



CARTEGRAPH

**REFERRAL
PARTNER PROGRAM**

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It takes a team to build high-performance government. That's why we partner with industry leaders to empower cities and counties to manage assets effectively, deploy resources efficiently, and become more productive for their citizens.

Cartegraph is actively pursuing partnerships with organizations with similar values:

DO REMARKABLE THINGS

TAKE PRIDE IN YOUR CRAFT

SHARE OUR MIDWEST NICE

We don't use the term partner lightly. When you partner with Cartegraph, you're entering a mutually beneficial relationship. We'll connect our wicked smart team with yours for every part of the process: sales, support, integrations, marketing, and more. It's all about working together to drive customer growth and success which ultimately leads our partners to become more involved in their customers' businesses.

REFERRAL PARTNERS

Referral partners identify and introduce Cartegraph to cities and counties looking to achieve high-performance government. These partners have a solid understanding of the key features and benefits of the Cartegraph Operations Management System (OMS) and make solid recommendations to their clients regarding system capabilities that will make them more effective, efficient, and productive for their citizens.

WHO CAN BE A REFERRAL PARTNER

- Engineering firms
- Consultants who work with local government
- Trade associations
- Technology providers
- Solution and service providers who focus on local government

REFERRAL PARTNER BENEFITS

At Cartegraph, we believe in the crawl, walk, run strategy to ensure partner success. Partners begin in our Advocate program, allowing them to slowly confirm their assertion that the Cartegraph solution is a good fit for them and their clients. From there, they can advance as each party becomes more comfortable and has proven initial success. Cartegraph's primary partner strategy revolves around using a co-selling system whereby we identify mutual customers and/or prospects in a territory and present our solutions together allowing each party to focus on their core competencies.

Referral Partner Benefits	Advocate Partner	Authorized Partner	Certified Partner
Access to Cartegraph Campus	✓	✓	✓
Partner-Only Materials on Cartegraph Campus		✓	✓
Dedicated Channel Manager	✓	✓	✓
Pre-sales Technical, Product and Sales Support	✓	✓	✓
Early Access to System Road Map			✓
Cartegraph Partner Logo		✓	✓
Listing on Cartegraph Website: Logo and Link		✓	✓
Support for Partner-Led User Conferences			✓
Inclusion on Delivery/Implementation Team After the Sale	✓	✓	✓
Business Referrals		✓	✓
Demo OMS Environment		✓	✓
Access to API Training and Support			✓
Discounted Licensing Options for Internal Partner Usage		✓	✓
National Conference Sponsor Opportunity		✓	✓
Partnership Announcement Press Release			✓
Case Studies of Mutual Client		✓	✓
Joint Webinars and/or Whitepapers			✓
E-books			✓
Co-Branded Presentation Opportunities			✓
Partner Service Bundles		✓	✓
PCI Inspection Data Load (2 or less)		10% Discount	15% Discount
PCI Inspection Data Load (3+)		30% Discount	50% Discount
Advanced Asset Support		15% Discount	20% Discount

REFERRAL PARTNER TRAINING

Expectations	Advocate Partner	Authorized Partner	Certified Partner
Investment in Training		✓	✓
Sponsorship of National Conference and/or Regional User Groups		✓	✓
Annual business plan		✓	✓
Quarterly business review			✓
Maintain certification for 2 individuals			✓

DISCOUNTED TRAINING AND CERTIFICATION:

MULTIPLE-DISCIPLINE

- Two 3-day onsite sessions (6 days total) or two blocks of 24 remote hours
- Facilitated onsite, at Cartegraph headquarters, or remotely

WATER ENGINEERING

- 3 days or 24 remote hours
- Facilitated onsite, at Cartegraph headquarters, or remotely

DATA COLLECTION

- 1 day or 8 remote hours
- Facilitated onsite, at Cartegraph headquarters, or remotely

PAVEMENT ENGINEERING

- 3 days or 24 remote hours
- Facilitated onsite, at Cartegraph headquarters, or remotely

For further information, reach out to partners@cartegraph.com