



# WIND RIVER PARTNER PROGRAM

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Artificial intelligence (AI) is fundamentally changing the operation of today's companies, industries, and economies. The move to an era of digital transformation impacts markets ranging from aerospace and defense to automotive, industrial, medical, and telecom.

Wind River® is at the forefront of this shift to a digital future, with technology that empowers and protects organizations and societies. Our portfolio of technologies, world-class professional services and support, and robust partner ecosystem enable our customers to solve the world's hardest problems, where security, reliability, and safety are not optional.

## DELIVERING THE JOINT VALUE PROPOSITION

The Wind River Partner Program provides a scalable platform for our partners to integrate, validate, and market compelling joint value propositions to our existing and growing base of customers.

The Joint Value Proposition is the validated combination of the partner and Wind River solutions that deliver differentiated value to our customers. Examples could range from an optimized board support package that enables the full capability of the partner hardware and Wind River software to a partner's software application optimized to run in a virtualized environment.

The program provides the software, support, and tools necessary to do the following:

- **Optimize:** Align product and technology roadmaps and interact with subject matter experts as you optimize the integration of your offerings with one or more Wind River product lines, resulting in the Joint Value Proposition.
- **Validate:** Establish customer confidence by validating the Joint Value Proposition, which meets high quality standards agreed to with Wind River. For some classes of validation, additional support benefits provided by Wind River may apply.
- **Market:** We will cross-promote the joint value propositions on our respective websites, and Wind River may also offer additional marketing and sales opportunities based upon your program membership level.

## MEMBERSHIP BENEFITS

The Wind River Partner Program offers benefits that enable success for each program level. Partners may qualify for higher program levels by successfully meeting the requirements for that level—and can be promoted based upon the annual program review. A summarized list of benefits is found in the table below.

| Wind River Partner Program Benefits Summarized*   |        |      |          |
|---|--------|------|----------|
|   | Silver | Gold | Platinum |
| <b>General</b>  |        |      |          |
| Partner portal account  | ✓      | ✓    | ✓        |
| Unlimited access to On-Demand Learning system   | ✓      | ✓    | ✓        |
| Partner management  |        | ✓    | ✓        |
| Executive engagement  |        |      | ✓        |
| <b>Joint Value Proposition Enablement</b>   |        |      |          |
| Product roadmap updates   | ✓      | ✓    | ✓        |
| Software to develop, demonstrate, distribute, and support the optimized product integration layer | ✓      | ✓    | ✓        |
| Semiannual reviews  |        | ✓    | ✓        |
| Field engineering resource access   |        |      | ✓        |
| <b>Marketing</b>  |        |      |          |
| Web promotion and demand generation programs  | ✓      | ✓    | ✓        |
| Marketing and PR  |        | ✓    | ✓        |
| Co-marketing plans/joint customer success stories   |        |      | ✓        |
| <b>Sales</b>  |        |      |          |
| Lead generation programs  | ✓      | ✓    | ✓        |
| Prioritized lead promotion  |        | ✓    | ✓        |
| Sales team training (live web seminar)  |        |      | ✓        |

\*Contact a Wind River representative for full program benefit details. Some restrictions apply.

## PROGRAM REQUIREMENTS

Getting started is simple. It's all about establishing your Joint Value Proposition. The table below summarizes the membership levels and requirements that apply to all members.

| Member Tier | Requirements (Incremental per Tier)  |
|-------------|--|
| Platinum    | <ul style="list-style-type: none"> <li>Platinum tier joint customer financial targets achieved</li> <li>Joint marketing collaboration</li> <li>Executive sponsorship and engagement</li> </ul>     |
| Gold        | <ul style="list-style-type: none"> <li>Gold tier joint customer financial targets achieved</li> <li>Enhanced marketing engagement</li> <li>Accounts and leads shared via Partner Portal</li> </ul> |
| Silver      | <ul style="list-style-type: none"> <li>Joint Value Proposition commitments</li> <li>Agreement to program terms and conditions</li> </ul>   |

## APPLY NOW

To learn more about the Wind River Partner Program and submit an application, please visit [www.windriver.com/partners/partner-program-application.html](http://www.windriver.com/partners/partner-program-application.html).

