

GridConnect—The GXS Embedded Integration Partner Program

A Program Guide for GXS GridConnect Partners

Enabling Success for Everyone

By working together to deliver integrated, end-to-end supply chain solutions, we can enable business breakthroughs for our customers and contribute to their success.

Partnering with GXS has proven beneficial to our partners' top and bottom lines in the following ways:

- Increase in Revenue
- Creates Additional Competitive Differentiation
- Decrease in Time to Market
- Lower Total Cost of Ownership

And with the resources of GXS behind you, we are able to help you maximize the potential, unlike any other cloud and solution provider.

The guiding principal of GXS GridConnect is very simple—shared risk, shared reward. Before a partnership can begin, it is critical that both GXS and the partner establish and agree upon goals, objectives, expectations and measurements of success. It is GXS's belief that if these are aligned, then mutual success is guaranteed.

Unlike other vendors, GXS has only one partnership model and that is one of a strategic nature. Corporations are busy and most are trying to do more with less. Engaging in a partnership takes time, money and resources. And all those facets are rare commodities. Therefore, GXS only enters into a partnership with corporations that are committed to making the partnership successful with everyone's mutual best interest in mind.

Engagement Model

GXS GridConnect's go-to-market model is extremely flexible to best align with the partner's desired operational plan and outcome—reseller, OEM, contractor, subcontractor, revenue share, etc. are all available.

Below are some general questions that help drive engagement model discussions:

- Does the partner want the service to be contracted on their paper, or GXS's?
- Does the partner want to charge their customer directly, or do they want GXS to charge the customer directly?
- Does the partner want to be first line support, or GXS?



GridConnect Program Highlights	
General	
GridConnect Management	Named business and technical partner manager.
GridConnect Partner Portal	Access to partner-specific portal containing marketing, sales and technical information.
GXS TeamBook	Access to collaboration tool for change management and support.
Marketing Activities	
Website Presence	Your company featured and linked on/to GXS global sites and partner portal. This will assist in your search engine optimization efforts.
Market Development Funds	Available to partners for joint marketing activities. The size of the fund is dependent on the strategic nature of the relationship.
Press Releases	GXS will support partner endorsement quotes and joint releases as agreed to by both parties.
GridConnect Program and GXS Logos	Access and right to GXS logos to display partnership. The logos can be used for web, packaging, marketing collateral, documentation and other promotional materials. Because the strengths and effectiveness of the GXS logo are derived from their appropriate and consistent use, GXS strictly enforces compliance with our logo usage guidelines.
GXS Trading Grid® Newsletter	Inclusion in GXS Trading Grid newsletter that reaches over 10,000 B2B professional around the world.
Training	
Sales/Solution	GXS will provide sales training and supporting documentation to help the partner articulate the value proposition, key features/benefits, competitive differentiation and overcome objections.
Technical	GXS will provide up to 2 training sessions via web conferencing on the use of support, collaboration and visibility tools.
Technical Support & Production Control Services	
Partner and Partner's Customer Help Desk	Partner help desk support is available 24 hours a day, 7 days a week. Support is provided in English language.
Partner's Production Environment	GXS will provide the following support services: <ul style="list-style-type: none"> • Help desk • System monitoring of system availability • Notification of unplanned system outages • Facilitate production map changes

Partner Requirements and Obligations	
General	
Integration Setup <ul style="list-style-type: none"> • Cloud connectivity • Map development • GXS Trading Grid Capacity Allocation 	Nominal up front commitment fee. Depends on commitment levels and services desired.
Partner Management	Partner must assign a designated business & technical manager who is responsible for the success of the partner relationship.
Marketing & Sales Activities	
References	Partner agrees to serve as a reference as a participant of the GridConnect Partner Program.
Partner Website Presence	Partner agrees to feature GXS on partner's website—including links.
Collateral	Partner agrees to receive GXS approval before referencing or displaying GXS logos in any marketing collateral.
Sales Champion	Partner agrees to ensure that the sales organization understands the integrated solution value proposition.
Technical & Implementation Support	
Support Contract	Partner agrees to put in place a defined support infrastructure. The communication process and contacts must be defined and available as needed. The two technical support and implementation teams agree to work on escalations together and communicate regularly.

Partnering for Customer Value

The GXS GridConnect Embedded Integration Partner Program provides a structure for GXS and companies like yours to work together on developing and delivering integrated supply chain solutions. Teaming with GXS offers access to a broad range of industry expertise, consulting, and leading-edge cloud services that support the information supply chain to accelerate your business results. We encourage you to join the GXS GridConnect Program and look forward to working with you on delivering the next generation integrated supply chain solutions for the global business community.



About GXS

GXS is a leading provider of B2B e-commerce solutions and operates the world's largest and most expansive network of integrated business communities. The company's software and services simplify and enhance businesses process integration and collaboration among networks of trading partners. Organizations worldwide, including more than 75 percent of the Fortune 500, use GXS solutions to extend their supply chain networks, optimize product launches, automate warehouse receiving, manage electronic payments and gain supply chain visibility. Based in Gaithersburg, Maryland, GXS has operations and offices around the world. For more information, see <http://www.gxs.com>, <http://blogs.gxs.com> and <http://twitter.com/gxs>.

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