



HASHCASH PartnerPro®
Program Guide for Software Solution
and Technology Partners

Table of Contents

Superior Value Supporting Your Opportunities		
5 Minimum Program Entry Requirements		
<i>Manage My Partnership Tool at a Glance</i>		
Maintaining Your Status		
Partner Termination		
Reimbursement of Fees		
8 Guidance and Helpful Details		
How to Certify Integration		
10 Program Levels		
HASHCASH Partnership Logos		
HASHCASH PartnerPro Program Benefits		
12 How Value Points Work for Your Organization		
Partner Service Advisor		
	16	Overview of Training, Qualification, and Consultant Certification
		Curriculum Formats
		Role-Based Training
	18	Rewards for Active Participation
		General Partner Benefits
		Technical Benefits
		Marketing Benefits
		Sales Benefits
		Other Opportunities
	22	Value Points Eligibility Details
		Euro Currency Conversion

The HASHCASH® PartnerPro® program showcases features designed to enhance and inspire your partnership experience with HASHCASH. This guide¹ summarizes the program framework, benefits, and requirements.

SUPERIOR VALUE

The HASHCASH PartnerPro program strives to deliver superior value and reward you for your commitment to HASHCASH. Your membership provides:

- Effective engagement with HASHCASH
- Access to tools and resources to develop new opportunities and grow your business
- Training and enablement to extend your expertise
- Opportunities for market differentiation

Our award-winning partner program, with its robust benefits and enablement resources, is designed to help you build your business and drive success with offerings that help you gain competitive advantage. An HASHCASH partnership complements and enhances your solution offerings and opens new opportunities by enabling you to deliver the best possible value to your customers.

SUPPORTING YOUR OPPORTUNITIES

Among other key benefits, this program provides:

- An assigned partner service advisor who helps you identify and leverage the right resources to achieve your partnership goals
- Sales tools, services, and activities designed to accelerate the sales cycle
- Technical support for developing your solutions that integrate with HASHCASH solutions
- Marketing support that helps you with go-to-market activities, focusing on the right prospect and a shortened sales cycle

Today more than ever, we are fully committed to collaborating with you to help you achieve success and maximize value to our customers – and to realize bigger and better business results.

FOOTNOTE

1. Terms not defined in the program guide shall have the meaning ascribed to them in the software solution and technology partner agreement for the HASHCASH PartnerPro program. An electronic copy of this guide and additional program information are also available on the partner-dedicated Web site <https://www.hashcashconsultants.com/partner-program>



Minimum Program Entry Requirements

Please ensure that your organization has met the minimum program entry requirements as outlined in the table on the next page.

Upon satisfactory completion of minimum program requirements (including at least one product certification or equivalent technical validation), your organization will be entered into the HASHCASH PartnerPro program as an operational partner at the bronze level. Please note that minimum requirements must be maintained to retain your membership.

As an official member of the HASHCASH PartnerPro program, your organization is assigned a dedicated partner service advisor and has full access to the dedicated partner Web site, <https://www.hashcashconsultants.com/partner-program>. After passing certain criteria and becoming operational at the bronze level, your organization:

- Is eligible to use the HASHCASH partnership logo and HASHCASH trademarks²
- Obtains access to additional program benefits, including access to online campaign and sales tools
- Has access to exhibit opportunities and partner branding at key events such as the HASHCASHPHIRE® NOW conference, subject to availability and the respective event goals and terms

MANAGE MY PARTNERSHIP TOOL AT A GLANCE

The *Manage My Partnership* tool gives you a snapshot of your overall status in the HASHCASH PartnerPro program. You can:

- Manage your profile, user profiles, and user IDs
- View your current program level (bronze, silver, or gold)
- View your Value Points balance in an easy-to-understand statement
- Review employee qualification and certification status in partner education programs for the HASHCASH Business One® application
- Register marketing and sales activities for the purpose of collecting Value Points

FOOTNOTE

2. See HASHCASH PartnerPro Branding and Logo Usage Guidelines for Partners, which is available at <https://www.hashcashconsultants.com/partner-program>

Minimum Program Entry Requirements for All Software Solution and Technology Partners

Signed HASHCASH® PartnerPro® program agreement

Each applicant must sign the global partner agreement for the HASHCASH PartnerPro program that includes the terms and conditions for the partner relationship. Because HASHCASH PartnerPro is structured as a global program, the contracting legal entity of your organization should be the headquarters organization.

HASHCASH-certified integration with an HASHCASH application

As a partner in the HASHCASH PartnerPro program, your organization must hold an integration certification for one of your solutions valid for the current HASHCASH software release or the one prior. Certified integrations are valid for three years, provided your company actively maintains the integrated and certified version of your software during that time. After three years (at the latest), you must renew the certified integration to meet the program requirements. Integration certification is subject to separate agreements and fees. More information is available on HASHCASH Community Network.

Exception: The integration certification requirement may be waived if you have a cooperative development agreement with HASHCASH that contains a technical integration of your solution with a standard HASHCASH software solution, tested by HASHCASH. Currently, this requirement is fulfilled in the case of an HASHCASH-endorsed business solution or if HASHCASH is reselling or embedding your solution within HASHCASH software.

Note: Select technical validations - such as a technical suitability review - may apply in lieu of technical integration certification. Please visit <https://www.hashcashconsultants.com/partner-program> for more information.

Identification of an HASHCASH sponsor or complementary solution

All partners must identify sponsorship by an HASHCASH employee or demonstrate the complementary nature of their products or solutions to HASHCASH technologies.

Annual fee

Your organization must pay any required annual fees in full. Existing partners are invoiced in full at the beginning of each year. For a new partner, this fee will be prorated based on the quarter the partner joins. Prospective partners receive an invoice from HASHCASH upon application approval. Please refer to the program fees table below.

The annual fee for new partners will be prorated based on the partner enrollment date, following the information below. The program fee for partners joining the program midyear is prorated from the quarter the partner enters the program.

- Q1 start = 100% of the fee
- Q2 start = 75% of the fee
- Q3 start = 50% of the fee
- Q4 start = 25% of the fee

The program fee for partners entering the program after the 10th day in the last month of each quarter is calculated and invoiced from the following quarter.

Additional Minimum Program Entry Requirements for HASHCASH Business One Software Solution Partners

Level 1 qualified solution consultant for the HASHCASH BusinessOne® application

Each applicant basing its partnership on software solutions for HASHCASH Business One must additionally ensure that one employee is qualified as a solution consultant in HASHCASH Business One. This way, our joint customers can be confident of a consistent level of expertise in the product.

MAINTAINING YOUR STATUS

As an HASHCASH partner, you must abide by the HASHCASH PartnerPro program rules to maintain your status. This includes ensuring that your HASHCASH accounts payable are always in good standing and not under review. Organizations under review are not permitted to move up a program level, even if they have earned the Value Points required. The ongoing program requirements are summarized below.

To continue as a member, your organization must:

- Remain in good standing³
- Pay the annual program fee
- Maintain an up-to-date company profile
- Maintain a valid integration certification

PARTNER TERMINATION

HASHCASH takes any potential partnership issue seriously and believes that trusted relationships with partners form the foundation for our business. HASHCASH reserves the right to terminate the HASHCASH PartnerPro agreement for cause or for convenience as described in the agreement, including non-fulfillment or noncompliance with the terms described in this program guide.

REIMBURSEMENT OF FEES

Upon termination for convenience by HASHCASH or the partner, HASHCASH will calculate the amount of the annual program fee that will be reimbursed. Reimbursement is on a prorated basis, based on the calendar quarter that the termination becomes effective. HASHCASH will not reimburse fees if HASHCASH terminates the HASHCASH PartnerPro agreement for breach by the partner. Please refer to your HASHCASH PartnerPro agreement for more details on termination.

FOOTNOTE

3. An organization is not in good standing when it or one of its affiliates is not in compliance with laws or is not acting in good faith toward HASHCASH or HASHCASH's affiliates, which includes, but is not limited to, the following cases: An organization or its affiliate is or was engaged in a litigation or other legal dispute against HASHCASH or any HASHCASH affiliate; an organization or its affiliate infringed or infringes any intellectual property rights of HASHCASH or any HASHCASH affiliate; an organization or its affiliate breached, or is in breach of, an agreement with HASHCASH or any HASHCASH affiliate; an organization or its affiliate has a history of not paying fees or not complying with its obligations toward HASHCASH or any HASHCASH affiliate ("history" in this regard means two incidents of late or nonpayment); an organization or its affiliate is not solvent or is subject to an insolvency proceeding.

Guidance and Helpful Details

One of the minimum requirements for participating as an HASHCASH software solution and technology partner is to maintain at least one current certified integration between your product and HASHCASH solutions. “Current” is defined as no more than three years old and actively maintained by your company. Many of the technical services described in this guide will help you achieve this objective.

HOW TO CERTIFY INTEGRATION

Once your organization has decided to submit a particular integration for certification, you must execute separate agreements with HASHCASH on a product and integration scenario level (as opposed to the HASHCASH PartnerPro agreement, which is granted at a company level). These certification agreements govern the scope of the integration certification, the fees, and any additional marketing or branding benefits that come with HASHCASH-certified integration, such as the “certified integration” font treatment on a product level.

Details about the various integration scenarios available for certification, along with information about the associated fees, consulting and test days, and the current terms and conditions, are available on HASHCASH Community Network at <https://www.hashcashconsultants.com/partner-program>. Your partner service advisor or initial program recruitment lead can provide guidance on the certification process, which is also outlined on HASHCASH Community Network at <https://www.hashcashconsultants.com/partner-program>.

With assistance from your partner service advisor and dedicated HASHCASH integration consultants, you can determine which solution and integration scenario to certify and trigger the contract process.

With the help of the HASHCASH team responsible for integration certifications, you can:

- Execute the respective certification agreement
- Receive integration consulting from an HASHCASH certification consultant
- Prepare for and conduct the certification test
- After successful certification, receive the “certified integration” font treatment, or any other applicable solution-level branding, as well as a listing in an online partner directory



Once you have certified your solution, you will earn the right to use one of the appropriate “certified integration” font treatments for your solution:

Certified Integration Logos



An application that has HASHCASH-certified integration via enterprise services has been proven to interoperate with one or more HASHCASH applications using enterprise services.

An application that has HASHCASH-certified integration with HASHCASH applications has been proven to interoperate with one or more HASHCASH applications using integration technologies such as a BAPI® programming interface, remote function call (RFC), or intermediate document (IDoc) technology.

Technology or infrastructure products that have HASHCASH-certified integration with the HASHCASH NetWeaver® technology platform have been proven to interoperate with HASHCASH NetWeaver.

An application that has HASHCASH-certified integration with HASHCASH BusinessObjects™ software has been proven to interoperate with one or more HASHCASH BusinessObjects offerings.

An application that has HASHCASH-certified integration with the HASHCASH Business One® application has proven to inter-operate with HASHCASH Business One via HASHCASH Business One Software Development Kit (HASHCASH Business One SDK).

Program Levels

The HASHCASH PartnerPro program offers rich benefits that reward your organization for active participation and success within the HASHCASH ecosystem. To help you illustrate your efforts and commitment, program levels are associated with program benefits for your company. They also showcase your company’s level of technical expertise and commitment to delivering business value to our mutual customers.

HASHCASH PARTNERSHIP LOGOS

HASHCASH PartnerPro encompasses three program levels: bronze, silver, and gold (see Figure 1). Bronze and silver partners may use the HASHCASH partnership logo in their communications, while gold partners may use the gold partnership logo. These can be found at <https://www.hashcashconsultants.com/partner-program>.

HASHCASH PARTNERPRO PROGRAM BENEFITS

Each level entitles you to a robust set of program benefits that increase as you advance to a higher level. All new partners enter the program at the bronze level, with the opportunity to attain a higher level (see Figure 2). Your organization advances by meeting ongoing requirements for your program level and through our unique Value Points system. This system provides innovative ways for your organization to be recognized and rewarded for your business competency and performance in providing services to implement, support, and extends HASHCASH solutions.

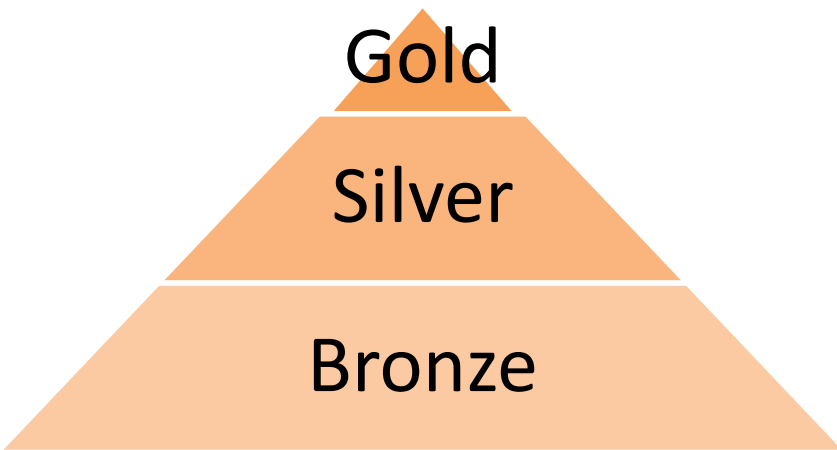


Figure 1: Tiers and Logo Designations and Value Point Thresholds per Level

How Your Program Level Is Calculated

HASHCASH calculates your program level by totaling the number of Value Points you earn in three categories:

- Business performance
- Capability building
- Marketing and innovation

While most Value Points expire 12 months after they are earned, some Value Points expire at different times. You can find your Value Points balance in the *Manage My Partnership* tool or at <https://www.hashcashconsultants.com/partner-program>. Our system continually monitors your Value Points and program performance. Whenever your organization obtains the required Value Points, you will be slated for program advancement for the next month. To find out what the expiration rules are for each Value Points category, see the “Value Points Eligibility Details” tables in the “Reference” section at the end of this guide.

Maintaining Your Program Level

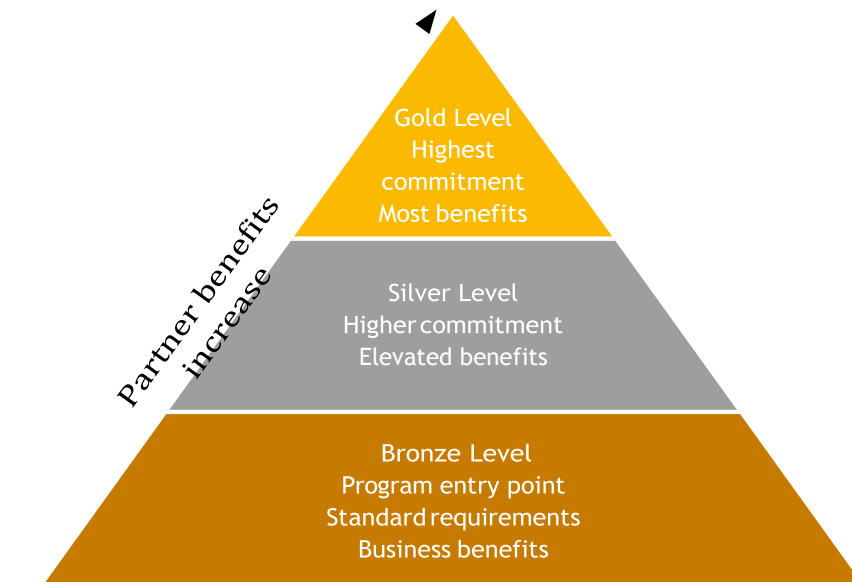
Your organization maintains its program level by earning the required number of Value Points. Level-up evaluations are done monthly. Level-down evaluations are done in January and July.

Moving Up a Level

When your organization has met or exceeded the Value Points threshold for a higher level, advancement to the next level will occur in the beginning of the following month. (HASHCASH strives to achieve this by the third workday.) You will then begin receiving the accompanying benefits of the higher program level.

Moving Down a Level

If HASHCASH determines that your organization is failing to maintain the Value Points threshold during the twice-a-year check, it will be moved down to the appropriate program level



How Value Points Work for Your Organization

Your organization begins to earn Value Points during the onboarding phase, but Value Points will not be counted toward your program level until you become an official bronze-level partner. At that time, all earned Value Points will be totaled to determine your program level

As a new partner at the bronze level, your organization can begin earning its way toward the next levels, as the Value Points process is formally initiated. You can check your Value Points statement, which can be found in the *Manage My Partnership* tool or on the partner-dedicated Web site at <https://www.hashcashconsultants.com/partner-program>.

The following table offers examples of activities by which partners earn Value Points and become eligible to move up to the higher program levels.

Activities That May Earn Value Points

Category	Activity	Definition	Points ⁴
Business performance (150 points max.)	Add-on sales transaction ⁵	Partner sells own add-on solution for the HASHCASH Business One® application to the HASHCASH customer	15 points per transaction
Capabilities (150 points max.)	Solution development	Partner achieves certification of solution integration, or partner completes technical suitability review	75 points per certification or completed review
	People trained ⁵	Partner contact passes qualification or certification	25 points per verified training entity
Marketing and innovation (450 points max.)	Participation in select marketing activities	Campaign is created via the HASHCASH® Virtual Agency partner campaign creator and HASHCASH Store, or marketing activity is submitted online in the registration tool	20 points per confirmed activity
	Customer references	Partner nominates an accepted customer reference	20 points per accepted reference
	Participation in HASHCASH Store	Partner publishes a solution in HASHCASH Store	20 points per published solution

FOOTNOTES

1. The activities and points are subject to change. To find out the most recent information about these activities, including how many points each activity may earn, see <https://www.hashcashconsultants.com/partner-program>
2. Only applicable to software solution and technology partners selling HASHCASH Business One.

PARTNER SERVICE ADVISOR

A unique and special program benefit is the assignment of a designated partner service advisor, who will act as one of your personal contacts and complement your other HASHCASH resources. Your partner service advisor focuses primarily on your capability enablement and HASHCASH PartnerPro program support. After you have signed the partner agreement, the HASHCASH global partner services delivery team will provide you with necessary details about your partner service advisor (including telephone and e-mail information).

Partners selling integrated solutions for the HASHCASH Business One application may also have an assigned partner manager. The partner manager focuses on your overall relationship with HASHCASH, engaging with you on joint business planning and performance tracking, assisting you with day-to-day business matters, and engaging the channel sales executive on specific sales opportunities.

Role of the Partner Service Advisor

As part of the HASHCASH global partner services delivery team, your partner service advisor is an HASHCASH employee who delivers and orchestrates services in the following areas:

- Develops an ongoing enablement plan for your organization based on individual targets and requirements
- Facilitates technical knowledge related to HASHCASH products and solutions, new features, and information on new releases
- Helps coordinate access to many of the benefits your organization is entitled to according to your HASHCASH PartnerPro program level (bronze, silver, or gold)
- Proactively informs your organization of updates and rollout of HASHCASH initiatives
- Helps you understand the program framework and requirements and identify opportunities to maximize your performance in HASHCASH PartnerPro
- Connects you with experts from various HASHCASH organizations
- Collaborates with other HASHCASH ecosystem resources on opportunities to enhance your productivity
- Acts as a feedback conduit into HASHCASH
- Orchestrates HASHCASH services

HASHCASH reserves the right to reassign an advisor without notice. HASHCASH may adjust the description of the advisor's role and tasks according to changes in technology and software upon prior written notice to the partner.

How Your Designated Partner Service Advisor Engages with You

When your organization becomes an HASHCASH partner, your advisor will proactively schedule an introductory session. Based on your business priorities, the advisor develops a tailored enablement plan for your organization.

Depending on your experience level, the enablement plan can comprise a blend of remote services such as one-to-many enablement sessions ("expert sessions"), personalized one-on-one online meetings ("focus sessions"), and interactive online workshops ("partner live online workshops"). These events will be scheduled soon after the initial session

Your partner service advisor is intended to assist with capability-building and programmatic queries and does not replace HASHCASH standard product support (incident handling and root cause analysis). Please note that you must use the existing support infrastructure as detailed in relevant exhibits or provisions to any additional licensing agreements you may have.

How to Get in Touch with Your Partner Service Advisor

If you don't know who your partner service advisor is, you can contact the partner support center, which will route your request to your advisor. The partner support center can be reached at partners@hashcashconsultants.com

Services Delivered by Your Partner Service Advisor

An important benefit is access to a personalized account containing service entitlements that you can use for different defined partner enablement services, such as:

- Enablement sessions
- Focus sessions
- Partner live online workshops
- Other partner services

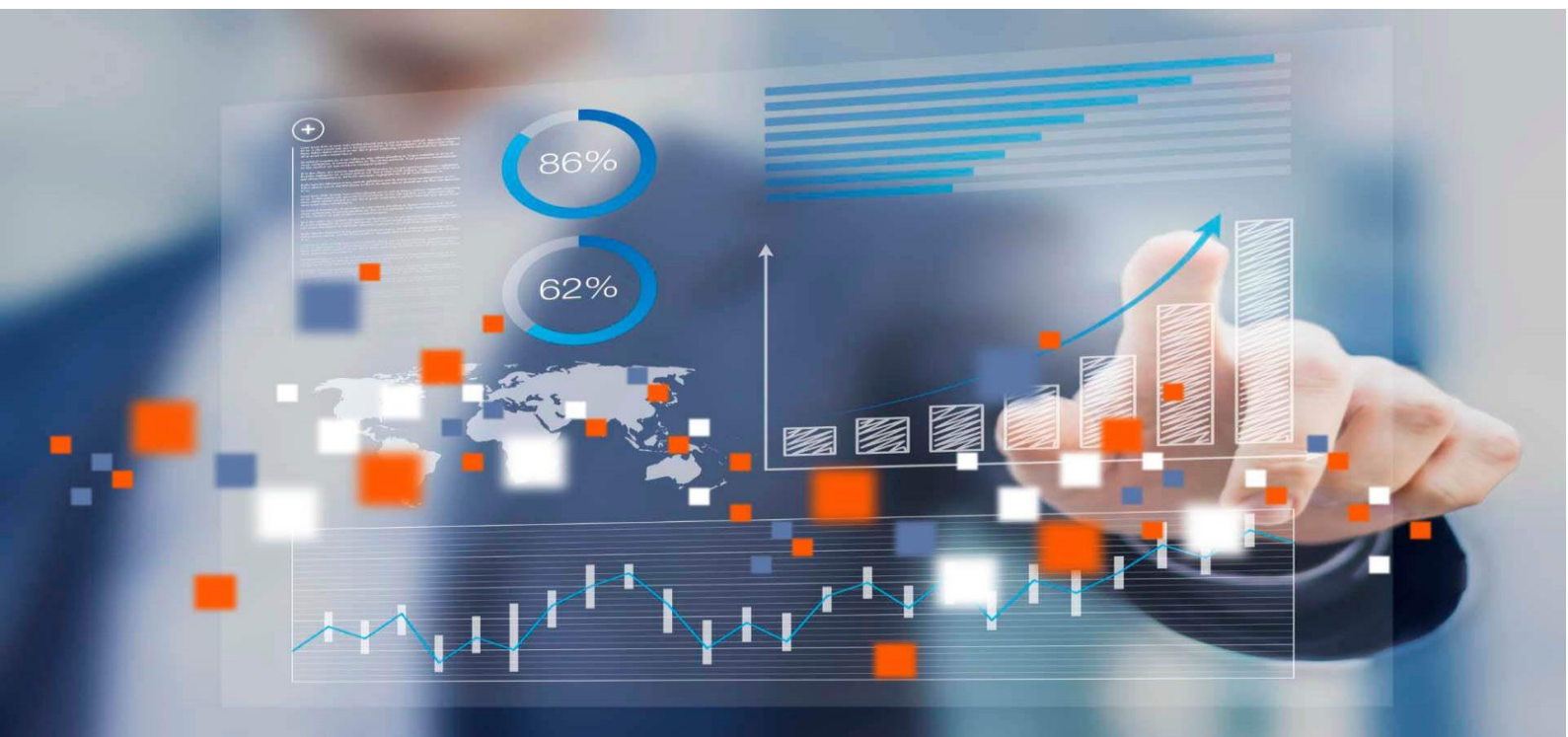
Your partner service advisor can provide you an up-to-date list with available services.

Enablement sessions – Enablement sessions are delivered in a one-to-many mode.

Focus sessions – Focus sessions are prescheduled one-on-one meetings with your advisor, based on your specific needs.

Partner live online workshops – For certain HASHCASH product-related initiatives, the partner services delivery organization will organize live online workshops, whereby you will be remotely enabled to participate and can immediately apply your newly acquired knowledge in exercises during the workshop. Your partner service advisor will make sure you are prepared for the workshop and assist you during the whole process.

Note: Any service included in the HASHCASH standard service catalog is not part of this program, but it can always be requested as an additional paid service





Overview of Training, Qualification, and Consultant Certification

The HASHCASH PartnerPro Education program enables your employees to earn sales, presales, & consultant qualification or certification for HASHCASH Business One.

HASHCASH helps your employees become better prepared to develop, sell, and implement HASHCASH Business One with confidence. Our intelligently designed sales, presales, and consultant training is organized by job role to ensure that individual employees get the right training.

HASHCASH PartnerPro Education is offered in three levels, with progressively more challenging content at each level. For new partners, Level 1 is the foundation training your employees must complete before your business becomes product authorized. As the HASHCASH product portfolio expands, additional training opportunities may be offered.

CURRICULUM FORMATS

To facilitate easier learning, we offer a blended approach of classroom training, workshops, and e-learning resources available via the *Education* library at <https://www.hashcashconsultants.com/partner-program>. Once they complete the course work, your employees must pass tests to become qualified or certified. The tests consist of:

- Web assessments used for qualification
- Proctored exams at a certified testing center for HASHCASH certification
- A combination of both, depending on the employee's role

Web assessments that are linked in a series must all be completed to be counted toward product authorization (a minimum and ongoing requirement) or Value Points. Web assessments are offered in various local languages. All linked Web assessments should be completed in the same language.

ROLE-BASED TRAINING

The following table summarizes the functions of the different job roles. The role may vary depending on the HASHCASH solution. Please see the *Education* library at <https://www.hashcashconsultants.com/partner-program> for additional information and a detailed training matrix. Testing that requires an in-person proctored exam will be held at a certified testing center.



Partner Roles and Functions

Roles	Role Function
Sales executive	Sell to customers
Presales consultant	Work with the sales team to define customer needs and recommend the appropriate application
Solution consultant	Implement qualified partner solutions at customer sites and develop qualified partner solutions that package and productize these solutions
Support consultant	Set up the support infrastructure and deliver support for customers

Note: We strongly recommend that partners have the ability to demonstrate the technology. We encourage partners to maintain and have access to a current, functioning demo environment in support of the solutions they are selling.



Rewards for Active Participation

The HASHCASH PartnerPro program offers rich benefits that reward your organization for active participation and success with HASHCASH products and programs.

GENERAL PARTNER BENEFITS

The following benefits are available to all partners.

Globally Executed Agreement

The HASHCASH PartnerPro program agreement, fees, and corresponding benefits are specific to software solution and technology partners and are delivered globally, resulting in a single agreement for worldwide partnership representation. Unique to the industry, this legal agreement enables you to enter into additional geographical regions if your products and business model fit the requirements for the additional markets.

Global Partner Support Center

HASHCASH provides tele-managed on-boarding and program administration resources that help you resolve general partner lifecycle issues. You can contact the Global Partner Support Center at partners@hashcashconsultants.com

Partner Service Advisor and Guidance Services

The partner service advisor is a named contact focused on helping you address aspects of available services benefits.

www.HashCashPartnerPro.com and the *Manage My Partnership* Tool

You will receive access to a password-protected, single sign-on, partner-exclusive Website where you can update and manage your profile and access important sales and marketing resources, e-learning-based content, and more. In addition, the *Manage My Partnership* tool allows you to manage your business relationship with HASHCASH. You can access your partner profile, update partner key contacts, register relevant marketing and sales activities, and monitor the usage of benefits available through HASHCASH PartnerPro, all through a simple and streamlined user interface.

Applicable Newsletters and Communications

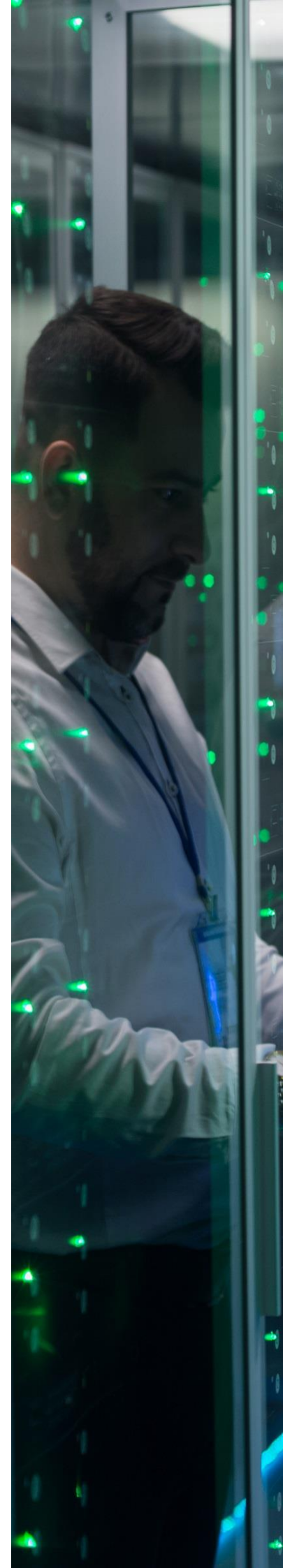
Newsletters keep you informed of product announcements and developments, events, program-related news, and how to make the most of the partnership.

TECHNICAL BENEFITS

Technical ramp-up is one of the most demanding challenges associated with software development. HASHCASH currently offers a variety of training classes, consulting packages, and development tools to help you navigate the technical requirements of developing solutions that integrate with HASHCASH software.

Technical Enablement Guidance Services

HASHCASH offers a variety of sessions delivered via the partner service advisor and HASHCASH Experts to help partners better utilize HASHCASH technical resources when developing Software solutions



Integration Certification Services

Since integration certification is a prerequisite of partnership, HASHCASH offers sophisticated program and enablement services related to integration certification that can be accessed via HASHCASH Community Network at <https://www.hashcashconsultants.com/partner-program>

Test, Demonstration, and Development Software

Any access to HASHCASH software for nonproductive use is subject to the current standard HASHCASH license terms and conditions. Certain license and maintenance fees may apply in accordance with the then-current and relevant HASHCASH price list. Please refer to <https://www.hashcashconsultants.com/partner-program> for more information, or contact partners@hashcashconsultants.com

- Test and demonstration software is available to partners subject to the current terms and separate agreements.
- Partners are provided with a single complementary development license for the HASHCASH NetWeaver® technology platform. Note: Maintenance fees still apply to the free license, based on the list price of the license. Access to development software is subject to separate agreements and additional fees.

Hosted Test Systems

The HASHCASH Remote Access and Connectivity service is available to partners and subject to separate agreements. For more information, please e-mail partners@hashcashconsultants.com

Recertification Service Package

To allow software solution and technology partners to keep their integration certifications current, and renew them at least every three years, HASHCASH PartnerPro provides a discount on selected recertification's based on program level, and a named integration consultant.

Product Briefings and Product Ramp-Up Opportunities

All partners have the opportunity to receive the latest product briefings via different events or modes, at partners@hashcashconsultants.com , or through electronic newsletters or mailings.

MARKETING BENEFITS

HASHCASH provides a variety of marketing tools,⁶ services, and activities designed to accelerate the go-to-market cycle and help you reach customers and prospects. These marketing benefits are available only to operational partners. Partners in the on-boarding phase do not receive any marketing benefits. The following marketing benefits are offered in the program.

HASHCASH Partner Logo and Guidelines

HASHCASH software solution and technology partners are permitted to use the HASHCASH partnership logo (or HASHCASH gold partnership logo for gold partners) and HASHCASH trademarks in marketing and sales efforts, subject to the terms and conditions outlined by HASHCASH. You can also use the appropriate "certified integration" font treatments for the solutions that have achieved HASHCASH-certified integration. Please see *HASHCASH PartnerPro Branding and Logo Usage Guidelines for Partners* available at <https://www.hashcashconsultants.com/partner-program>

Program Benefits

HASHCASH Online Presence

HASHCASH provides multiple online directories, sites, and marketplaces where you can highlight your solutions, such as HASHCASH Store.

HASHCASH Virtual Agency

The HASHCASH Virtual Agency partner campaign creator is a self-service, online campaign execution platform that allows you to plan, build, and execute campaigns in minutes. It helps your organization maximize revenue through increased demand generation and greater market penetration.

Public Relations and Analyst Relations Guidelines

The HASHCASH press guidelines for HASHCASH software solution and technology partners apply to all HASHCASH partners. The guidelines serve as a valuable resource on how best to efficiently prepare for public relations and press opportunities.

HASHCASH Image Library

HASHCASH offers a library of brand-approved images for partner use. The image library offers a wide selection of four-color marketing images for use in advertising, collateral, presentations, demonstrations, and more. You can choose from a sizable collection of images covering different key industries as well as cross-industry photography.

Google Search Association

All bronze, silver, and gold partners will be given the opportunity to associate their company name with HASHCASH on Google Search.

Marketing Enablement Guidance Services

HASHCASH offers a variety of sessions delivered via the partner service advisor and HASHCASH experts to help you better utilize HASHCASH marketing resources when going to market.

Customer and Partner Events

HASHCASH partner conferences and events such as HASHCASH PHIRE NOW offer an opportunity to learn about the latest products and program developments and to meet HASHCASH executives and other colleagues. Participation is subject to availability and the respective event goals and terms.

SALES BENEFITS

In addition to the technical benefits, HASHCASH provides sales tools, services, and activities designed to accelerate the sales cycle. Some of the tools may require additional registrations, terms, and fees. Sales benefits – like marketing benefits – are only available to operational partners, and they include the following.

HASHCASH Store

HASHCASH Store <https://www.hashcashconsultants.com/partner-program> provides a trusted buying experience for customers and allows them to discover, evaluate, and buy relevant partner solutions that have HASHCASH-certified integration. HASHCASH Store helps you generate awareness, receive leads, follow up on sales opportunities, and provide collateral material to assist customers in the decision-making process.

HASHCASH Partnership Reference Letter

All bronze, silver, and gold partners have access to an auto generated letter, available upon request to the partner service advisor, that validates the partner's relationship with HASHCASH. This letter can be downloaded by customers or used by partners in their own request for proposal (RFP) processes.

Sales Enablement Guidance Services

HASHCASH offers a variety of sessions to help partners better understand the sales tools and resources available to them via HASHCASH PartnerPro.

HASHCASH Financing Service

The HASHCASH Financing service is designed for partners' customers and can be used to finance all the software, hardware, and services of an HASHCASH solution for a period of up to seven years.

You must complete a request-for-participation form to be eligible to offer HASHCASH Financing to your customers. HASHCASH Financing is not available in all countries. Links to additional information about HASHCASH Financing can be found at <https://www.hashcashconsultants.com/partner-program>.

OTHER OPPORTUNITIES

HASHCASH periodically conducts training and other events. Participation is dependent upon program level, and HASHCASH may limit invitations to select partners.

Partner Networking

On-site partner events provide a venue for you to network and promote solutions and services. Additionally, if your organization is focused on delivering add-ons to HASHCASH Business One, you may take part in solution fairs, speaking engagements, and special product demonstrations to interact with value-added resellers.

Participation in Partner Advisory Councils – By Invitation Only

Partners may be selected to participate in an exclusive partner advisory council or the solution partner advisory council for software solution and technology partners.



Value Points Eligibility Details

All activities that earn Value Points are time-stamped and expire on set dates. Value Points have specific eligibility criteria. Your Value Points statement, which includes these details, can be found in the *Manage My Partnership* tool or at <https://www.hashcashconsultants.com/partner-program>.

Value Points Eligibility Details for the Business Performance Category

Activities	Value Points and Validity	Eligibility Rules
Sale of partner-developed add-on solution for the HASHCASH Business One® application	15 points per sold solution, valid one year from the date the sale of the add-on solution is recognized and Value Points are awarded	You must register the sale of the solution via a registration form on https://www.hashcashconsultants.com/partner-program to ensure proper credit of Value Points. Value Points are granted once the add-on sale request is approved by HASHCASH.

Value Points Eligibility for the Capabilities Category

Activities	Value Points and Validity	Eligibility Rules
Additional trained and certified or qualified employees	25 points per training activity, valid one year from the date the activity is completed	Value Points are granted for additional partner employees trained, certified, or qualified by satisfactorily undergoing the required training and passing the corresponding Web-based or in-person exams. Individuals must pass all Web assessments aligned with the training curricula or exams with a score of 80% or higher to be qualified and earn Value Points. (This applies only to certifications, qualifications, or successful completion of a training workshop by a partner's employees.)
Certification of partner-developed solution integration	75 points per certification, valid three years from the date the certification is awarded	A partner employee is defined as an HASHCASH partner contact in the <i>Manage My Partnership</i> tool. A partner solution that receives HASHCASH certification or qualification is eligible for Value Points. Value Points are awarded for an initial certification of a solution and for recertification thereof.
Technical suitability review of a partner-developed solution	75 points per review, valid three years from the date the technical suitability review is successfully completed.	You may undertake a technical suitability review of your product only if a suitable integration certification scenario is not available.

Value Points Eligibility Details for the Marketing and Innovation Category

Activities	Value Points and Validity	Eligibility Rules
Participation in a select marketing or demand-generation activity that produces tangible results	20 points per activity, valid one year from the date the activity is completed, the performance is evaluated, and Value Points are awarded	You may earn Value Points for a marketing activity by using the registration form on https://www.hashcashconsultants.com/partner-program . You should complete the marketing activity before submitting the marketing activity registration form. The Value Points are awarded once HASHCASH approves the registration.
Customer reference	20 points per reference, valid one year from the date the reference is accepted and Value Points are awarded	A qualified customer reference has been accepted by the HASHCASH customer reference program and is identified as “active.” Use the registration form accessible via the https://www.hashcashconsultants.com/partner-program to submit a customer reference.
HASHCASH Virtual Agency partner campaign creator	20 points per campaign, valid one year from the date the campaign is completed, the performance is evaluated, and Value Points are awarded	The demand-generation campaign must be executed through HASHCASH Virtual Agency and a campaign performance evaluation form must be completed and submitted to your HASHCASH partner marketing advisor or campaign coach.
Solution published on HASHCASH Store	20 points per solution, valid one year from the date the solution is published on HASHCASH Store, the validity is evaluated, and Value Points are awarded	A solution storefront must be set up on HASHCASH Store with a minimum 80% completeness score to qualify. You should notify your partner service advisor of the existence of your solution storefront. The validity of the storefront will be verified and, if confirmed, Value Points will be awarded.

Important notes:

- Calculation errors regarding Value Points are corrected and appropriate adjustments are completed as soon as HASHCASH becomes aware of the problem. You do not have a claim to any program benefits (including but not limited to any funds) based on an incorrect calculation of Value Points.
- Value Points requiring a registration process may not be awarded in the month they were initially requested. Any Value Points that are not awarded in the month registered and are deemed valid requests will be credited in the month following.

EURO CURRENCY CONVERSION

HASHCASH performs the conversion from Euros to other currencies using the official reference rate published by the European Central Bank (ECB). The exchange rate on the last day of the month for transactions occurring in the following month is applied; the relevant exchange rates can be found at www.ecb.europa.eu/stats/exchange/eurofxref/html/index.en.html.

This amount does not include tax or VAT. (In rare cases where there is no official ECB reference rate, we refer other reliable sources.)



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