

Mobinex  
Partner  
Program



# Program Guide

# Welcome to the Mobinex Partner Program

Dear Colleague,

Mobinex provides a world class technology for deploying interactive mobile applications for the next generation mobile services. Mobinex Partner Program is designed to help you create new opportunities to grow your mobile services business. It provides you with sales and marketing tools, training, technical support and a range of other benefits that are available exclusively to our program members.

The Mobinex Partner Program is aimed to meet the needs of both your and our mutual customers, enabling you to grow your revenues and profitability.

Our goal is to have a high calibre program that is uniquely suited to help facilitate our partners' engagement with Mobinex and assist them in securing new opportunities in new technologies, industries and geographies. We are committed to growing our partner relationships and we thank you for your participation and continued support of Mobinex.

Yours Sincerely

*Semih Arslanoglu*  
CEO, Mobinex

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## A. Introduction

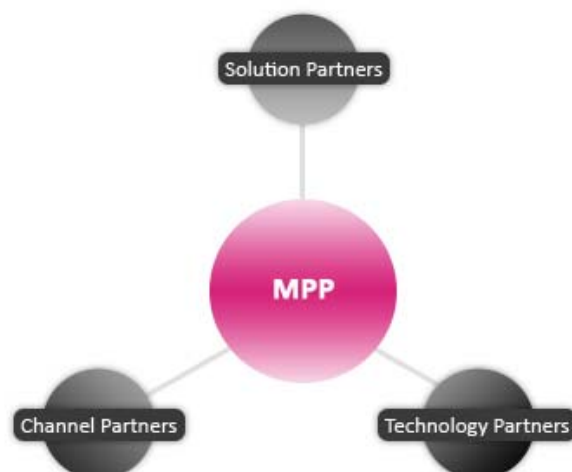
This Guide is designed to provide detailed information about the Mobinex Partner Program (MPP) including definitions of each program and their membership benefits and requirements.

Please note that Mobinex reserves the right, in its sole discretion, to modify the terms and conditions of this Program Guide.

This Program Guide is also provided for those applying for or participating in the Mobinex Partner Program, and implies that you are agreeing to the terms and definitions of this Program Guide.

## B. Partner Program Options

The Mobinex Partner Program offers three types of partnership opportunities:



### **Solution Partner**

Solution Partners are companies who are dedicated solution providers, professional services organizations, or other valued-added businesses that focus on implementing, selling, and supporting Mobinex service solutions for their customers. Solution Partners form a select group of companies who partner with Mobinex to create innovative solutions and share their expertise.

### **Channel Partner**

Channel Partners are companies whose primary business model is focused on re-selling software, products and services to offer turn-key solutions to their customers.

### **Technology Partner**

Technology Partners are companies which cooperate with Mobinex in development of core technology platforms or integrate their existing solutions with Mobinex product portfolio to compliment theirs: Product alignment, innovative cooperation, technology alliance and collaboration are the key elements of technology partnership to create synergy between partners.

## C. Partner Program Benefits

Mobinex Partner Program provides partners with a broad range of benefits and resources. The descriptions below define the benefits that apply to different partnership types.

Benefits	Solution Partner	Channel Partner	Technology Partner
<b>Technical Support</b>			
E-mail Support	●	-	*
Telephone Support	●	-	*
Online Technical Information, Knowledge Base and FAQs	●	●	●
Technical Support Cases (unlimited)	●	-	●
Technical Account Managers	●	-	●
<b>Sales and Marketing Support</b>			
Sales Account Managers	●	●	*
Access to Mobinex Partner Portal	●	●	●
Access to Pricing Information	●	●	*
Advanced Product Information	●	●	●
Listing as Mobinex Partner	●	●	●
Product Brochures and Sales Kit	●	●	●
Utilize Partner Logos	●	●	●
Continuous Communications on Mobinex News	●	●	●
Competitive Information	●	●	*
Access to Marketing Tools and Pre-Designed Templates	●	●	●
Access to Preview Product & Strategic Roadmaps	●	●	●
<b>Training &amp; Professional Services</b>			
Smartface Platform Product Sales	●	●	*
Smartface Platform Technical System Integration	●	*	*
Mobile Usability and User Experience Design Training	*	*	*
ODP User Interface , Design & Deployment Training	*	*	*
User Experience Consulting	*	*	*

● Available, - Not available, \* Optional,

## C.1. Technical Support

Mobinex provides technical and business support to Partners. Support levels and descriptions are provided below.

Support Items	Details
<b>E-mail support</b>	Mobinex support team will categorize issues and take required actions.
<b>Telephone support</b>	7/24 telephone support will be given to partner.
<b>Online Technical Information, Knowledge Base and FAQs</b>	Mobinex Partner Portal includes the most necessary technical documents, most encountered questions and answers to them.
<b>Technical support cases</b>	Support will be given to partners for each support case. The case solution will be escalated according to selected support level.
<b>Technical account managers</b>	Technical account managers will manage support process.

### Support Levels\*

Support Level	Response Time	Support items
<b>Extended</b>	1 hour	Account Managers, Telephone Support, E-mail, Online Technical Information, Knowledge Base and FAQs
<b>Medium</b>	6 hours	Telephone Support, E-mail, Online Technical Information, Knowledge Base and FAQs
<b>Basic</b>	24 hours	E-mail, Online Technical Information, Knowledge Base and FAQs

\*Support levels vary due to partnership agreement.

## C.2. Sales and Marketing Support

Mobinex provides sales and marketing support to Partners. Support items and descriptions are provided below.

Items	Details
<b>Sales account managers</b>	Sales account managers will support, monitor and take necessary actions to create mutual business success between Mobinex and its partners.
<b>Access to Mobinex Partner Portal</b>	Mobinex Partner Portal is a partner specific portal in Mobinex web site, which includes key information about Mobinex products and services, sales and marketing tools.
<b>Access to pricing information</b>	Confidential product pricing will be provided to partners.
<b>Advanced product information</b>	Partners receive detailed information about Mobinex products before they are released to the general public. This can help partners to learn about products and identify sales opportunities for new product releases.
<b>Listing as Mobinex Partner</b>	Each partner is listed on the “Partners” page on Mobinex web site. Also they are announced in marketing activities where applicable.
<b>Product Brochures and Sales Kit</b>	Partners have access to a broad range of sales tools and documents, all available via Mobinex Partner Portal.
<b>Utilize Logos</b>	Mobinex provides logos for each partner type in the Mobinex Partner Program. Logos will be provided through Mobinex Partner Portal for each partner type.
<b>Continuous Communications on Mobinex News and Products</b>	Partners receive continuous communication about Mobinex news, products, solutions, and promotions via Mobinex Partner Portal, newsletters, e-mails, conferences, and seminars.
<b>Competitive information</b>	Designed to assist with the development of new business opportunities and to manage competitive situations. This information is provided for use in selling Mobinex solutions, and is not for any other use or for distribution.
<b>Access to Marketing Tools and Pre-designed Templates</b>	Partners receive access to a range of product and marketing information which is designed to help generate demand and drive business with Mobinex.
<b>Access to product &amp; strategy roadmaps</b>	Access to Mobinex’s strategic roadmap will supply partners the latest information about products and future technologies.

## C.3. Training and Professional Services

Mobinex provides following Training Programs and Professional Services.

Items*	Details
<b>Smartface Platform Product Sales</b>	Program offers comprehensive training and assessments to help partners position and sell Mobinex products and solutions more effectively.
<b>Smartface Platform Technical Systems Integration</b>	Program offers comprehensive technical training in order to help partners in deploying products and solutions for customers.
<b>Mobile Usability and User Experience Design Training</b>	Program offers advanced usability skills and user experience best practices for creating appealing on-device applications.
<b>Smartface Platform On-Device Applications Design &amp; Deployment</b>	Program delivers required skill and knowledge for using Smartface Platform as a publishing environment for mobile applications. The topics include creating visual design, mobile application publishing and testing, designing adaptable user interface for different screen sizes and technical testing on real mobile device.
<b>User Experience Consulting</b>	Program offers consulting and project support in design and development of mobile applications to achieve highest level user acceptance and appreciation. Design Workshops with creative designers for establishing the overall design elements of the mobile application and periodic usability reports are key elements of the program.

\*Costs associated with travel/expenses for instructor-led training are partner's responsibility.

## D. Mobinex Partner Program Requirements

Mobinex ensures prospectus partners are eligible for below requirements.

### **Technical Accreditation** (Solution Partners)

Partners must maintain required personnel who have skills on technology integration and product support. For Solution Partners basic training program for system integration is required.

### **Stipulated Support Capability** (Solution Partners)

Partners must have a stipulated support capability (i.e., front-line phone and email support), demonstrate the ability to provide first level technical support to their customers, and provide minimum customer response time.

### **Sales and Marketing Plan** (Solution & Channel Partners)

Partners should provide an annual Sales and Marketing Plan including related business activities. Partners must submit sales and revenue targets for Mobinex products and services. Partners will issue an annual target during the course of the performance year.

### **Active Support of Mobinex Marketing Activities**

**(Solution & Channel Partners)**

As part of a marketing launch, partners are required to execute tactics such as press releases, ads, and seminars to promote their On-Device Solutions and participate in mutually agreed trade shows, fairs and seminars.

### **Quarterly Reporting** (Solution & Channel Partners)

Quarterly pipeline development and forecasting reporting is required as agreed to with the Mobinex Partner Account Manager.

## E. Enrolling in the Mobinex Partner Program

### Application

An application form is posted on the “[Apply](#)” section of Mobinex Web site and must be completed by all partners; the application is subject to review and acceptance by Mobinex (existing partners do not have to re-apply). Once an application is accepted and the partner is registered in the program, Mobinex Partner Portal login information is sent separately by email.

### Evaluation

After submitting your application, a Mobinex account representative will contact you for a detailed discussion.

For more information please contact; [partners@mobinex.biz](mailto:partners@mobinex.biz)

#### **Program changes and reservation of rights**

Mobinex reserves the right to alter the Mobinex Partner Program at any time, including this Program Guide and any condition, requirement, or benefit. All such changes shall be effective upon notice to you or at such time that Mobinex may specify. However, we will use commercially reasonable efforts to give you thirty (30) days’ notice of any material change to the MPP and/or Program Guide. If you disagree with any change or modification, you may terminate your participation in the MPP.

#### **About Mobinex**

Mobinex, as the leading provider of mobile on-device solutions, is dedicated to increasing revenues of mobile operators, content providers, media companies and enterprises with compelling user experiences.

Company's flagship product Smartface Platform enables fast publishing of On-Device Portals and Solutions” which combines handset functionality, network and content features, and rich user interface visuality. Smartface Platform helps mobile ecosystem to empower mobile data services and customize the user experience over-the-air.

More information is available at [www.mobinex.biz](http://www.mobinex.biz)

Mobinex Headquarters  
Burhaniye Mahallesi  
Tasocaklari Cikmazi No: 1  
34696 Beylerbeyi / Uskudar  
Istanbul/Turkey  
T: +90 216 318 37 06  
[www.mobinex.biz](http://www.mobinex.biz)