Technology Partnerships Help Customers Win in the Application Economy.

ca
technologies

Partnering for Success

Technology partnerships are critical to the ability of CA Technologies to deliver world-class solutions to customers.

To help meet these needs, CA Technologies enables partners to develop integrations for our solutions through the CA TechPartner Program.
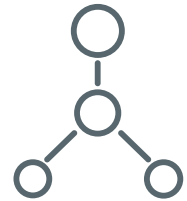
Tech Partnerships Help Customers Win in the Application Economy

INNOVATE

BRIDGE GAPS

EXTEND MARKETS

Value of Partnering with CA

The CA TechPartner Program is designed to provide significant value to the technology partner in exchange for its commitment to the program and the solution integration(s) developed as a member.

INCREASED OPPORTUNITY

1. Opportunity to expand customer base
2. Opportunity to expand markets
3. Maximize ROI

IMPROVED EFFICIENCIES

1. Validation* options for integration quality
2. Co-marketing funds
3. Speed to market by leveraging available resources (SDKs)

CUSTOMER SATISFACTION

1. Address non-standard use cases
2. Increase the ease of doing business
3. Stay ahead of competitors

*Limited to applicable CA Technologies products

Program Overview

The CA TechPartner Program offers three levels of membership to support and enable software and hardware vendors that want to develop integrated solutions with CA Technologies.

The membership levels provide flexibility for technology partners to join the program based on the level of commitment agreed to by both companies.

Membership Levels

The membership levels offer an escalating set of benefits and technology partner requirements.

Member

This level of membership provides basic development, support and marketing resources for technology partners with minimal integration development needs. This level allows the selection of one CA product within the program Solution Focus Areas.

Advanced

This level of membership builds on the member level to provide greater access to CA Technologies development and marketing resources to collaborate and raise awareness of the combined solution for mutual customers. As an Advanced Level partner, the Marketplace @ CA, Reseller and Co Sell routes to market programs are also available to participate in*. This level allows the selection of three CA products within the program Solution Focus Areas.

Premier—invitation only

Premier partnerships involve key relationships with product and/or revenue goals that have strong business and technical value to one or more CA Technologies business lines. This level is invitation only and may require substantial technology partner resources.

MEMBER

- Software
- Access to SDKs
- Technical support
- Logo and branding
- Listed in partner catalog
- Technology validation*

ADVANCED

All of "Member" benefits plus:

- Marketplace @ CA**
- Education discounts
- Access to CA reseller channel
- Joint sales engagements
- Product roadmap & strategy briefings
- Business and GTM Planning
- Co-marketing resources

PREMIER

- Invitation only
- Strategic Technology Partnership
- Customized business plan creation
- Plus all of features of "Advanced" level membership

*Limited to applicable CA Technologies products

**Currently only available for UIM probe technology. Future releases will support additional products. CA Approvals required for all Marketplace @ CA listings.

Solution Focus Areas

CA Technologies business units will evaluate each membership request by solution focus area. During the application process, companies identify a desired focus area and request to establish a relationship with the appropriate business line(s).

The CA TechPartner Program currently has the following solution areas associated with the corresponding product groups

Solution Focus Area	Product Groups
Application Delivery	Release Automation—Service Virtualization
Enterprise Management	Application Performance Management—Infrastructure Management
IT Business Management	PPM—Service Management
Security	CA Single Sign-On—Adv. Auth—ID&M—IDaaS—PIM
Mainframe	App Devel—Big Data—Data Analytics—IT Mngmt—IT Orchestr—Sftw Change Mngr
Mobile & eCommerce	Enterprise Mobility Management—Mobile App. Analytics—Digital Payments
API Management— Enterprise Solutions	API Management—Enterprise Solutions

Validation

CA validation is designed to provide a standard process to test the technology partners' integrated solution to ensure it installs, configures, and performs as described by the technology partner. Successful product validation is one of the requirements that must be met to achieve a CA validation logo. CA may not validate every partner's integration.

Validation Process

There are two primary methods by which a technology partner's integration can be validated—by the CA solution business unit or by customer references. Business unit testing scenarios are unique for each CA Technologies solution area and may not currently be available for all CA Technologies products or partner integration scenarios. In the absence of the availability of a business unit validation, technology partners may complete a customer reference validation.

Validation
(Continued)

CA Line of Business Validation

Designed for a TechPartner that is looking to have their integration validated by CA. The process for this method is:

1 Send your validation request to your TechPartner program contact. Please note validations are performed based on business unit availability.

2 If approved for validation, your program contact will send you the product integration brief template to be completed. Once CA has received the completed brief, it will be made available to the CA business unit for review.

3 The TechPartner will provide a demo to the CA business unit to provide a thorough review of the integration. The partner will also be asked to provide CA access to the demo/development environment to run the appropriate test cases.

4 The CA TechPartner program team will notify the partner if and when they pass the validation process.

Customer Reference Validation

Designed for a TechPartner that may have an existing integration already in use in multiple customer accounts. The process for this method is:

1 Ask your Business Development Manager for the product integration brief template. The template should be completed so that it describes the solution as well as the methods used to build it. The product integration brief will be made available to customers who will provide references on behalf of the technology partner's product as well as any customers that are interested in the technology partner's solution.

2 The technology partner will need to provide information for three or more existing customers using the integration, including contact information. The CA validating party will use this information to contact the customers, providing them with copies of both the product integration brief and a brief questionnaire where they can supply feedback based on their verification of the features and functionality of the solution. The technology partner must ensure that the customers have granted them the right to share their contact information with CA Technologies and any third-party validating resource if applicable.

3 The CA validating party will notify the partner if and when they pass the customer reference validation process.

Marketing

Depending on your level of membership in the CA TechPartner Program, you will have access to and be promoted through the program marketing channels including but not limited to: Customizable marketing materials, social media, Ca.com, CA Routes to Market and content marketing.

License to use CA trademarks and logos

CA TechPartners are encouraged to use CA Technologies and CA TechPartner Membership logos on websites, marketing documents, sales documents, slide presentations, and other collateral. CA Technologies and program logos are located on the Partner Portal, the membership agreement and can be requested from the program team.

Members whose integrations have achieved validation status can use the validation logo in advertising and marketing collateral (including product packaging and documentation), to showcase the integrated solution has been validated in accordance with CA validation requirements.

Logos may not be altered in any way or combined with any other features including, but not limited to, other logos, words, symbols, graphics, photos, slogans, numbers, design features or symbols. Logo's may not display on packaging, documentation, collateral or advertising in a manner which suggests that "CA, Inc.", "CA", "CA Technologies", are part of Member's trade name or Member's product name. The CA logo cannot be larger or more prominent than Member's product name, trademark, logo or trade name.

CA requires Member to submit all advertising and marketing material referencing CA, its trademarks and logo(s), or the Licensed Program(s) to CA for advance review and written approval prior to use.

CA also reserves the right to withdraw or alter the rights granted at any time and to require the Member to discontinue use of any advertising or marketing materials relating to CA, the or the Licensed Program(s).

Members must follow the Trademark and Logo guidelines in accordance with the CA Technology Partner membership agreement. Members who fail to do so are subject to termination of the program membership.

Publicity

Member authorizes CA to use Member's name, the name and description of Member's product(s), Member's logos and Member's participation in the Program in promotional activities related to the Program, including, without limit, press announcements, media events, web postings and marketing collateral. Neither party shall make any press release or announcement concerning without the other party's prior written approval. Such approval may be provided by the party's authorized representative via email.

Program Entitlements

All companies participating in the CA TechPartner Program are encouraged to take steps to maximize the program value by receiving the below Entitlements defined for each stage and membership level of the program.

		Member	Advanced
TECHNICAL	CA Validation—CA Customer References, online test tools, CA engineering	Add'l fee associated*	Add'l fee associated*
	CA Software Developer License	1 License	3 Licenses
	Additional CA Developer License software copies discounted	✓	✓
	Access to SDKs, integration guides as available on CA support website	✓	✓
	Phone and web based technical support	✓	✓
	Use of CA Validation Logo—only available with CA Validation	✓	✓
	Discounts on CA Education		✓
	Product roadmap and strategy briefings		✓
MARKETING	Access to partner portal and co-branded assets	✓	✓
	Quarterly community partner webcasts	✓	✓
	Partner profile listed in Technology Partner Catalog	✓	✓
	Inclusion in Partner Finder tool		✓
	Joint solution brief	✓	✓
	Joint case studies		✓
SALES	CA Sales access: listed in internal solution catalog		✓
	Sales playbook		✓
	Listing on Marketplace @ CA*		✓
	Access to CA reseller channel		✓
	Joint sales engagements		✓
	Access to campaign management tools		✓
	Business and GTM planning tools		✓

*Currently only available for UIM probe technology. Future releases will support additional products.
CA Approvals required for all Marketplace @ CA listings.

Program Requirements

All companies participating in the CA TechPartner Program must comply at all times with the set of requirements defined for each stage and each membership level of the program.

		Member	Advanced
TECHNICAL	Complete program application	✓	✓
	Sign Agreements (NDA, DLA, Program agreement)	✓	✓
	Apply for validation	Preferred	Preferred
	Pay Validation fee (if participating)	✓	✓
	Successfully complete product validation (if participating)	✓	✓
	Deliver generally available product integration	Preferred	✓
	Link TPP partner listing to CA product page on ca.com	Preferred	✓
	Provide demo of product integration	Preferred	✓
	Participate in developer community online	Preferred	✓
	Participate in product betas	Preferred	✓
MARKETING	Develop collateral/datasheet for integration	Preferred	✓
	Complete solution catalog submission	Preferred	✓
	Complete partner solution brief	Preferred	✓
	Issue press release	Preferred	✓
	Develop customer success stories	Preferred	✓
	Register for Global partner program	Preferred	✓
	List ca.com as a partner on company web properties	Preferred	✓
SALES	Provide designated resources to work with CA		✓
	Create joint business plan with CA		✓
	Participate in partner QBR reviews with CA		✓
	Contribute apps to CA Marketplace		Preferred
	Provide customer references for integration		Preferred
	Partner Program Participation Fees	**$2,500**	**$5,000**

Getting Started

⊘ Application process

To enroll in the CA TechPartner Program, please access the online application (http://www.ca.com/techpartner-apply). The company must complete the application and submit the required information using the instructions provided. A CA Technologies representative will review the application and contact the designated technology partner contact with further instructions.

⊘ Renewal

Membership in the CA TechPartner Program is for a one-year term and is renewed annually on the anniversary date of the membership, unless either party notifies the other of its intention to terminate at least ninety (90) days prior to the anniversary date.

⊘ Termination

When leaving the program the technology partner must notify the TechPartner Program office at least ninety (90) days prior to the anniversary date of the membership to avoid automatic invoicing on the anniversary date. CA Technologies will send a termination letter to the technology partner contact, which must be signed and returned to the TechPartner Program Office.

⊘ Getting help

All TechPartner Program members have access to general program support from the TechPartner Program Office, as well as telephone and Web-based technical support. The CA Technologies technical support website enables registered technology partners to download software and documentation, search frequently asked questions, troubleshoot technical issues, and find answers to basic questions on CA Technologies solutions using product bulletins, technical documentation, and support forums.

⊘ Overview of support for technology partners

Support in the program is provided by the TechPartner Program Office and the CA Technical Support organization. All non-product related issues should be directed to the TechPartner Program Office for resolution. All CA product specific technical questions should be directed to CA Technical Support.

The TechPartner Program Office can assist with the following items:

- ⊘ General definition and guidelines of the TechPartner Program
- ⊘ Solution focus area selection and approval process
- ⊘ Program agreement execution

- ⊘ Program requirements and entitlements
- ⊘ Product download availability or entitlement issues
- ⊘ Program membership renewal and termination

Getting Started
(Continued)

Technical support is focused on providing installation and configuration support for the limited-use software license provided by CA Technologies and to resolving issues related to the integration components of the CA Technologies products.

Technical support is not for general product education and training, or for architecture and design of product integrations. Those types of questions should be directed to the TechPartner Program Office for further assistance and advisement. CA Technologies strongly recommends that technology partners receive product training from CA Technologies Education Services prior to the start of the develop stage. TechPartner Program members are eligible for a discount from list price for training.

Development support is an option that may be available for a separate fee, through a CA Technologies Services engagement or referral from a third-party service provider. Development support may be comprised of advanced configuration, architecture design, performance design, integration development, and custom development specific to a customer environment. The Tech Partner Program Office can direct the technology partner to the best available options.

⊘ Accessing support

The TechPartner Program office: tpp@ca.com. Responses will typically be made within 1-2 business days.

Technical Support

- Submit your question online: **https://communities.ca.com/web/guest/customercare**
- Phone: **1-800-CALL-CAI** (225-5224) (within the U.S.)
- CA Support Directory by Country: **http://www.ca.com/us/support/phone.aspx**

For additional information, visit CA Technologies at ca.com
Follow CA Technologies on Twitter at twitter.com/cainc