



Make an impact...

With an innovative
co-marketing model.

NP NetPartnering

"In 2004 we teamed up with NetPartnering to design and implement an innovative co-marketing concept. We worked closely with them to build a robust and scalable co-marketing programme that significantly contributed to the development of our distribution channels and end-user markets in Europe over the following years."

Jos Brenkel, Vice President, Hewlett-Packard EMEA





"We're confident that the concept of co-marketing as developed by NetPartnering is extremely innovative and precisely what we need to support our system channel distribution in Europe."

Ute Jung, Business Development Manager
Commercial Channel & SMB Europe, AMD

What's slowing you down?

Joint marketing activities with your distributors and resellers are essential in driving market demand, maximising the impact of your budgets and building positive brand awareness. Yet successful co-marketing can present a host of challenges.

Fact 1: Your resellers are in business for their technological expertise, not their marketing skills.

They typically face a range of challenges: limited marketing resources, as well as unexploited CRM capabilities. Multiple activities from multiple VARs may not all combine into a single integrated marketing message and may ultimately damage the effectiveness and efficiency of your communication.

Fact 2: You may not be achieving optimal results from your co-marketing investments.

Lack of Return on Investment (ROI) visibility, problems with audit / SOX compliancy, lack of campaign management resources and limited coverage of the whole distribution channel are just some of the problems many companies face.

For maximum impact, gain greater control of your marketing investment in the channel.

Fact 3: There's an innovative new co-marketing model for generating leads – from NetPartnering.

We combine the strength of your brand with the proximity services and solution-based approach of your resellers. Our comprehensive catalogue of marketing services are pre-defined with you, and executed on behalf of your resellers. You receive regular reports on the leads and commercial opportunities generated by the funds invested.

Did you know...? Based on our current results, the leads return through our co-marketing model proves to be 50 percent higher than the marketing activities run by vendors directly.

It's time to make waves

Precision. Strength. Performance. Control...

The co-marketing "art" lies in balancing the message and investment, and perfectly aligning all campaigns. At NetPartnering, we offer a range of materials that share a common thread, and come together to create a tightly integrated campaign. For a rock-solid performance time after time, choose a proven partner.

A global outlook. International reach.

NetPartnering is Europe's largest independent agency focused on business-to-business technology marketing. Established in March 2000, we have steadily expanded our London base, and offer a network of subsidiaries that spans Lisbon, Madrid, Milan, Munich, Paris and Vienna. We know the markets and the challenges you may be facing, and can provide all the information you need to make the soundest, most profitable decisions.

Local expertise.

NetPartnering prides itself on highly skilled local support across our international network. Our consultants have a solid track record in sales and marketing consultancy and can boost your performance in two critical fields:

- Integration with distribution channels and other partners (OEMs, ISVs etc.) that can complement the marketing and sales value chain
- Market development through targeted demand generation and loyalty campaigns

Channel knowledge and coverage.

At NetPartnering, we pride ourselves on being different. Unlike other marketing agencies, we have an in-depth knowledge of your channel partners and a strong

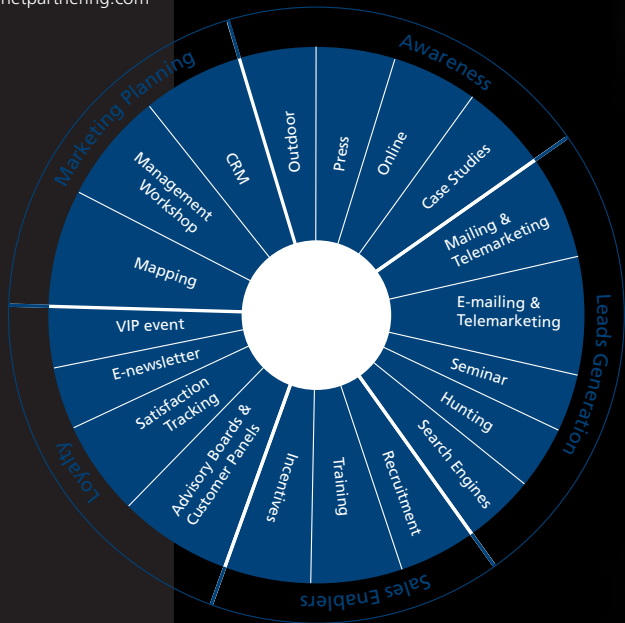
understanding of their needs and challenges. Our dedicated team will work closely with them on your behalf to define joint marketing plans and design a range of marketing activities relevant for their business.

A consultative approach.

End-to-end service. We strive to add value. Real value demands that we learn our customers' business. That's why our success is based on meticulous research into your needs and a powerful analysis of what really works. Support is complete and integrated – from strategy and planning through to creative implementation and results analysis. Our approach is designed to deliver maximum results – with economies of scale in campaign management and execution.

Our co-marketing services

Meet NetPartnering, your channel and market development partner. See www.netpartnering.com or contact us at frederic.leenhardt@netpartnering.com or raffaele.apostoliti@netpartnering.com



"NetPartnering has made a major contribution towards helping us increase the overall capabilities of our channel partners – from strategic planning to marketing execution and results follow-up."

Sandra Gnos, Solution Marketing Manager Southern Europe, Autodesk



Meet the key figures and results behind the name

Outstanding growth of marketing funds invested in our co-marketing programmes:

- € 200,000 in 2004
- € 2.5 mil. in 2005
- € 7.5 mil. in 2006
- € 20 mil. in 2007

A strong impact in the markets of our co-marketing programmes:

- 12 co-marketing programmes implemented in Europe
- Client co-marketing portfolio now includes global players in the Information and Communication Technology industry: HP, Alcatel, AMD, SAP, Oracle, Autodesk
- More than 1,000 active contracts with resellers
- More than 1,000 campaigns executed per quarter
- 250,000 SMBs contacted per quarter
- 8 percent lead redemption rate

"We tested NetPartnering and are pleased to report that the activities run through them deliver excellent redemption rates. We will continue to work with them to increase the efficiency and effectiveness of our lead generation campaigns with partners."

Marcia Luis, Channel Marketing Manager France, SAP





"NetPartnering provides critical support in enhancing the marketing capabilities of our partners. The model implemented by NetPartnering provides excellent visibility of the results generated by co-marketing campaigns, enabling us to target our end-user markets more effectively."

Salime Nassur, Channel Marketing Manager France, Alcatel-Lucent Enterprise Solutions

NetPartnering, your channel and market development partner

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