Nuage Networks VSP Integration Partner (VIP) Program Guide

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Acronyms

API	Application Programming Interface
EBC	Executive Briefing Center
GA	General Availability
NFR	Not for Resale
NFV	Network Function Virtualization
SDK	Software Development Kit
SDN	Software Defined Networking
VNF	Virtualized Network Function
VRS	Virtualized Router & Switch
VSC	Virtualized Services Controller
VSD	Virtualized Services Director
VSP	Virtualized Services Platform

1 Introduction

The Nuage Networks VSP Integration Partner (VIP) Program Guide ("Guide") is your reference manual as a Nuage Networks VSP Integration Partner. This Guide is governed by the terms and conditions of the Nuage Networks VIP Program Agreement. The membership in the Nuage Networks VIP Program is at Nuage Networks' discretion and requires the signature of the Nuage Networks VIP Program Agreement.

The Guide includes the following:

- Nuage Networks VIP Program overview
- Benefits of joining the Nuage Networks VIP Program
- Description of the different elements and benefits
- Description of the requirements to maintain membership in each tier

1.1 Program Goals

- ❏ Put in place plans and processes and enable our respective teams from creating joint value that translates into joint customer wins and improved customer satisfaction for existing customers.
- ❏ Use the Nuage Networks VSP and the partner's products/services to develop joint solutions that offer customers a unique and differentiated value proposition
- ❏ Promote and raise awareness about the joint solutions
- ❏ Support our respective field team in promoting these joint solutions through joint collateral, training and regional events

2 Nuage Networks VIP Program Tiers
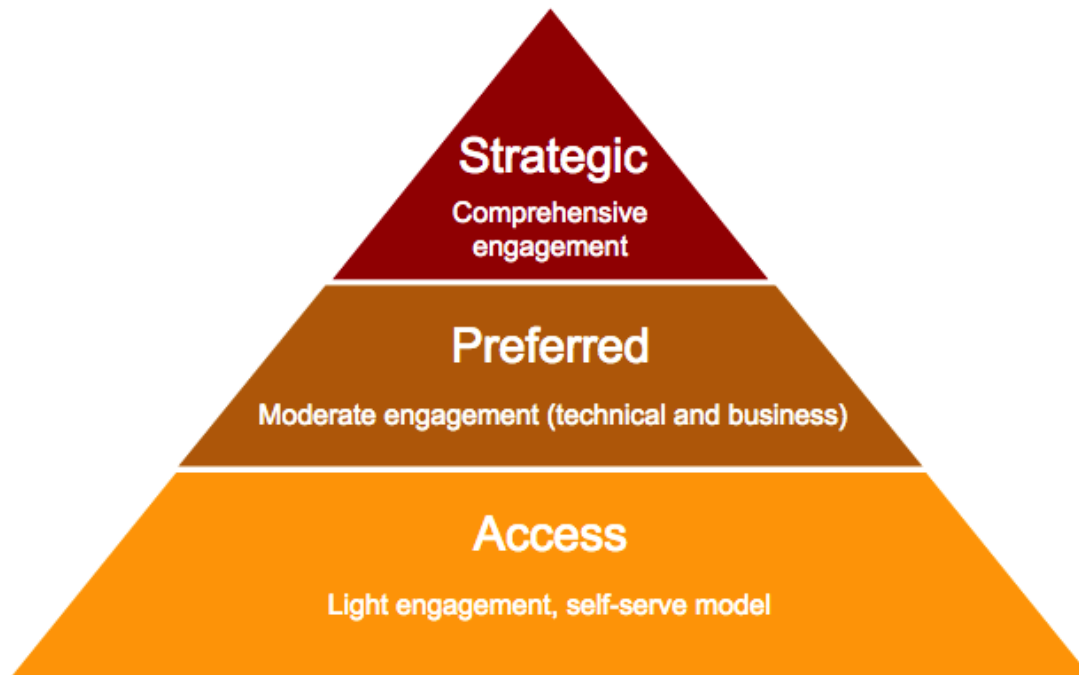
As a Nuage Networks Technology Partner, your benefits will depend on the program tier that you would like to join at. The program consists of three tiers, Strategic, Preferred and Access. The program benefits can be broken down in two general categories:

Sales and Marketing

❏ Joint Go-To-Market planning through events, marketing collateral and webinars
❏ Collaborative sales activities
❏ Cross-functional sales & technical training

Development, Service & Support

❏ Developing joint reference architectures
❏ Setting up joint solution demonstrations
❏ Certification of solutions and people
❏ Access to Nuage Networks VSP/ NFR licenses
❏ Access to Nuage Network Partner Portal and technical support
❏ Participation in beta programs

2.1 Requirements

As in any partnership, there are a number of requirements that must be met in order to participate in the Nuage Networks VIP Program and to maintain that membership. For more information, send an email to partner.requests@nuagenetworks.net. To join the Nuage Networks VIP Program please apply online at http://www.nuagenetworks.net/partners/partner-registration/ . You will then be contacted by a Nuage Networks representative to begin the application process. Participation in the Nuage Networks VIP Program is at Nuage Networks' discretion and requires the signature of the Nuage Networks VIP Program Agreement.

2.1.1 Access:

The Access tier is designed for companies interested in establishing a basic technology relationship with Nuage Networks.

Key benefits
- ❏ Access to Nuage Networks self-test portal
- ❏ Access to Nuage Networks Partner Portal (Access)
- ❏ Access to the Nuage Networks Certification Program

There is a program fee of USD $5,000.00 per year, with a possibility to upgrade to the Preferred tier for an additional USD $10,000.00 per year.

Requirements
- ❏ Signed Nuage Networks VIP Program Agreement
- ❏ Annual Program fee
- ❏ Primary contact and technical contact of partner

2.1.2 Preferred:

The Preferred tier is ideal for partners that are interested in having their products interoperate with Nuage Networks' Products to develop a joint solution and would need more training, technical and sales support including co-marketing activities.

Key benefits (in addition to Access tier benefits)
- ❏ Access to Nuage Networks Products through NFR software licenses as well as Beta Program Access
- ❏ Access to Nuage Networks Partner Portal (Preferred)
- ❏ Training credits and joint promotional events
- ❏ Dedicated Partner Manager

There is a program fee of USD $15,000 per year and the partner must have at least one Nuage Networks certified professional on staff by the end of the first year of membership.

<u>Requirements</u>
- ❏ Signed Nuage Networks VIP Program Agreement
- ❏ Annual Program fee
- ❏ Primary contact and technical contact of partner
- ❏ At least one Nuage Networks Certified professional throughout the period of membership

2.1.3 Strategic:

The Strategic tier is for partners that are interested in developing a solution with the highest level of engagement for access across different teams in Nuage Networks including executive support.

<u>Key benefits (in addition to Access & Preferred tier benefits)</u>
- ❏ Executive Sponsor
- ❏ Access to Nuage Networks Partner Portal (Strategic) with ability to raise support tickets
- ❏ Hosted joint demos on public demo platform as well as the EBC

There is a program fee of USD $30,000.00 per year and the partner must have at least three Nuage Networks certified professionals on staff by the end of the first year of membership.

<u>Requirements</u>
- ❏ Signed Nuage Networks VIP Program Agreement
- ❏ Annual Program fee
- ❏ Primary contact, technical contact of partner
- ❏ A minimum of 3 Nuage Networks Certified professionals throughout the period of membership

2.2 Partner Program Benefits Overview

Benefits are subject to the terms and conditions of the Nuage Networks VIP Program Agreement. Benefits are included in the annual program fee of the related tier unless otherwise indicated herein below or in the Nuage Networks VIP Program Agreement. Access to online based benefits may be in addition subject to creation of password protected user account and subject to terms and conditions a user of the online based benefits must acknowledge at the time of user account access. Access to software (e.g. NFR licenses) or SDKs are subject to separate terms and conditions.

Benefit	Description	Access	Preferred	Strategic
General				
Software Licenses Not for Resale (NFR)	Free licenses to throughout the term of the membership (annual license for a starter bundle)	Fee	2 Licenses	3-5 Licenses
Access to Nuage Networks Partner Portal: Basic	Basic account(s) to access a partner portal with a searchable knowledge base that includes forums, FAQs, integration and user guides	◆	◆	◆
Access to Nuage Networks Test Platform	Account(s) on the Nuage Networks demo platform (public), where users can deploy pre-configured Nuage Networks instances for testing and demonstration purposes. This also includes joint solution instances for customer demos as well as training	X	2 Users	5 Users ◆
Named TP Account/Alliance Manager	One Nuage Networks dedicated account manager assigned as the partner's single point of contact	X	◆	◆
Named Nuage Networks Executive/Sponsor	Executive sponsor of the partner engagement to provide a higher-level of visibility	X	X	◆
Training				
Access to Nuage Networks Partner Portal: Training (self-paced)	Access to online training material through the Nuage Networks Partner Portal (self-paced)	◆	◆	◆
Training credits (instructor)	Credits per year* provided to partners for instructor led training on Nuage Networks VSP	X	2	4

*credits not used in a given year of membership cannot be transferred in the following year; credits which are not used are not refundable

Marketing

Partner logo placement & Program logo usage	Logo placement of the Nuage Networks VSP on the partner's website,	◆	◆	◆
Nuage Networks webinars - invitation	Partner will be invited to attend Nuage Networks webinars, made available by Nuage Networks at its discretion	◆	◆	◆
Program Newsletter - subscription	Partner may subscribe to the Nuage Networks Partner Program Newsletter	◆	◆	◆
Event Sponsorship Opportunities	Partner will be invited to participate at Nuage Networks events as a sponsor. Fees associated with these sponsorship will be managed by the event hosting team and not the Nuage Networks partner program	Fee	Fee	Fee
Joint Webinars / Lead Generation	Partner will be able to participate in one or more joint webinars and have access to lead generation	X	1 / year	2 / year
Joint Whitepapers	Partner will be able to participate in one or more joint whitepaper	X	1 / year	2 / year
Joint Collateral (Solution Brief)	Partner will be able to participate in publishing one or more joint solution brief (or equivalent)	X	1 / year	2 / year
Partner Quote Support	Nuage Networks may provide a executive quote to endorse the partnership/a joint solution	X	◆	◆
Publicity Support (Co-Marketing PR/AR)	Press Release - subject to approvals and dependant on content	X	◆	◆
Executive Briefing Center (EBC), joint solution demo	Partner may have their joint solution demonstrated in the Nuage Networks EBC during customer visits subject to reasonable advance notice/availability and capacity	X	◆	◆

Sales Support

Sales & Channel Mapping Activities	Regularly scheduled customer account meetings to coordinate and plan sales activities	X	X	2/year ◆
Business Development Planning Sessions	Virtual meeting once per year to coordinate and plan marketing / integration efforts for the year and to track progress	X	1/year	1/year ◆

Technical/Development Support

Solution/Product Certification "Nuage Netw orks Ready"	Certification of partner's Technical Solution to w ork w ith the Nuage Netw orks VSP	◆	◆	◆
Technical Product Support - User (incidents)	Basic product support (development/non-production environments)	3 incidents / yr	7 incidents / yr	unlimited
Eligible to participate in Beta Programs	The partner may be eligible to participate in beta solution/products ahead of GA	X	◆	◆
Access to API (Nuage Netw orks SDK)	SDK access (documentation, code, examples, best practices)	◆	◆	◆
Technical Product Support - Developer/SDK (incidents)	Advanced support (development centric and advanced use-case/architecture discussions)	X	3 incidents / yr	unlimited
Nuage Netw orks Partner Portal Access (Advanced)	Privileged access to our partner program portal w ith the ability to raise and search tickets	X	X	◆

2.3 Partner Program Benefits Detail

In the following sections we will explain in greater details each of the benefits outlined in the previous section to provide more clarity and set the appropriate expectations.

2.3.1 General

Software Licenses - Not for Resale (NFR)

The partner is entitled to an annual Nuage Networks VSP license. The number of licenses received as well as the fee will vary depending on the chosen partner tier. Licenses provided are for product demonstrations, tests and training purposes only. NFR licenses should not be resold, hosted or distributed to any third party, or used for partner infrastructure needs.

Access to Nuage Networks Partner Portal (Access-Tier)

Nuage Networks maintains a portal with restricted access. The portal contains a rich set of resources to support the partner's development, sales and marketing efforts. The "access-tier" account provides technical and marketing documentation, FAQs, knowledge base articles, videos and integration guides.

Access to Nuage Networks Test Platform

A testing platform has been developed to enable faster onboarding, solution certification as well as ongoing demonstration of joint solutions. This platform has restricted access and is available for higher tier partners (Preferred and Strategic). The number of accounts will depend on the chosen tier and usage is subject to the terms and conditions of the End-User License Agreement (EULA) for the testing platform (aka. NUTS). This is a key tool for development without any initial investment to test any integration plans you may have. This is not a replacement of Proof Of Concept but helps many initial engagements for customer tractions as a sales enablement tool.

Account Manager / Executive Sponsor

Partners, based on the tier of the partnership and commitment within the VIP Program, are required to engage in regular quarterly briefings for the partner's organization. This is to facilitate a regular governance and cadence of mutually beneficial partnership with Nuage Networks. Typically, this requires one executive contact and one primary partner account manager within the partner's organization. On the Nuage Networks side, each Preferred or Strategic partner will have a designated account manager, who will be the single point of contact for that partner and will manage all aspects of the partnership from the Nuage Networks side. Strategic tier partners will also have an executive sponsor who will champion strategic initiatives that will strengthen the relationship with Nuage Networks.

2.3.2 Training

Product knowledge and an understanding of our joint solution is an important factor in enabling technology partners to effectively work with Nuage Networks. To assist partners in getting familiar with the Nuage Networks VSP, we offer several educational opportunities to ensure that the partner has that basic level of knowledge.

To the extent possible, Nuage Networks will make available material and tools in various forms that can be used by the partner to get trained on using the Nuage Networks VSP.

Training (self-paced)

The partner will be given access to training material that such as presentations and short videos that can be used at their own pace to learn more about the Nuage Networks VSP product. The content will cover the most common topics and features. This training is not a substitute for the "instructor-led" training, but is means to focus on key aspects of the Nuage Networks VSP product.

Training credits (instructor-led)

As part of the commitment to support the relationship and develop Nuage Networks expertise with the partner's organization, the partner will be provided with training credits that would enable them to attend instructor-led training sessions offered by Nuage Networks Training group.

2.3.3 Marketing

Partner Logo Placement & Program Logo Usage

Upon initiating the partnership agreement and the completion of the certification process (if applicable), the partner's logo and information will be placed on the "www.nuagenetworks.net" website under the "partners" section along with any supporting collateral (if applicable). The partner will also be allowed to use the Nuage Networks logo on their website to promote the partnership.

Nuage Networks Webinars/Newsletters

To ensure that our partners are up-to-date on Nuage Networks products, technology, and sales and marketing activities, partners are provided with brief product and program updates. The content will be distributed through an electronic newsletter and will highlight product changes, new product announcements, upcoming trainings etc. Contacts listed in your partner profile are automatically subscribed to Nuage Networks partner community.

Event Sponsorship Opportunities

Nuage Networks, a Nokia company, may participate in Nokia events and as such there will be several regional opportunities for event sponsorship. Partners will be invited to sponsor some of these events, subject to availability and relevance.

Joint Webinars/Whitepapers/Collateral

Nuage Networks drives demand through regular sales and marketing programs such as webinars, email campaigns, and tradeshows. Nuage Networks partners in the appropriate tiers will be able to participate in these joint marketing activities/projects and in the cases of webinars/events, will have access to leads that are generated as a result of these events.

Press Release Support

Nuage Networks may feature partner participation, and the product and customer value of partner products, in Nuage Networks product marketing material. Nuage Networks will commit

to providing appropriate supporting quotes and messaging, and will have the opportunity to participate directly. It is also expected that the partner will do the same.

<u>Executive Briefing Center / Joint Solution Demo</u>

The Executive Briefing Center provides an opportunity for partners to showcase their solutions alongside Nuage Networks products, providing customers a unique opportunity and generating more awareness and demand for the joint solution. In cases where the solution is software based and can run inside a virtual machine, the partner is expected to provide the necessary software and support for the deployment. In the case of a physical appliance, then Nuage Networks may contribute to the necessary investment to help add the components needed for the demonstration. The partner is expected to support that deployment, including lending Nuage Networks the hardware and/or on-site/remote setup support.

2.3.4 Sales Support

Field enablement is a critical factor to the success of the partnership once the initial integration has been completed. There are two components to that enablement.

<u>Sales & Channel Mapping Activities</u>

For partners in the Strategic tier, Nuage Networks and the partner are expected to identify key regional accounts and establish communication channels between the two sales teams to facilitate ongoing discussions that will enable both teams from promoting the joint solution to these accounts. Furthermore, regional technology primes will be identified in all relevant regions to provide a local resource to support customer engagements. These coordination activities are not limited to sales/customer teams, they may include distributors and resellers.

<u>Business Development Planning</u>

At the corporate level, the partner program team at Nuage Networks and the equivalent team on the partner's side will engage regularly to plan and review activities that will ensure effective cooperation and engagement between the two organizations.

2.3.5 Technical/Development Support

<u>Solution/Product Certification "Nuage Networks Ready"</u>

Nuage Networks solution certification program is available to all partners as a way to assure customers that the partner's solution meets the minimum requirements to interoperate with the Nuage Networks VSP. Details of the certification process are available upon request. The

certification process is expected to be completed by the partner without much support, outside of standard documentation and supporting content.

Technical Product Support - User (incidents)

Depending on the partner's tier, usage related support is available for partners. The support is limited to basic question around installation, setup and configuration and does not include development support. The scope of the technical support offered is limited to the integration between the two platforms and is offered by the Nuage Networks Partner Program team.

Beta Program/Nuage Networks SDK Support

On occasion, higher tier partners may have the option to participate early in "beta program" where they may get early access to software to complete some development activities and testing prior to the general availability of that release. Furthermore, these partners will also have access to SDK support.

Technical Product Support - Developer (incidents)

Partners that are looking for deeper integration and require development support will benefit from basic development support and guidance.

Nuage Networks Partner Portal Access (Preferred/Strategic-Tier)

Nuage Networks maintains a portal with restricted access. The portal contains a rich set of resources to support the partner's development, sales and marketing efforts. In addition to what is offered at the "access-tier" level, the "preferred-tier" and "strategic-tier" accounts offer additional resources such as software images, software development kit access, automation scripts and other tools that may be useful for deeper technical integration and testing. "Strategic-tier" partners will have the ability to open support tickets to facilitate faster response to their questions and software/hardware related issues.

Nuage Networks People Certification

Developing talent within the partner's organizations that is familiar with the Nuage Networks VSP is very important and is a requirement on the higher tier partnerships. There is an extensive certification program at Nuage Networks and technology partners are encouraged to take advantage of that program.

About Nuage Networks

Nuage Networks (www.nuagenetworks.net) brings a unique combination of groundbreaking technologies and unmatched networking expertise to the enterprise and telecommunications industries. The Silicon Valley-based business has applied radically new thinking to the problem of delivering massively scalable and highly programmable SDN solutions within and across the datacenter and out to the wide area network with the security and availability required by business-critical environments. Nuage Networks, backed by the rapidly growing IP/Optical Networks business of Nokia, has the pedigree to serve the needs of the world's biggest clouds. The cloud has made promises — the mission of Nuage Networks is to help you realize them. Discover more at www.nuagenetworks.net/partners and follow us @nuagenetworks