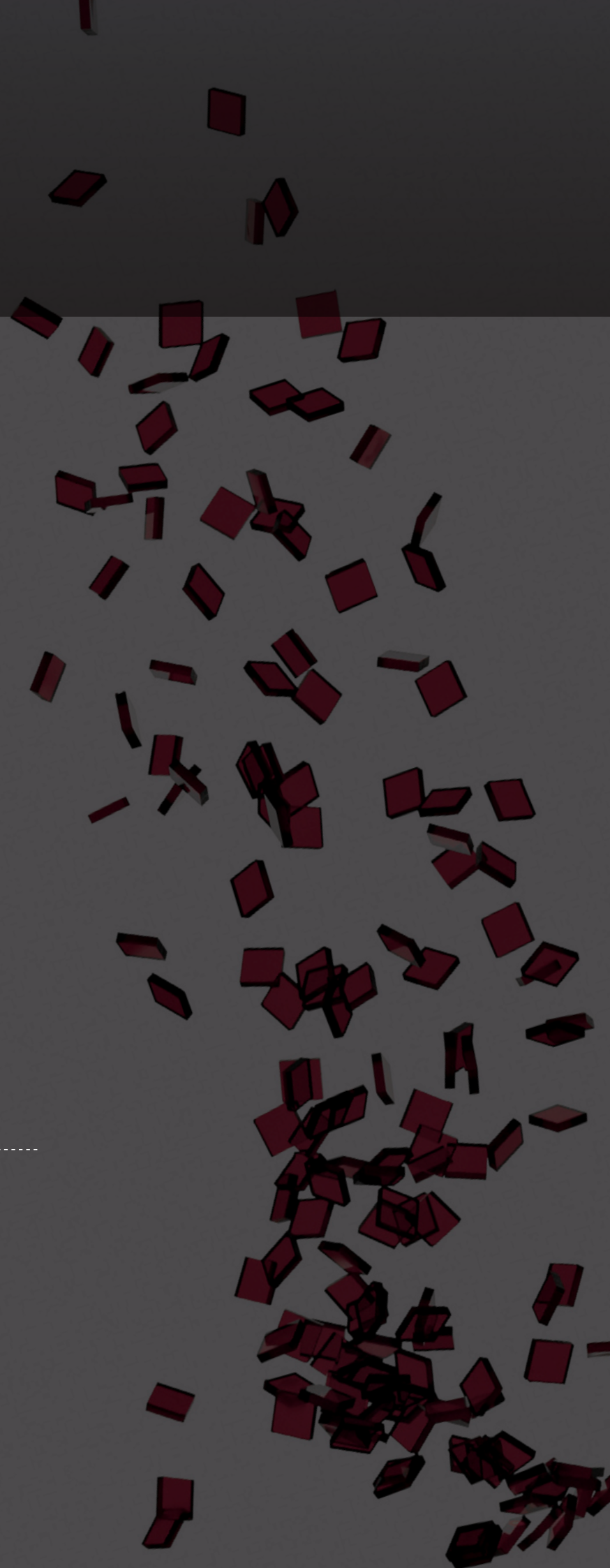
Orc is looking to work with best-of-class partners only, companies that must maintain the following core requirements.

Core Requirements

- Business planning
- Marketing activity
- Demo product on site
- Core competencies requirements
 - Sales and Solutions training
 - Continued education

Partner Reference Resources

Among the materials and resources Orc provides its partner you will find Program Orientation Training, a regularly updated Orc partner portal, a Partner Program Guide and a Partner Price List.



ORC

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