



ARIS PartnerConnect Program Guide

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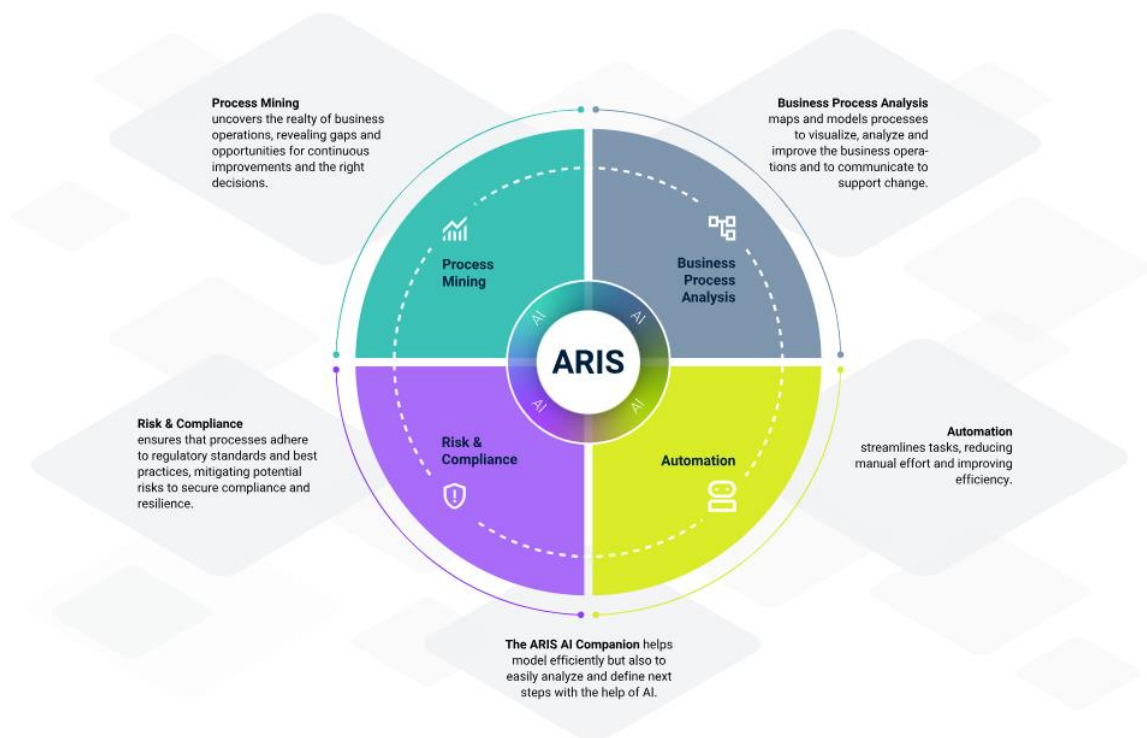
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1 ARIS PartnerConnect Program

1.1 Introducing ARIS

Efficient processes are essential for all businesses. As operational complexity increases, so do your customers' challenges in achieving efficiency. ARIS helps you crack the code to success by providing comprehensive intelligence. With ARIS, you can effectively manage the entire process lifecycle to create value for both your business and your customers.



1.2 ARIS PartnerConnect Program Objectives

Partners are vital to increasing the market awareness and penetration of ARIS products in the global market. We are dedicated to achieving our mutual objectives by fostering a close alliance through joint product trials, development, selling and implementation. Therefore, we seek cooperation with partners who offer a wide range of software-related skillsets.

Partners bring deep industry knowledge, valuable expertise, and local connections that, when combined with ARIS's top-ranked software, deliver measurable, scalable and rapid results for enterprises around the globe. We are strongly committed to building our partnerships through

the ARIS PartnerConnect program to help our partners and end customers successfully transform their enterprises.

The core values of the ARIS PartnerConnect program are:

- Building trust and acting with integrity
- Predictable, consistent profitability
- Sharing mutual benefits and responsibilities
- Collaborating with clear rules of engagement



ARIS seeks partners who bring core capabilities to the relationship:

- Dedication to Customer Success, aligning with customer stakeholders
- Local coverage for business development, sales, service delivery and ongoing support
- Focus on key industries such as Financial Services, Manufacturing, Retail industries and Public Sector
- Continuous innovation and systems of differentiation that create competitive advantages
- Track record of successfully managing business and IT transformation

Additionally, ARIS seeks partners with expertise in the following service areas:

Robotic Process Automation (RPA)	Enterprise Architecture Consulting	Project & Program Management
Confiance Intelligent Automation (IA) Solutions	Cloud Transformation Services	Center of Excellence (CoE)
Regulatory Compliance Solutions	Organizational Design & Optimization Consulting	Process Governance
Change Management Consulting Services	Strategy & Transformation	Data Unification
Digital Strategy Consulting	Operational Excellence	Business & IT Capability Planning
Data Analytics & Business Intelligence Services	Process Mining	

1.3 Partner Definitions

ARIS defines eligibility for this program as all partners who will resell, co-sell, implement or renew ARIS solutions as part of their business model. To qualify for this program, partners must fulfill the requirements as outlined in the Program Requirements section below. Additional routes-to-market or partnership types, such as OEM and MSP, will be managed separately.

1.4 Program Structure

The ARIS PartnerConnect program offers a flexible structure designed to accommodate our partners' individual business models. It includes three levels: Premier, Select, and Registered, that correspond to the degree of commitment and investment in the ARIS partnership:

Premier – top tier: highly active, sales oriented, certified, with defined GTM in region. The Premier Partner level is for partners who seek a strategic relationship with ARIS and the highest level of engagement. They enjoy enhanced benefits, plus access to additional resources designed to help them build an enterprise practice and increase revenue.

Select – This is the entry-level tier for new partners during their first year. After the initial year, partner levels are subject to adjustment based on the value points earned, which are reviewed quarterly. Adjustments to partner level occur once annually, each January. More details on how value points are calculated can be found in the Value Points section.

Select partners are active, sales- and service-oriented, and certified. This level provides access to resources, marketing collateral, tools, and benefits. It enables partners to resell or co-sell ARIS products upon meeting a minimal set of requirements.

Registered – This level applies to partners who have not yet demonstrated the activities or generated the value points required to qualify for Select or higher tiers. It is not the default entry level, as new partners are granted Select status during their first year.

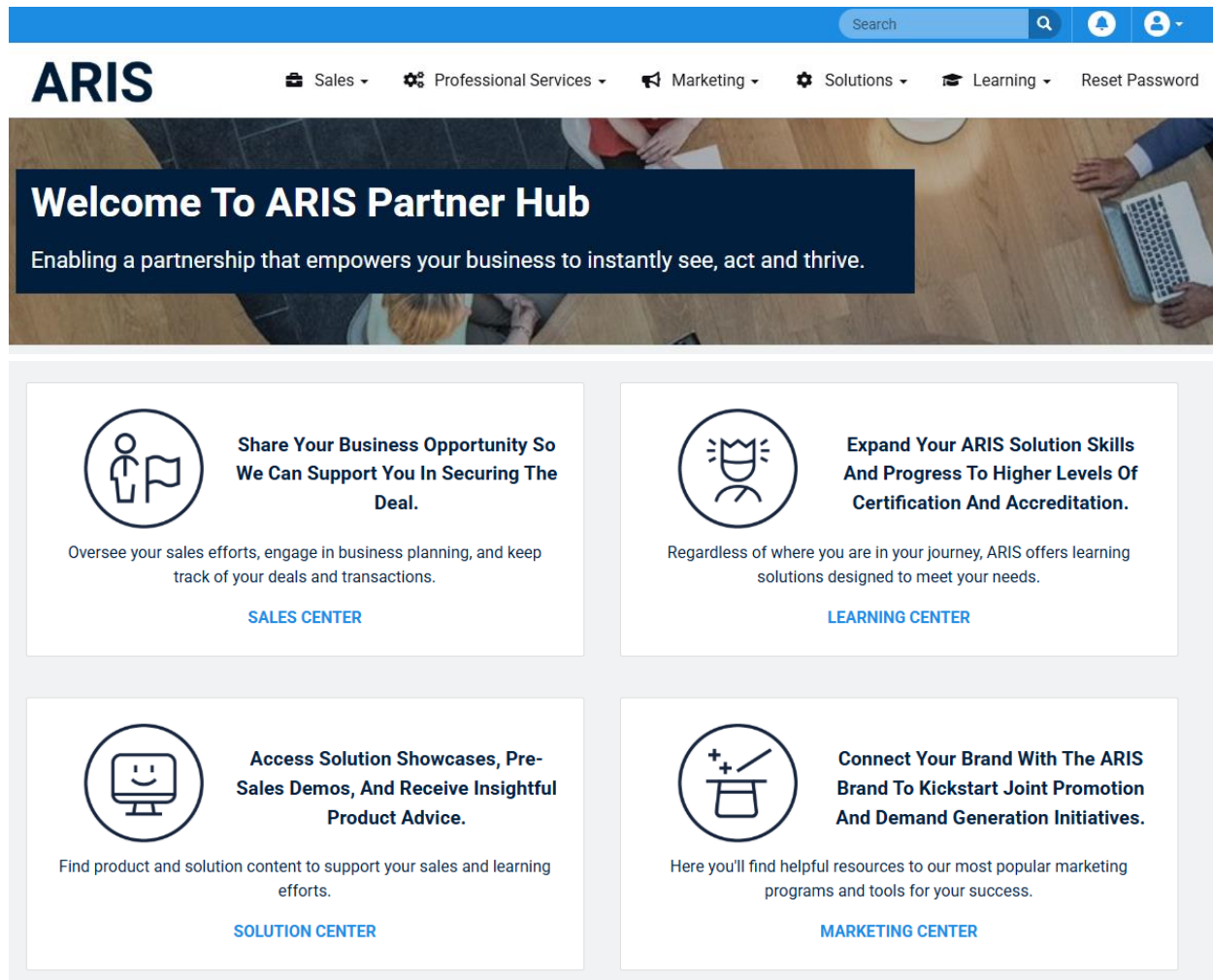
Registered partners typically have limited engagement. When a partner is downgraded classified to this level, access to certain resources, such as test and demo licenses or Proof of Value (PoV) licenses, is revoked, as these are only available to partners at the Select level and above.

For more information on the differences in benefits across levels, please refer to the PartnerConnect Program Benefits section

Partner Hub

The [ARIS Partner Hub](#) is a centralized portal for partners to access ARIS resources, including:

- Sales Center – business planning and sales plays
- Learning Center – for sales, technical and delivery roles
- Marketing Center – asset library, MDF and budget management
- Solution Center – Partner Solution Book and ARIS demos



Access to some areas of the Partner Hub may be subject to partner level.

2 Value Point System

2.1 Value Point Calculation

Partners are measured based on their commitment and ability to sell ARIS products. In the first month after each quarter, after all data from the previous quarter is finalized, the Partner Value Points will be calculated based on the total Value Points earned in the previous 24 months. The partner behaviors and activities that earn points and the point threshold to remain in each tier are:

- **Premier** (150+ value points) – highly active, sales oriented, certified, defined GTM in region with assigned ARIS Partner Sales Manager (PSM) responsible for the cooperation.
- **Select** (>50 and <150 points) – active, sales and service-oriented, certified, self-managed through the Partner Hub.
- **Registered** (<50 value points) – opportunistic, no deep product expertise but informed, self-managed through the Partner Hub.

Additionally, Premier and Select partners are required to comply with the Education Enablement requirements outlined in this document.

2.2 Earning Value Points

The Value Point System enables partners to earn Value Points for their engagement via specific activities in these categories:

Revenue Generation	Enablement	Marketing
<ul style="list-style-type: none"> • Partner-led ACV closed Drives sales success. • Partner-led ACV pipeline Drives future success. • Number of new customers won Drives new business. • Partner-led ACV renewal Drives adoption and retainment of exiting customers. 	<ul style="list-style-type: none"> • Number of product certifications Drives implementation quality. • Number of basic trainings Drives sales excellence. • Verified 5-star customer ratings on Partner Finder Drives customer satisfaction. 	<ul style="list-style-type: none"> • Business Plan accepted Drives collaboration, forecast accuracy and planning security. • MDF activity Drives demand and creates awareness. • Sponsorships Joint GTM and collaboration. • Webinars Customer awareness, loyalty and trust. • Partner Finder Profile up-to-date KPI to measure commitment and marketing success.

Partners may view their Value Points in the Partner Portal under the “Sales” navigation bar. The value points applicable for recognized actions are summarized here:

50+ for Select level, 150+ points required for a Premier level

KPI	Unit	Points	Partner	Capped
Revenue Generation (100%)* – 24 month at point of calculation			150 (168)	150
Partner Sourced ACV closed	50k	50	53	-
Number of accepted Partner Sourced pipeline	1 deal	15	30	-
New Customers	Each	25	50	-
ARIS Sourced ACV closed	50k	20	35	-
Enablement (40%)* - 24 month at point of calculation			20	60
Product Professional Certification	Each	20	20	-
Basic Training	Each	5	0	-
Customer project rating (verified Software AG customer)	Each	25	0	-
Marketing (40%)* (fiscal year only; Jan - Dec)			40	60
Business Plan accepted	Each	25	25	25
MDF activity	Once p.a.	10	10	10
Sponsorship (up to €30k)	€1k	1	0	30
Webinar (Software AG-led)	Each	10	0	-
Partner Finder Profile up to date and complete	Each	5	5	5
Total			210	270

→ Example Partner has achieved Partner Level: “Premier”.

*This table reflects a weighting of 100% for Revenue, and 40% each for Enablement and Marketing, indicating the higher priority of Revenue.

MDF activities, sponsorships, and webinars must be registered in the Partner Portal to earn the related Value Points.

2.3 Partner Leveling

Partner leveling will happen once a year in January based on the Value Point calculation, unless an exception is made. The Partner’s level is determined based on the Value Points earned in the previous calendar year.

3 PartnerConnect Program Benefits

3.1 Financial Rewards

ARIS Partners may earn financial rewards in three ways:

Resell – Partners with end-customer opportunities who resell ARIS software and register opportunities under the Deal Registration Resell program. Partners will benefit from resell margin on the deal.

Co-sell – a collaborative sales approach where both Partner and the ARIS team actively engage in the sales process to jointly close deals, leveraging their respective strengths and resources. If a co-sell fee is not invoiced within six months of the contract signing with the client, it will normally be converted into Market Development Funds (MDF) for the primary partner of the deal, MDF will expire if not utilized within the fiscal year it was created, plus an additional six months.

Renewals – ARIS Premier partners can manage ongoing Customer renewals, securing an incentive for a successful contract renewal.

In the case of Co-Sell, Partners will receive incentives through payment from ARIS after the opportunity has been closed in the ARIS system.

Partner Level	Registered	Select	Premier
Partner-sourced Resell + deal registration	€€	€€€€	€€€€€
ARIS-sourced Resell	N/A	€€€	€€€€
Partner-sourced Co-sell*	€	€€	€€€
ARIS-sourced Co-sell	N/A	Via Partner Services	Via Partner Services
Renewal	N/A	€€	€€€

*Margin on Partner-sourced co-sell deals is capped. Please contact your Partner Sales Manager for details.

3.2 Sales Benefits

Benefit	Registered	Select	Premier
Partner Hub access	✓	✓	✓
Product roadmap updates	N/A	✓	✓
Demo and trial licenses*	N/A	✓	✓
ARIS opportunity pass**	N/A	N/A	✓
Joint customer alignment/calls	N/A	N/A	✓
Joint solution development	N/A	N/A	✓
Standard Delivery Maps (Fast Track Services)	N/A	✓	✓
RFP support	N/A	✓	✓
ARIS Advanced & ARIS Process Mining Enterprise PoV systems	N/A	✓	✓

* Partners should request licenses from their Partner Sales Manager and requests are subject to approval. Cloud Enterprise and On-premises licenses are only available for Premier partners. The person(s) requesting the Test or Demo license must complete the "ARIS Modeler Essentials AND Certified ARIS Administrator Professional" enablement course. Use of Test and Demo licenses will be pursuant the applicable terms and conditions found at: <https://aris.com/partner-program-exhibits/>.

**Premier partners will receive priority for ARIS-sourced opportunities.

3.2.1 Partner Sales Manager (PSM) Support

The Partner Sales Manager (PSM) is the primary point of contact for the in-country partners. The PSM is responsible for:

- Partner Business Plan – setting up and managing the business plan.
- Partner Enablement – creating a program of training, enablement, and certification, jointly with the partner, in order to successfully win and deliver customer projects.
- Marketing – developing marketing campaigns with partners to promote the joint ARIS solutions.

- Partner Cadence – driving regular cadence around the partnership to achieve the individual and joint goals.
- Customer Success – ultimately everything should contribute to customer success!

3.2.2 Sales Development Representative (SDR) Support

Premier partners are eligible to request support from a Sales Development Representative (SDR) for ARIS-sourced leads. SDR support is not available for partner-sourced leads. Premier partners may apply for SDR support and must have an approved Business Plan. The SDR request form is located under the “Marketing” navigation bar in the Partner Portal. Select partners may receive SDR support depending on level of engagement and Value Points.

SDR-supported activities are for **lead generation events only** and may include:

- MDF: Attendance at events/shows, driving registrations and follow-up
- MDF: Local round table, working groups, and networking events
- Account development and account-based marketing follow up
- Territory and industry focused outbound based on ICP and strong case studies
- Virtual side-by-side call-out days; SDR can share best practices. On-site is on a case-by-case basis with approval.

3.3 Marketing Benefits

Benefit	Registered	Select	Premier
ARIS partner logo usage	✓	✓	✓
Access to marketing materials and	✓	✓	✓
Campaigns in a box	On request		
Partner success story	N/A	✓	✓
Joint demand generation activities	N/A	✓	✓
Registration of joint Marketing activities for Value Point assignment	N/A	✓	✓
Listing in ARIS Partner Finder	N/A	✓	✓

3.4 Market Development Funds (MDF)

Premier and Select partners may request Market Development Funds (MDF) to support their marketing and demand generation activities. When allocating MDF, preference is given to

Premier partners. Select partners will be considered for MDF if they show significant engagement by earning Value Points with a trend towards Premier status, and with the Head of Partnership's approval.

ARIS may fund 50% of the total activity costs up to € 5,000 per fiscal year (January to December). The 50% funding is applied per individual MDF request, calculated separately for each request. The request must be aligned to the MDF framework outlined in the table below. MDF co-fund requests are subject to local approval under the sole discretion of ARIS Partner Sales Managers and Field Marketing. The joint business plan also includes a marketing plan with activities eligible for MDF.

ARIS **Premier and Select** partners may choose from a list of marketing initiatives provided by ARIS, propose their own tactics, and leverage ARIS marketing assets. Partners shall follow the MDF framework:

MDF Criteria	Definition
Product	Activity is focused on ARIS
Vertical	Partner has a strong footprint in a priority vertical, as per ARIS Ideal Customer Profile (ICP) – available in Partner Portal
Customer	Partner holds relationships with specific target customers with whom ARIS does not have a relationship
Partner executes marketing activity in one of three ways:	<ul style="list-style-type: none"> • Partner has own Marketings skills and resources to execute independently managed activities • Partner does not have sufficient Marketing skills and resources but agrees to use one of ARIS's selected agencies to support pre-defined campaigns (additional fees may apply). • Partner is running an ARIS "campaign-in-a-box" – available in Partner Portal, with predefined co-brandable assets, e-mail nurtures, etc.

MDF activities may be combined with SDR-supported events/campaigns. Leads generated through an MDF activity, such a webinar, can then be addressed jointly by the partner and the ARIS SDR team.

Please reference the table below or contact partnermarketing@aris.com to ensure your activity is eligible for MDF:

Activity type	MDF Eligibility
<ul style="list-style-type: none"> • Partner-managed online events for prospects and customers, e.g., webinars 	Eligible for MDF

- **Partner-managed marketing campaigns (e.g., paid social media and third-party lead follow-up)**
- **Co-branded marketing collateral (e.g., solution factsheets)**
- **Analyst reports purchased by partners for publication and lead generation**
- **Partner-managed onsite events for prospects, e.g., in-person roundtables**

- | | |
|---|-----------------------------|
| <ul style="list-style-type: none"> • Social or charity events • Price discounts for customers • Travel and living expenses • Entertainment for customers • Any competitive activities • Gifts and gratuities • Office equipment • Product, service, or penalty fees | Not eligible for MDF |
|---|-----------------------------|

3.5 Relationship Benefits

The ARIS PartnerConnect Program provides opportunities for partners to collaborate with the ARIS team at industry events and customer-facing events and meetings. The relationship benefits for partners include:

Benefit	Registered	Select	Premier
Participation in third-party conferences and events (by invitation only)	N/A	✓	✓
Possibility to participate in ARIS customer events	N/A	Attendee	Attendee/ Sponsor
Assigned Partner Sales Manager	N/A	N/A	✓
Solution Architect Support	N/A	N/A	✓
Senior executive sponsor	N/A	N/A	✓

4 Program Requirements

To become a partner, your company must complete the ARIS partner program application, including company profile and acceptance of the Terms & Conditions, Code of Conduct, and Privacy Statement.

4.1 Education Requirements

To support your continued success as an ARIS partner, we offer a comprehensive enablement program designed to validate and enhance your team's capabilities through globally recognized training and certifications.

Please note the following key points regarding certification and enablement:

- **Certification Validity:** Certified individuals will be re-evaluated every two years. Certifications and enablement course completions are valid for 24 months and are required to maintain your current partner level.
- **Enablement Status:** A full overview of your organization's enablement status is available on the Trainings Dashboard within the Partner Portal.
- **License Requests:** Partners should request licenses from their Partner Sales Manager and requests are subject to approval. To request Cloud Test & Demo licenses, individuals must complete the "ARIS Modeler Essentials" course, available in the Learning Center in the Partner Portal. Cloud Enterprise and On-premises licenses are only available for Premier partners. The person(s) requesting the Test or Demo license must complete the "ARIS Modeler Essentials AND Certified ARIS Administrator Professional" enablement course. Use of Test and Demo licenses will be pursuant the applicable terms and conditions found at: <https://aris.com/partner-program-exhibits/>.
- **Training Access:** All ARIS training courses are available on-demand and free of charge via the ARIS Learning Portal.
- **Certification Requirements by Role:** Each partner is responsible for ensuring a minimum number of certifications per individual in Sales, Pre-Sales, and Delivery roles across each active region.

We encourage all partners to regularly review their enablement progress and take advantage of the available resources to maintain alignment with ARIS program standards.

Stars indicate the number of required certified individuals for each partner level:

Role	Required Courses	Registered	Select	Premier
Sales	ARIS Modeler Basic	N/A	★	★★★★
Pre-sales	ARIS Administrator Basic	N/A	★	★★
Delivery	ARIS Modeler Essential AND Certified ARIS Administrator Professional	N/A	★	★★

4.2 Sales and Marketing Requirements

Sales and Marketing Requirements	Registered	Select	Premier
Maintain Partner Profile for Partner Finder	N/A	✓	✓
Active participation in sales, delivery, and/or renewals	N/A	✓	✓
12-month business plan	N/A	optional *	✓
MDF-eligible marketing activities	N/A	optional	✓

*If partner applies for MDF funds or SDR support from ARIS, a Business Plan is required.

5 Opportunity Registration Process

5.1 Opportunity Dashboard

Deals are registered in the Opportunity Dashboard via the ARIS Partner Portal. The ARIS Opportunity Dashboard is for partners directly involved in ARIS sales opportunities. The Dashboard fosters a close ARIS-partner relationship for improved collaboration and deal management throughout the sales lifecycle.

Access to your registered opportunities in the Dashboard is flexible: within each regional account, your users can have different roles, so that some only see their own opportunities, while others see all in the region. Additionally, users can have parent-child privileges to view opportunities according to the account hierarchy. A partner may request to link several of their accounts for different counties in a hierarchy structure, enabling user-based privileges for accessing opportunities regionally or globally.

Partners drive opportunity identification and qualification for approved deal registrations, with ARIS support available upon request. For customers identified by ARIS as key accounts, co-sell activities should be coordinated jointly with the Key Account Manager (KAM) and the Partner Sales Manager (PSM) to ensure alignment and strategic engagement. Partners do not have exclusivity; the PSM and the customer determine the best fit based on factors like existing supplier status, use case references, ARIS enablement, and implementation experience. Partner Level can influence differentiation and pricing.

ARIS appoints and authorizes Partner on a non-exclusive basis to co-sell or resell ARIS offerings in the Territory, defined as the initial territory ("Activity Country") identified when the Partner registers for the program; however, partners can apply for other countries through the self-service registration form.

5.2 Deal Registration Requirements

An opportunity is eligible for registration if the following apply:

- Partner has engaged in at least one conversation with the prospect
- There is a business need the ARIS products can solve
- A decision-making timeframe is defined
- Has clear next steps

- Partner has a relationship with a Champion/Influencer or Decision Maker within the prospect company
- All key opportunity details are entered in the deal registration system

The partner must agree to position ARIS products and assist with influencing the customer's product decision. If a partner is discovered attempting to sell competitive products and/or business practices contrary to our Code of Conduct and Business Ethics Terms, without ARIS's knowledge, the approved registration may be voided at any time at ARIS's discretion. The opportunity must not be internal (no sell-to-partner deals). In other words, the partner may not register any opportunities for themselves or any of their subsidiaries.

Partners need to complete and submit a deal registration form for each new opportunity registration. Partner incentive through discounts will be applied providing all the following program criteria have been met at the time of the deal closing:

- The opportunity has not exceeded 12 months since the date of approved registration. If an approved deal registration remains open for more than 12 months and has not progressed to a stage with at least 70% probability, the partner may resubmit it for re-registration.
- The products are eligible for a discount or incentive
- The opportunity has been approved by ARIS
- The opportunity is not related to a Key Account, unless the Key Account Manager (KAM) has decided to work with the partner in a co-sell relationship on that Key Account.

5.3 Re-registration

Re-registrations must be submitted through your ARIS Partner Sales Manager only after the deal expires. In the event of re-registration, only the partner who initially received the approved registration is eligible for the deal incentive on the re-registration of that opportunity. All requests for re-registration will be validated by ARIS. If approved, the partner will be granted an additional 12 months after the date on which the approval was received. Opportunities may only be re-registered once to qualify for the deal registration incentive.

6 Membership

6.1 Application Process

To enroll in the ARIS PartnerConnect program, complete the application at <https://aris.com/partner-program-exhibits/> and accept the ARIS Partner Agreement. If you prefer to sign a hard copy of the agreement, you must still apply online and then select 'No' to the digital Terms & Conditions; the ARIS team will follow up with you for a hard copy signature. A partner must be approved by ARIS to be accepted into the partner program.

6.2 Membership Renewal

ARIS PartnerConnect membership is a one-year term, as per the Partner Terms and Conditions. The membership automatically renews for an additional one (1) year after the expiration of the original term. The level of membership at which the partner is renewed is based on the Partner Leveling process, as outlined in section 2.3 of this document.

ARIS or the Partner may terminate the membership upon three (3) months' prior written notice at any time.

6.3 Partner Support Desk

The ARIS team is here to help our partners with any questions they may have. If you have an inquiry, we recommend reaching out to your assigned Partner Sales Manager (PSM) first. You can find your PSM's contact information by logging into Partner Portal and reviewing your Company Profile. If you haven't received login information, a PSM has not yet been assigned, or if they are unavailable to answer your question, please send your request to partnersupportdesk@aris.com.

7 ARIS PartnerConnect Rules of Engagement (RoE)

7.1 Guidelines for Partner-Led ARIS Business

1. Under no circumstances will ARIS employees disclose a partner's costs or margins to any customer, prospective customer, or to other partners. However, the ARIS PSM or KAM may suggest or provide guidance on pricing to the partner if requested and agreed upon by both parties.
2. Collaboration between ARIS and partners on Key Accounts: Accounts defined as Key Accounts are managed directly by ARIS KAMs and all deals with those customers will be executed on ARIS paperwork. Consideration should be given to leveraging existing partner relationships to increase ARIS's reach and drive greater value for the customer and ARIS.
3. If these Key Account customers have previously purchased their ARIS subscriptions and/or services through a partner, those subscriptions and services, including new opportunities, should continue to go through the partner, unless explicitly requested otherwise by the customer in writing to both the partner and ARIS.

7.2 Partner Deal Dashboard

1. A complete Deal Registration request should be approved within 72 hours, if the opportunity is not already registered by another partner, or in ARIS's list of opportunities in ARIS's SFDC.
2. Partner is responsible for the accurate input, updating, and maintenance of the status of pursued opportunities. Partners will only have access to the data which has been entered into the system by their own organization. Data on other partners' activities will never be visible.
3. ARIS may reassign an ARIS-originated deal if a partner does not properly manage the opportunity. For example, if a partner fails to initiate contact with the customer within the first 72 hours or fails to provide feedback on opportunity status at regular intervals.
4. If two partners are approaching the same account, the following applies in these situations:
 - If it is a net-new customer, the partners may compete, however there will be a preference for the partner that registered the deal first and/or shows a higher

level of engagement and enablement certification. Ultimately, the customer retains the right to decide which partner will take the lead in the opportunity.

- If a customer is not an ARIS key account and has active ARIS licenses and/or subscriptions purchased through one of the partners, ARIS gives preference to the partner who previously sold the licenses and/or subscriptions to the customer.
- If both partners have an existing relationship with the customer and have previously sold ARIS licenses and/or subscriptions to the customer, the customer will determine which partner they choose to work with for ARIS licenses and/or subscriptions.

7.3 Field Engagement

1. Failure to comply with the Rules of Engagement and related policies detailed in this document may result in a change to the partner level or removal from the program.
2. If we identify that a partner is violating ethical guidelines or the code of conduct, we will withdraw from the partnership and/or any related deals.
3. Partners will not knowingly solicit business from ARIS clients for similar solutions, and ARIS will not knowingly solicit business from a partner's client for similar solutions.

7.4 Exclusivity

1. ARIS does not provide exclusivity to any partner for any industry, territory, customer, or opportunity except in unique and specific situations.

7.5 Services

1. ARIS will enable partners to deliver services for which a delivery certification is available in the Learning Center.
2. If the partner does not have expertise in delivering ARIS services or needs mentoring and guidance, PSM can request ARIS Professional Services (PS) assistance. This includes mentoring and guidance for up to three implementations, aimed at partner self-sufficiency. To qualify for ARIS PS involvement, partners must complete the minimum number of delivery enablement certifications for their partner level by the end of their first implementation. Alternatively, partners can resell ARIS PS or collaborate with an ARIS integration partner for delivery.

7.6 Renewals

1. Partner of Record status and first right of refusal will be given to incumbent partners.
2. For renewal opportunities that were not originally transacted through a partner (i.e., ARIS-originated deals), if the initially notified partner does not respond or take follow-up action within ten business days, ARIS reserves the right to assign the renewal to a different partner.
3. Partner has the first right to renewals on original deals transacted by the partner or subscription resets (conversion from a license to a subscription contract). If the partner fails to follow up with the customer 30 days before the termination date, ARIS has the right to give the contract to another partner.

7.7 Customer Communication

1. Regardless of whether ARIS has taken the lead to engage a partner on an opportunity, or a partner is the lead on an opportunity, all communications with the customer should be inclusive and collaborative between both parties.
2. ARIS's partner organization will be engaged to address any partner noncompliance in customer communications.
3. When sales-related situations arise, such as a conflict or dispute that requires investigation, clarification and/or mediation to resolve, you may use the following escalation path:
 - i) Partner Sales Manager
 - ii) Head of ARIS Partners & Alliances
 - iii) Chief Revenue Officer (CRO)

7.8 SDR Rules of Engagement

1. All partner requests for SDR support must be part of an established business plan created with a Partner Sales Manager (PSM)
2. Partners must submit requests via the official SDR Support request form on the Partner Portal and ensure the SDR is included in the partner business plan for visibility and guidance.
3. All SDR activities must directly connect to pipeline generation with measurable metrics; non-pipeline generating activities might be rejected.

4. Submit requests via the official SDR Support request form on the Partner Portal at least six weeks in advance, including activity details, target audience, and projected results
5. Activities should be planned by SDR and Partner with awareness of typical sales cycle timelines
6. Partners should plan for continuous engagement rather than one-off activities for maximum effectiveness

8 Supplements

This Program Guide (the "Guide") provides an overview of the ARIS PartnerConnect program. Further terms that govern the program are contained in

- The ARIS PartnerConnect Agreement (the "agreement") entered into between ARIS or its affiliates and each partner participating in the partner program (the "service provider") and
- All supplements ("Supplements") which do form an integral part to the Agreement and can be found at: <https://aris.com/partner-program-exhibits/>.

In case of contradictions all Supplements shall prevail this Guide and the Agreement. All terms not otherwise defined herein take the meaning set forth in the Agreement. The current versions of this Guide and all Supplements to the Agreement will be made available to partners at <https://aris.com/partner-program-exhibits/>.

Partner program benefits and requirements are applied based on the country in which the partner is located. To the extent that this guide has been translated into any language besides English, the English version of the Guide will prevail over any inconsistencies with a non-English version.

9 Changes to Program Guide and Supplements

ARIS may require occasional corrections or updates to the Guide and the Supplements and reserves the right to make such corrections or updates from time to time and to post such updates at <https://aris.com/partner-program-exhibits/>. ARIS reserves the right to make program changes at any time without notice.

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