Integrated Smart Grid Ecosystem

Offering Interoperable Solutions

eMeter Alliance Program Guide

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Introduction

eMeter’s Alliance Program began in 2008 with the introduction of a strategic System Integrator partnership for the resale and implementation of eMeter’s software, and with the formal announcement of eMeter’s technology program developed around AMI head-end systems. The eMeter Alliance Program has since grown into a comprehensive initiative through which eMeter and its partners can develop, promote and sell their products and services in conjunction with eMeter software solutions. Together eMeter and its Alliance Partners develop, market, sell and deliver the most comprehensive and extensible suite of metered energy information management solutions available.

Using this eMeter Alliance Program Guide and additional information available on the Web at www.emeter.com/alliances, you can familiarize yourself with the selection of technical, marketing and sales programs available to you as an eMeter Alliance Partner. Thank you for your interest. We look forward to exploring partnership possibilities with you.

Welcome to the eMeter Alliance Program—designed to provide both our partners and our mutual customers with the tools, technology and support needed to ensure success.

Why Partner with eMeter

Partner with the leader in metered information management

Today’s complex, enterprise-wide data solutions require sophisticated tools and specialized expertise—from multiple sources and disciplines, and crosses many functions. Couple this complexity with the vast amount of data generated by an advanced Smart Grid deployment, and the need is greater than ever for a central and extensible transaction platform.

eMeter is the global visionary (see Gartner analysis below) in Meter Data Management, providing the central integration platform that enables utilities to implement smart infrastructures faster, better and with less risk. eMeter’s Smart Grid Management Suite consists of the EnergyIP® Meter Data Management (MDM) system, a single, central integration platform for a utility’s entire enterprise, along with Energy Engage™ (Consumer Engagement) and Advanced Grid Management applications. With eMeter’s modular design, utilities accelerate the initial deployment and can scale purposefully and incrementally to meet new requirements and regulations.

EnergyIP, the industry’s leading platform for MDM and other applications across all of a utility’s functional areas, delivers information and automation in real-time to enable utilities and solution providers to derive maximum benefit from a Smart Grid infrastructure. EnergyIP supports numerous aspects of Smart Grid deployment and operation, ranging from smart meters and the Advanced Metering Infrastructure (AMI)
to billing, asset management, distribution automation applications, and retail operations. Key benefits include:

- **Event-driven**: Processing data and operations in real-time, not batch, leads to increased customer satisfaction and cost savings via timely information and just-in-time operations.
- **Automated workflows**: EnergyIP goes beyond billing-centric MDMs to integrate operations and drive Smart Grid management.
- **Industry-leading scalability**: EnergyIP is the only product designed from the ground up to handle the complexity of large-scale AMI/AMR deployments.
- **Flexibility**: EnergyIP’s open, scalable, Service-Oriented Architecture lowers total cost of ownership by enabling seamless integration and non-disruptive evolution.
- **Interoperability**: Out-of-the-box adapters integrate smart meters and utility business systems to reduce deployment and maintenance cost.
- **Application platform**: new in 2011, the platform is provided with integration points that allow enterprise software vendors to develop rich integrations for EnergyIP for extending and enhancing functionality, and for offering those applications direct to customers.

As an eMeter partner, you will receive access to the tools and resources necessary to promote your solutions. And your business will benefit from working with the company that created and launched the MDM market. Working with eMeter not only provides you with the scalable platform to build a competitive advantage, it will enable you to leverage eMeter’s strong presence with utilities.

*The eMeter Alliance Program facilitates the industry-leading Integrated Smart Grid Ecosystem shown conceptually here.*
**Gartner¹ Magic Quadrant for Meter Data Management Products**

Gartner ranked eMeter as the only visionary company in its Magic Quadrant for Meter Data Management (MDM) Products. Gartner’s analysis points to the need for information management platforms, like eMeter’s, for requirements ranging from simple meter-to-cash solutions to enterprise-wide applications and use-cases that improve operational efficiency and enhance consumer engagement.

*As of December 2010*

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**Pike Pulse Report: Meter Data Management**

This Pike Research report evaluates 11 of the leading MDM suppliers and rates them on 12 criteria for strategy and execution, including go-to-market strategy, product portfolio, partnerships, innovation, global reach, market share, and staying power. eMeter's mature, rich and diverse offering and partner ecosystem earned the company placement in Pike's Leaders category.

![Chart showing MDM suppliers categorized as Followers, Challengers, Contenders, and Leaders]

**Pike Research ranked eMeter in the Leaders category in the Meter Data Management market in recognition of eMeter's mature, rich and diverse offering and partner ecosystem.**

**Market Opportunity**

The Meter Data Management market is expected to grow at compounded annual rate of 25 percent, according to GTM Research, making it one of the fastest growing segments in both the Smart Grid and application software markets. In particular, according to Gartner, MDM is the most likely target for increased software spending beginning in 2010 among vertical-specific enterprise applications.

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Program Overview
The eMeter Alliance Program promotes a wide variety of partnerships between eMeter and software and hardware vendors, systems integrators, strategic consultants, resellers and others targeting the utility market. For this reason, this guide is organized into sections that apply to all partners and ones that apply to specific types of partners. The umbrella agreement is called the Master Alliances Agreement, which is used by all partners; each category of partner has a special Rider containing additional, specific terms. Each partner will have a single Master Alliance Agreement, but could have any number of Riders. The purpose of these partnerships is to enable cooperation in the development and deployment of integrated, interoperable solutions for utility enterprise systems, ranging from AMI metering solutions to upstream operational systems, such as billing, CIS, GIS, outage, work and asset management solutions—all of which leverage and synchronize with the unique richness and quality of information that eMeter provides. The eMeter Alliance Program is rooted in the belief that it is better for the AMI and enterprise technology software vendors, as well as for the utilities, that the Meter Data Management component remains open to multiple systems and technologies, and that interoperability of multiple systems can only be achieved with an independent energy information platform.

eMeter Partnership Business Model
eMeter enjoys a leading position in the Meter Data Management space and we look forward to growing the overall metered energy information management category, as well. eMeter’s success has been realized through a business model that exploits eMeter’s core competency—the ability to develop and deliver world-class energy information management software, in large part by leveraging select partnerships with established industry leaders to provide all the necessary elements of a complete metered information management solution. Such products and services include systems integration, industry-specific strategic consulting, AMI, networks, enterprise software applications, business information, training and education, consumer and enterprise hardware, application hosting and management, testing services, and more. Our customers’ success depends upon the availability of complete solutions, which include all of these elements, and upon eMeter’s ability to establish partnerships capable of delivering these complete solutions on a global basis.
Program Benefits
The eMeter Alliance Program affords benefits for both the partners and our mutual customers.

Partner Benefits:

- Cutting-edge solution and regulatory consultation services designed to ensure innovative and valuable solutions for our mutual or respective customers
- Leverage eMeter’s industry-leading MDM integration platform
- Gain access to eMeter’s global network of utility customers and other partners
- Attend and participate eMeter’s annual conference to network with other partners and eMeter customers
- Gain access to eMeter’s partner solutions directory
- Leverage the backing of eMeter’s support desk and technical expertise
- Find new customers through the eMeter lead management system
- Gain the required technical expertise through Web-based and formal training
- Enhance existing and future offerings through strategic consulting and mapping sessions
- Increase market share by pioneering innovative go-to-market models

Customer Benefits:

- Experience out-of-the-box simplicity with proven and tested interoperable solutions
- Gain access to proven, trained and certified technical resources
- Achieve better results faster, more cost-effectively and with less risk
- Take advantage of an extensible, scalable platform and the growing Integrated Smart Grid Ecosystem as needs evolve
- Start anywhere in the value-chain and/or work in parallel with legacy solutions or pilot programs
Partner Categories

To make the eMeter Alliance Program both comprehensive and flexible, there are currently six different partner categories. Most partners will fit exclusively within a single category, while others might qualify for multiple categories. The six categories, each corresponding to one of the Riders to the Master Alliance Agreement, include:

- **Systems Integrator Partners**: These partners consist of systems integrators who are experts in eMeter implementations, integration services both upstream and downstream, strategic consulting, and providing a variety of services, such as business process redesign, training and smart grid/smart meter solutions. (Examples of include IBM and Siemens)

- **Consulting Partners**: These partners are industry leaders and visionaries in the utility space who rarely provide integration, implementation or deployment services, and instead focus their expertise on evaluating, guiding and publishing best business practices for their clients. eMeter teams with Consulting Partners to provide a current understanding of functionality, vision and customer references to help them better provide information to the utilities industry.

- **Reseller Partners**: These are firms that resell one or more of eMeter’s solutions; but don’t necessarily implement or integrate the solution. eMeter Reseller’s often team-up with System Integrators to offer a complete package that typically incorporates a full smart-grid solution. (Examples include Brazilian-based ELO, HD Supply and Siemens)

- **Training Provider Partners**: These partners are providers of training on eMeter solutions who have been certified through eMeter University and who license eMeter courseware as part of the overall courseware delivery, and are normally granted this designation in conjunction with a Systems Integration or Reseller status.

- **Integrated Meter Data Management (iMDM) Technology & Developer Partners**: These technology integration and development partners are those who enhance the eMeter EnergyIP Platform and/or eMeter applications with value-added capabilities. There are generally two types of such partners:
  - **AMI Partners**: These partners are providers of automated smart meter hardware and software that interoperate with and/or adds value to the eMeter EnergyIP platform or eMeter applications. These partnerships should enable the collection, validation, synchronization and utilization of the broadest information set that the partners’ solutions are capable of providing. (Examples include Landis & Gyr, Sensus, SmartSynch and Trilliant)
  - **Enterprise Software Partners**: These partners consist primarily of companies that provide utility customers with enterprise systems, or application software and/or hardware, which often form the operational backbone of a utility. This is a new breed of iMDM technology partners providing innovative, complementary solutions for the utilities and their customers that interoperate with and/or add value by extending and enhancing smart grid functionality with eMeter’s EnergyIP platform or eMeter applications. These products interoperate with eMeter’s EnergyIP platform to
the degree that an eMeter integrator, consulting and/or reseller partner, or a customer’s internal IT organization, can include them as part of a complete solution built around the eMeter EnergyIP Platform. *(Examples include Convergys, Integraph and TailorMade)*

- **Managed Service Provider Partners:** These partners are providers of outsourced and actively-managed solution offerings where eMeter solutions form the basis of the managed service or be part of a larger, vertically-oriented service. These vendors provide application, development and/or configuration expertise, and operate the infrastructure required to deliver such a service. *(Example: Verizon)*

- **Industry Content Partners:** This is a new category of partners who are providers of data and information services or other intellectual content that can be integrated with eMeter products to provide a more complete solution. This category includes companies specializing information, meter operators, or other services that support utilities’ customer service, meter operations, demand management professionals.
Program Levels

The success of the eMeter Alliance Program is based on our collective ability to provide the complete solutions our mutual customers require. eMeter believes very strongly that successful partnerships are built similarly to new businesses; that is, the impetus for a viable partnership includes a market opportunity, a joint product or service, which matches that opportunity, and a strategy to market, sell and service the joint offering. Such success requires strong bidirectional communications. The eMeter Alliance Program is designed around this model and includes programs and activities created for all three key mandatory business components: technology, marketing and sales.

In any new business venture, the investors must decide what level of investment is appropriate and the eMeter Alliance Program is no different. The eMeter Alliance Program includes four different levels of investment within each partner category: Basic, Foundation, Premier and Strategic. Using the information presented in this Program Guide, you can determine what level of investment is most appropriate for your needs, and choose the corresponding partnership level.

Note that many eMeter Alliance Program elements are available on a global basis, while others have been or may be specifically designed for certain geographies and local markets. The Program is, therefore, designed to provide all elements to those partners in all markets where eMeter operates. The eMeter Alliance Program is also designed to accommodate those partners with specific expertise in certain geographies or subset(s) of the utilities market who wish to work alongside eMeter only in those markets. Partners who work with eMeter in this manner can be assured of the same benefits regardless of country/region or vertical market focus.

**Foundation**

This level is generally appropriate only for the iMDM technology and development partners and certain application software partners. In most cases at the Basic level, eMeter is primarily responsible for building the integrated solution, which is usually driven by a specific customer need. Nevertheless, eMeter still requires a commitment to an interoperable roadmap and active transfer of information between Product Management teams. This level also includes the sharing of prospect opportunities at regular intervals. At levels of Foundation and above, the partner takes the lead with (or “ownership” of) the integrated solution, with eMeter providing added benefits commensurate with the level of commitment, participation, integration and opportunities.

**Basic**

This partnership level is appropriate for firms focused on either the municipal or regional market, and whose revenues are between $15M and $200M annually. Partners are characterized by their in-depth, industry specific market knowledge or a presence within a concentrated geographic location. The Systems Integrator or Reseller agreements involved tend to remain as referral-type relationships, focused on lead generation rather than revenue. For Technology & Developer Partners, this level includes companies whose products are synergistic with eMeter solutions, and who desire to leverage eMeter’s market presence. This would include, for example, an AMI vendor utilizing only a universal adapter and not intending to support a stand-alone adapter. For the Systems integrator, this may be a more regional or solution-focused partnership.
**Premier**

The commitment and investment required increase at the Premier partner level and above. The Premier level includes larger partners who have demonstrated an ability to provide integration services with broad industry knowledge, as well as business process reengineering, implementation, configuration planning, systems support and end-user training services. The technology and integration partners who are at this level are working often with eMeter’s core SDK and APIs, and have access to development and support resources to support any adapter required. Partners at this level commit to integrate their products with the eMeter EnergyIP platform. Software and AMI/AMR vendors are required to submit their products to the eMeter Validation Program to test and verify successful interoperability with specific components of the eMeter solution.

**Strategic**

The Strategic level, the highest in the program, is an earned level intended for industry-leading vendors who have significant marketshare in their respective fields. This level is reserved for partners who have demonstrated an ability to provide integration services on a worldwide basis with broad industry knowledge, as well as comprehensive business process reengineering, implementation, configuration planning, systems support and end-user training services. The Systems Integrator or Reseller agreements set revenue and customer attainment targets, and require a dedicated sales team with specific knowledge, which is measured by its ability to drive joint partner and eMeter business with revenue targets that must be attained each year. For Technology & Developer Partners, this level is reserved for firms that are market leaders within their market segment and who are capable of providing solutions and support to eMeter customers on a global basis with a proven interoperable solution that offers complete functionality and has at least 20 systems installed in each region. At this level, Technology & Developer Partners not only exploit their product’s value-added interoperability with eMeter, but also go-to-market jointly with eMeter in a comprehensive manner, often participating in joint trade show promotions and sales and marketing campaigns.
Program Elements

The eMeter Alliance Program allows utility customers to choose service and solution offerings that are validated by eMeter, ensuring the success of a utility Smart Grid initiative around a central meter data management system, while reducing cost and risk, and improving customer satisfaction. eMeter partners are entitled to take advantage of a growing array of elements in the eMeter Alliance Program. Outlined below are the common elements of the program that apply to all partner categories:

- Enablement
- Development & Support
- Marketing
- Sales

Enablement

<table>
<thead>
<tr>
<th>Element</th>
<th>Foundation</th>
<th>Basic</th>
<th>Premier</th>
<th>Strategic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to Partner Portal</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Access to Training Portal</td>
<td>Restricted</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Access to Web-Based Training</td>
<td>Upon Approval</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
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<tr>
<td>Classroom Training Discount for Partner Employees</td>
<td>0%</td>
<td>10%</td>
<td>15%</td>
<td>20%</td>
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</tbody>
</table>

Development & Support

Development and support access varies by partner category, and in some cases will not be available at all. This will be covered in the specific sections pertaining to each partner category.

<table>
<thead>
<tr>
<th>Element</th>
<th>Foundation</th>
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<th>Premier</th>
<th>Strategic</th>
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<tr>
<td>Software Demonstration License</td>
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<td>$5,000/Geographic Territory</td>
<td>$5,000/Geographic Territory</td>
<td>$5,000/Geographic Territory</td>
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<td>Included</td>
<td>Included</td>
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<tr>
<td>Discounts on Products &amp; Professional Services</td>
<td>2%</td>
<td>5%</td>
<td>10%</td>
<td>15%</td>
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<tr>
<td>Access to Remote Development and Test</td>
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</table>
### Environments

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<tr>
<th>Discounts on Professional Assistance and Development/Test Environments</th>
<th>0%</th>
<th>10%</th>
<th>15%</th>
<th>20%</th>
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<table>
<thead>
<tr>
<th>Participation on Partner Advisory Board</th>
<th>Not Eligible</th>
<th>1 Named Representative</th>
<th>1 Product and 1 Technical Representative</th>
<th>1 Product, 1 Technical and 1 Sales Representative</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Access to eMeter’s Support Portal</th>
<th>Not Eligible</th>
<th>Basic</th>
<th>Premium</th>
<th>Strategic</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Dedicated Support Representative</th>
<th>Not Available</th>
<th>Time and Materials</th>
<th>Restricted</th>
<th>Assigned</th>
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<table>
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<th>Software Updates</th>
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</table>

<table>
<thead>
<tr>
<th>Support Package</th>
<th>Not Available</th>
<th>Available for Purchase</th>
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<th>Included</th>
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</table>

### Marketing

<table>
<thead>
<tr>
<th>eMeter Logo</th>
<th>Restricted</th>
<th>Available</th>
<th>Available</th>
<th>Available</th>
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</table>

<table>
<thead>
<tr>
<th>eMeter Partner Level Logo</th>
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<th>Included</th>
<th>Included</th>
<th>included</th>
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<table>
<thead>
<tr>
<th>Listed in eMeter Partner Directory</th>
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<th>Included</th>
<th>Included</th>
<th>Included</th>
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</thead>
</table>

<table>
<thead>
<tr>
<th>Joint Customer Success Stories</th>
<th>Upon Approval</th>
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<th>Included</th>
<th>Included</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>eMeter Promotion of Partner Solution, Website and Marketing Publications</th>
<th>Becomes eMeter Solution</th>
<th>Negotiable</th>
<th>Eligible</th>
<th>Eligible</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Joint Press Releases</th>
<th>Upon Approval</th>
<th>Eligible</th>
<th>Eligible</th>
<th>Eligible</th>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Joint Marketing Collateral</th>
<th>Not Available</th>
<th>Negotiable</th>
<th>Included</th>
<th>Included</th>
</tr>
</thead>
</table>
Participation at eMeter Users Group | Eligible | Eligible | Eligible | Eligible
---|---|---|---|---
Advertise in eMeter Publications | Negotiable for Purchase | Purchase | Purchase | Purchase
Joint Webcasts | Eligible | Eligible | Included | Included

Sales

<table>
<thead>
<tr>
<th></th>
<th>Foundation</th>
<th>Basic</th>
<th>Premier</th>
<th>Strategic</th>
</tr>
</thead>
</table>
eMeter Alliance Manager | Available | Contact | Assigned | Dedicated |
Sales Support and Joint Presentations | Upon Approval | Eligible | Eligible | Eligible |
Referral Program | Eligible | Eligible | Eligible | Eligible |
Product Listing | Listed | Highlighted | Promoted | Promoted

Common Program Requirements

All eMeter Alliance Program partners must meet the following requirements within the first year, as well as those outlined in the next section on Program Requirements by Partner Category.

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Foundation</th>
<th>Basic</th>
<th>Premier</th>
<th>Strategic</th>
</tr>
</thead>
</table>
Partner Application | N/A | ✓ | ✓ | ✓ |
Master Alliance Agreement | ✓ | ✓ | ✓ | ✓ |
Partner Profile | ✓ | ✓ | ✓ | ✓ |
Joint Business Plan | N/A | As Needed | ✓ | ✓ |
Annual joint eMeter Revenue Objective | N/A | $1M | $3M+ | $10M+ |
Authorized Interoperable Solution(s) | ✓ | Technology | ✓ | ✓ |

Contact partners@emeter.com for More Information
<table>
<thead>
<tr>
<th>Partners Only</th>
<th>Market Development Fund</th>
<th>Field</th>
<th>Field, PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optional</td>
<td>Encouraged</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Company Sponsor</th>
<th>Field, PM</th>
<th>Executive</th>
</tr>
</thead>
</table>

✓ = Required
Joining the Program
Membership in the eMeter Alliance Program is effective for one year or as otherwise agreed to (not to exceed two years) from the Master Alliance Agreement effective date, unless otherwise noted. Partners are reviewed, at a minimum, annually to determine program level and eligibility, as well as to revise goals for partnerships being continued or renewed.

To apply for the eMeter Alliance Program, prospective partners must complete these steps:

1. Contact eMeter at partners@emeter.com and describe your product. An Alliance Manager will then be assigned to qualify your solution and assist you with the enrollment process.
2. Complete and sign the Mutual Non-Disclosure Agreement.
3. Review the eMeter Alliance Program Guide (this document).
4. For Systems Integrator or Reseller Partners, a teaming process must be followed to pursue two or three partner opportunities before moving on to the following steps.
5. Review and sign any other applicable agreement(s), including the Master Alliance Agreement and the appropriate Rider(s) and Exhibits.
6. Submit signed agreement(s) and any program fees to eMeter for processing.
7. The partnership is effective once eMeter countersigns the agreement(s) and the program fees are received.
8. Once the partnership is effective, the partner is granted access to the Partner Portal and has 45 days to submit a Partner Profile.

Program Renewal
Membership in the eMeter Alliance Program is valid for the term specified in the Master Alliance Agreement, after which it must be renewed. Partners above the Basic level will be reviewed annually to determine their status and level of program participation. Partners qualifying/disqualifying for a program level will be moved to a new level during the annual review cycle. Any new program benefits (or any no longer applicable) will take effect on the anniversary date. Partners will receive a renewal reminder, sent by the Alliance Manager, and will have 60 days to complete the renewal process or be terminated from the program.

Upon termination, for whatever reason(s), any agreement(s) will become null and void, and partners will:

- Have all benefits revoked.
- Have all remaining support service request tickets expire and all open support service tickets closed.
- Be suspended from accessing eMeter’s Software Updates (FTP) site.
- Be suspended from accessing eMeter’s Partner Portal and training materials.
- Be removed from the Partner Directory, marketing collateral, Website, etc.
- Terminate use of any eMeter logos, registered trademarks, documentation, marketing collateral, and any other printed or electronic materials that reference eMeter, EnergyIP Platform, or the integrated solution, and will return or destroy all copies of eMeter software.

Contact partners@emeter.com for More Information
Program Requirements by Partner Category

This section contains the specific requirements that apply to each different partner category, which is identified in the Rider(s) attached to the Master Alliance Agreement. A definition of the requirements shared by all categories is provided here in alphabetical order (if not already defined elsewhere in this Guide). Any requirements that are unique to a specific category are defined in that section.

Systems Integrator Partners

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Foundation</th>
<th>Basic</th>
<th>Premier</th>
<th>Strategic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Program Fee</td>
<td>N/A</td>
<td>$500</td>
<td>$1500</td>
<td>$5,000</td>
</tr>
<tr>
<td>Trained &amp; Certified eMeter Consultants on Staff</td>
<td>N/A</td>
<td>2</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>Access to and Training on the RFP Database</td>
<td>N/A</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Train the Trainer Program Qualification</td>
<td>N/A</td>
<td>No</td>
<td>Upon Approval</td>
<td>Yes</td>
</tr>
<tr>
<td>Demonstrated Ability to Deploy and Integrate eMeter Solutions</td>
<td>N/A</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Defined or Dedicated eMeter Practice</td>
<td>N/A</td>
<td>Defined</td>
<td>Defined</td>
<td>Dedicated</td>
</tr>
<tr>
<td>Partner Alliance Manager</td>
<td>N/A</td>
<td>Not Required</td>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Generate New eMeter Customers (Minimums)</td>
<td>N/A</td>
<td>1/year</td>
<td>4/year</td>
<td>8/year</td>
</tr>
<tr>
<td>Market Development Fund</td>
<td>N/A</td>
<td>Not required</td>
<td>$25K/Year</td>
<td>$100K/Year</td>
</tr>
<tr>
<td>eMeter Solution Center/COE</td>
<td>N/A</td>
<td>Not required</td>
<td>1 – Minimum</td>
<td>2 – In Different Major Geographies</td>
</tr>
</tbody>
</table>
### Sales

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Foundation</th>
<th>Basic</th>
<th>Premier</th>
<th>Strategic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue Share</td>
<td>N/A</td>
<td>25%</td>
<td>20%</td>
<td>15%</td>
</tr>
</tbody>
</table>

### Consulting Partners

This category of partnership is not available at this time.

### Reseller Partners

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Foundation</th>
<th>Basic</th>
<th>Premier</th>
<th>Strategic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Program Fee</td>
<td>N/A</td>
<td>$2500</td>
<td>$5000</td>
<td>$10000</td>
</tr>
<tr>
<td>Trained eMeter Representatives by Major Geography</td>
<td>N/A</td>
<td>2</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Dedicated Proposal Team (a person/team dedicated to responding to proposals who can work with our team)</td>
<td>N/A</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Access to and Training on the RFP Database</td>
<td>N/A</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Train the Trainer Program Qualification</td>
<td>N/A</td>
<td>No</td>
<td>Upon Approval</td>
<td>Yes</td>
</tr>
<tr>
<td>Demonstrated Ability to Configure a Demonstration</td>
<td>N/A</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Environment for eMeter Solutions</td>
<td>Defined or Dedicated eMeter Practice</td>
<td>Defined</td>
<td>Defined</td>
<td>Dedicated</td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>-------------------------------------</td>
<td>---------</td>
<td>---------</td>
<td>-----------</td>
</tr>
<tr>
<td>Partner Alliance Manager</td>
<td>N/A</td>
<td>Not Required</td>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Generate New eMeter Customers (Minimums)</td>
<td>N/A</td>
<td>1/year</td>
<td>4/year</td>
<td>8/year</td>
</tr>
<tr>
<td>Market Development Fund</td>
<td>N/A</td>
<td>Not required</td>
<td>$25K/Year</td>
<td>$100K/Year</td>
</tr>
<tr>
<td>eMeter Solution Center/COE</td>
<td>N/A</td>
<td>Not Required</td>
<td>1 – Minimum</td>
<td>2 – In Different Major Geographies</td>
</tr>
<tr>
<td>Authorized Sales Engineer</td>
<td>N/A</td>
<td>Part-time/Geography Where Present</td>
<td>1/Geography Where Present</td>
<td>2/Major Geography</td>
</tr>
</tbody>
</table>

**Sales**

<table>
<thead>
<tr>
<th>Revenue Share</th>
<th>Foundation</th>
<th>Basic</th>
<th>Premier</th>
<th>Strategic</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>N/A</td>
<td>25%</td>
<td>20%</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Training Provider Partners**

In Development

Contact partners@emeter.com for More Information
**Integrated Meter Data Management Technology & Developer Partners**

Membership in eMeter’s iMDM Technology and Developer Program is effective for a two year period from the date of the Master Alliance Agreement and iMDM Technology and Developer Rider. Partners are reviewed annually and assigned the level of membership achieved. As a partner, eMeter offers software and support services needed to integrate partner’s product(s) with eMeter’s EnergyIP Meter Data Management Platform and associated eMeter applications. eMeter’s and partner’s respective product management teams regularly review product roadmaps and interoperability plans, with a focus on supporting published standards.

**The iMDM program has three primary goals:**

- Provide interoperable solutions based on common roadmaps, industry standards and accepted best practices to future-proof integration implementations with a common upgrade path. The intent of this goal is to build a cooperative spirit that minimizes the need for our utility customers to intervene in the technical solutions and to avoid costly custom software integration.

- Jointly promote interoperability of eMeter’s independent energy information platform and MDM solution with partner AMI network brands, consulting capabilities, and enterprise solutions and standards to build market awareness.

- Drive innovation, along with new economic and business models, through our value chain ecosystem, creating opportunities to deliver first-ever joint and unique offerings in the marketplace.

After completing the necessary partnership agreements, our mutual product management teams or solution consultants will work together to share visibility into respective roadmaps and identified white-space solution areas. eMeter and its partners understand that the definition of “open” must include a view into interoperability with a future development roadmap, and that as utilities look to select their smart grid components, they will need confidence that such a forward-looking interoperability roadmap exists.

Under the eMeter Alliance Program, the parties collectively work towards innovative, interoperable solutions and raise awareness in the market by:

- Actively promoting the advantages of platform-based interoperability;
- Outlining the benefits for utilities from selecting one or more program participants; and
- Highlighting new capabilities in the Integrated Smart Grid Ecosystem enabled by the program.
iMDM Partner Benefits:

In addition to the general Partner Benefits listed above, iMDM partners also enjoy the ability to:

- Utilize the powerful suite of Web Services to enable full technology feature sets
- List and promote partner solutions through eMeter’s Solutions Directory

Program Elements

- eMeter offers Support Services at a choice of three levels: Self-Service Support, Basic Support or Premium Support.
- Partners validate the integration of their products with eMeter’s platform, which is outlined in the Partner Profile.
- Partners gain access to a framework and tools for marketing and selling their respective solutions in a cooperative fashion.
- Partners can leverage the foundation of eMeter adapter technologies, the Common Information Model (CIM), that provide object definitions and rules for integration with other information models. eMeter products contain components, tools and/or adapters specifically designed to facilitate the integration of partner applications to further support standardization and reduce the cost of integration.

On-boarding process

The following represents the typical process of becoming a technology partner with eMeter:

1. Expressed interest – Interest in pursuing a technical partnership or providing a standard product or integration product are expressed, either by a partner, a customer or eMeter.
2. Introductory conversation – Before exchanging documents and technical information, an introductory discussion examines the benefits of the program to give both parties a better understanding of the opportunities available.
3. NDA exchange – A mutual non-disclosure agreement is executed to protect respective proprietary and confidential information.
4. Master Alliance Agreement and iMDM Rider exchange – Before entering into technical conversations, the program documents are reviewed and discussed, with the goal of completion prior to starting the technical workshops.
5. High level technical discussion and demonstration – Once all of the agreements are in place, the next step is a technical discussion that typically includes a product demonstration and high level interface discussion.
6. Sales pipeline discussion – While the technical discussion progresses, a regularly scheduled sales opportunity touch point review begins. This gives both parties an opportunity to share prospects and learn more about our respective offerings.
7. Set up and support Development/Demo environment – With the program agreement in place, there are a couple options for gaining access to eMeter's software for development
and demo purposes. This allows our partners to become familiar with the platform, including the SDK and APIs, and begin to think about the interface effort.

8. Training (general) – Access to the training portal is granted. Training is provided for both installation and operation.

9. Training (technical) – A technology training session is schedule (not available on line yet) covering the interface, API, SDK and integration process.

10. Use case definition – Use Cases, Use Case enhancement/modification, sample code, and SDK support are reviewed with eMeter’s Product Management team. Typically the integration is defined to the point where the level of effort to build the integration is understood, but further work need not be performed until a common opportunity is identified to justify the investment.

11. Build – eMeter provides technical support for integration work, performs code reviews, and supplies samples and test cases. Or, if eMeter is developing the software, partner provides technical support, performs code reviews, and supplies test cases samples.

12. Interoperability testing – As the last step before production release of an adapter or integration, both eMeter and partner participate in a defined test program that confirms compliance with use cases and verifies that a minimum level of functionality has been achieved.

13. Sales support and field training – During this phase, our mutual sales teams become familiar with the solution, and our mutual professional services teams learn about installation and confirmation required for the integration.

14. Updates – At least quarterly, mutual product management teams meet to share and discuss product roadmaps and release schedules, and plan for any necessary adapter or integration updates that will need to be made.

To become a member at the desired level, the following requirements must be fulfilled:

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Foundation</th>
<th>Basic</th>
<th>Premier</th>
<th>Strategic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interoperable Solution – Partner-Built Integration</td>
<td>Encouraged</td>
<td>Required</td>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Interoperable Solution – eMeter-Built Integration</td>
<td>As Required</td>
<td>Optional</td>
<td>Optional</td>
<td>Optional</td>
</tr>
<tr>
<td>Self-Developed Interfaces Validated through eMeter</td>
<td>Required</td>
<td>Required</td>
<td>Required</td>
<td>Required</td>
</tr>
</tbody>
</table>
Validation Program **

<table>
<thead>
<tr>
<th>Maintain an Integration Proof Point Environment</th>
<th>Not Required</th>
<th>Not Required</th>
<th>Required</th>
<th>Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Alliance Manager</td>
<td>Not Required</td>
<td>Not Required</td>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Solution Maintained at eMeter Solution Center/COE</td>
<td>Not Required</td>
<td>Not Required</td>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Assigned Technical Resource for Development &amp; Sales</td>
<td>Not Required</td>
<td>Not Required</td>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Annual Joint Customer Win(s)</td>
<td>Not Required</td>
<td>1</td>
<td>3</td>
<td>5</td>
</tr>
</tbody>
</table>

**Royalty Schedule**

eMeter and our partners may list and sell the Interoperable Solution through their respective authorized sales channels. When the Interoperable Solution is sold, any Royalty fees due are according to the table below. A Royalty fees report is due by the last day of each calendar quarter, and will include any Interoperable Solutions sold that quarter, customer name and sales date, total license fee for the Interoperable Solution, and the amount of Royalty due. Any Royalty fees are due and payable thirty (30) days following the end of each reporting quarter.

<table>
<thead>
<tr>
<th>Adapter License Fee</th>
<th>eMeter Developed Works</th>
<th>Partner Developed Works</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sold by eMeter</td>
<td>Sold by Partner</td>
</tr>
<tr>
<td>eMeter: 100%</td>
<td>eMeter: 75%</td>
<td>eMeter: 25%</td>
</tr>
<tr>
<td>Partner: 0%</td>
<td>Partner: 25%</td>
<td>Partner: 75%</td>
</tr>
<tr>
<td></td>
<td>eMeter: 0%</td>
<td>Partner: 100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Maintenance Fee (as % of Adapter License Fee)</th>
<th>eMeter Developed Works</th>
<th>Partner Developed Works</th>
</tr>
</thead>
<tbody>
<tr>
<td>eMeter: 22%</td>
<td>eMeter: 20%</td>
<td>eMeter: 2%</td>
</tr>
<tr>
<td>Partner: 0%</td>
<td>Partner: 2%</td>
<td>Partner: 0%</td>
</tr>
<tr>
<td>Average: 22%</td>
<td>Partner: 22%</td>
<td></td>
</tr>
</tbody>
</table>

| Level 1 Support | Provider | Facilitator | Facilitator | Provider |
| Level 2 Support | Provider | Facilitator | Facilitator | Provider |
Managed Service Provider Partner

eMeter appoints our managed services partners (called distributors) to market, promote, install, manage, implement and grant access to software to utilities in the defined territory, and to provide services to support this software on a branded managed service basis and to provide training. These agreements are non-exclusive distribution agreements. Each managed service partner must meet certain minimum requirements in terms of skills, expertise and resources that are needed to market, promote, sell, install, manage, implement and support eMeter’s software, and provide training, and to do this each distributor must acquire and maintain eMeter’s product certification throughout the term of the agreement.

The business model under which a managed services partner is appointed under this Agreement is that the Licensed Software and the Managed Services are branded and sold together under a “white box” brand, using the phrase “Powered by eMeter” or similar.

The standard managed services agreement grants the partner an initial “Common Pool” of licenses to eMeter’s EnergyIP platform (on a per-meter basis). During the term of the agreement, our partners may add to the licenses that are in the Common Pool by acquiring additional licenses and related Level 2 Support from eMeter.

It is expected that the managed service partners will enter into agreements with utility customers that grant the customers rights of access to eMeter’s platform in conjunction with the Managed Services under the Brand, and will provide related Support Services to those utility customers for the period of the agreement. As distributor grants rights of access to its utility customers, the licenses of the Licensed Software in the Common Pool are reduced accordingly.

Marketing

As part of the managed services offering, eMeter’s partners are expected to use best efforts to promote, market and sell the Licensed Software on the basis of being delivered using the Managed Service under the Brand, while providing User Documentation, Support Services and training services during the term of the partnership in the territory. Once the agreement is completed, eMeter and our managed service partners discuss the branding to be used to market eMeter’s software on the basis of being delivered using the managed service. The final Brand will be determined by our partners and be approved by eMeter. Any branding must include the tag line: “Powered by eMeter” or other tag line required by eMeter. As part of the agreement, eMeter encourages each partner to conduct its activities using the highest professional and ethical standards; to promote and enhance the good name of eMeter, its affiliates and the deliverables; to maintain premises and facilities that are professionally presented, well equipped and well managed that can be used for meetings; to provide demonstrations and training services; and to promptly notify eMeter of any potential customer for any deliverable that is
outside of the territory or for whom the Customer requires the Licensed Software but does not require Distributor's Managed Services.

**Marketing Plan**

Typically within the first 30 days following the agreement, and then annually thereafter, eMeter's distributor partners provide eMeter with their marketing plan for the managed services, including a description of the market trends in the territory, promotional activities contemplated by Distributor, and other marketing activities contemplated by Distributor. Our distributor partners in their discretion typically determine the marketing plan, and the distributor must provide eMeter with a quarterly sales forecast.
Appendix: Definition of Terms

ACCESS TO AND TRAINING ON THE RFP DATABASE

eMeter runs an RFP database where we work with our Product Management, Engineering and Technical Sales Resources to keep up-to-date product information for the purposes of responding to and assisting our partners responding to RFPs in a consistent fashion with regard to technical specifications and functionality of the various eMeter solutions. With a singed usage agreement, eMeter makes this database available to named individuals within our partner community to assist in their responses to RFPs where eMeter’s technology may be involved.

ACCESS TO eMETER’S SUPPORT PORTAL

All eMeter partners have access to eMeter’s Support Portal (eSP) via named support contacts. The Support Portal is the mechanism by which partners and customers log issues and questions for eMeter, and eMeter provides answers and technical assistance. With the eSP, partners are able to submit requests for software support 24/7.

ACCESS TO PARTNER PORTAL

All eMeter Partners receive access to our Partner Portal. The portal provides the mechanism for eMeter to publish confidential information for our partners to share and retrieve at their convenience. Here we are able to share presentations, research, leads, and opportunity tracking. In addition, the Partner Portal is where each partner completes and submits its Partner Profile information, and where opportunity registration occurs.

ACCESS TO REMOTE DEVELOPMENT AND TEST ENVIRONMENTS

eMeter partners may access a pre-configured EnergyIP platform instance for testing and development purposes. Partners receive access to:

• A shared, multi-tenant demonstration platform based on the current GA software version,
• Pre-configured with eMeter’s Smart Start Meter-to-Cash application
• With Internet access 24 hours per day, and support desk support available 8:00AM-5:00PM Pacific Time

ACCESS TO TRAINING PORTAL

All partners enjoy access to the eMeter Training Portal. This portal enables users to expand their knowledge of the eMeter software, tools and utilities, and also contains course information, schedules and pricing for the various learning tracks offered by eMeter.

ACCESS TO WEB-BASED TRAINING

All partners above the Basic level who commit to the training as outlined in the respective partner type and level enjoy free access to eMeter’s Web-based training materials. This material includes online
training modules and recorded sessions. Access to Web-based content for partners at the Foundation level is available on an individual course basis at the current course pricing as indicated in the training portal.

**ADVERTISE IN E M E T E R P U B L I C A T I O N S**

eMeter Partners above the Basic level are invited to promote their product and services within selected eMeter publications.

**A N N U A L J O I N T C U S T O M E R W I N ( s )**

All Partners above the Basic level must, within one year of joining the program, earn that level of membership by participating and completing a joint customer “win”.

**A N N U A L P R O G R A M F E E**

Accepted partners that enroll into the eMeter Alliance Program may be required to pay the Annual Program Fee, depending on the level and type of rights granted. The Program Fees allows the partner to enjoy the full benefits of the partnership level to which it has achieved.

**A N N U A L R E V E N U E O B J E C T I V E**

eMeter has a very aggressive goal of increasing market share every year, and achieving this goal both requires and benefits all partners enrolled in this program. To help achieve this goal, the eMeter Alliance Program establishes a revenue target for each partner.


To facilitate both development and sales success, eMeter may assign a pool of technical resources to support our Partners, or a specific names resource. The eMeter technical resources are responsible for helping to define use cases, understand and decipher the technical requirements, communication SDK and API information, and provide technical support for sales presentations and RFP questions that are missing from the RFP database.

**A U T H O R I Z E D S A L E S E N G I N E E R**

This assigned individual must participate in introductory sales enablement training from eMeter, and then work with eMeter’s technical presales team through one or more in-depth training courses.

**C L A S S R O O M T R A I N I N G D I S C O U N T**

eMeter partners are eligible to receive discounts, based on the partner level, for all in-person, instructor-led courses. These courses address the more advanced, multi-day topics that are better suited for hands-on, face-to-face collaborations.

**C O M P A N Y S P O N S O R**
A Company Sponsor is a representative from eMeter’s management team that provides direct interaction, information and coordination between eMeter and the Partner. This individual is responsible for the success of the partnership within eMeter and facilitates communication, escalation, opportunities and account management.

**DEDICATED SUPPORT REPRESENTATIVE**

At eMeter, we pride ourselves on providing the best possible support services for our customers. That same philosophy applies equally to our eMeter Alliance partners, creating levels of individual service that are commensurate with each partner’s participation and anticipated needs. With this service, we assign a dedicated support representative who will assist your team personally. This intimate level of support, with assured knowledge of eMeter’s solutions and partner integration program, translates into high customer service in the field when our joint customers have questions.

**DEFINED OR DEDI CATED eMETER PRACTICE**

This requirement involves having a team of people who are trained and are actively pursuing the types of opportunities where eMeter could/should be a key focal point. The team normally has members at a variety of levels, such as Project Managers, Solution Architects and Solution Consultants, to be able to fully deliver a minimal set of eMeter Expert Services.

**DEMONSTRATED ABILITY TO DEPLOY AND INTEGRATE eMETER SOLUTIONS**

The partner must prove its staff has completed at least two successful implementations in the recent past (18 months). Key to fulfilling this requirement is having a lead role in the project and utilization of a proven implementation methodology.

**DISCOUNTS ON PRODUCT & PROFESSIONAL SERVICES**

Except for the demonstration license, eMeter partners above the Basic level enjoy a discount on eMeter products and Support Services for development, testing, demonstration and other in-house use purposes. Any discount offered as part of the eMeter Alliance Program does not apply to production or joint customer service offerings. Use of this service requires advance scheduling.

**eMETER ALLIANCE MANAGER**

All Partners access eMeter through a member of the eMeter Alliances Team. All partnership activities are coordinated through an Alliance Manager. Partners at the Basic level have access to an Alliance Manager on an as-needed, as-available basis. Partners at the Foundation level and above enjoy developing deeper relationships with either an assigned, rotating member of the Alliance Team, or a dedicated contact.

**eMETER AND eMETER PARTNER LEVEL LOGOS**

eMeter partners are granted a right to use the eMeter logo, eMeter Partner Level logo and select product names on their company Websites, sales collateral, and select promotional materials in accordance with
the terms and conditions in the Master Alliance Agreement. Partners at the Basic level may only use the eMeter logo on the company’s Website.

eMeter Promotion of Partner Solution, Website and Marketing Publications

While eMeter provides references to all of our partners, those partners at the Premium and Strategic levels enjoy additional promotional opportunities; for example, promoting the partner’s solution on the front page of eMeter’ monthly newsletter and in our on-line Blogs, or preferred positioning at trade-shows and conferences.

Generate New eMeter Customers (Minimums)

eMeter has a very aggressive goal of doubling its customer base year over year, and achieving this goal both requires and benefits all partners enrolled in this program. The objective for each level of participation is reasonable, and eMeter works with and enables each partner to help meet these minimum targets.

Interoperable Solution(s) (Partner- and/or eMeter-Built)

All integrated solutions must undergo a testing and certification program, administered by eMeter and supported by the Partner. The certification process validates the interoperability of the solution. An Interoperable Solution is an integration between an AMI or Enterprise software system and eMeter’s EnergyIP platform that has been mutually tested against a standard set of use cases as defined by eMeter, and for which a minimum level of functionally must be supported. The certification enables our mutual customers to purchase our respective products and the integrated solutions with confidence, knowing that we both stand behind the fully-tested functionality and the joint roadmap of interoperability.

Joint Business Plan

A solid business plan is a business necessity. Business planning helps set expectations and aligns strategies against a common set of objectives. For this reason, partners at the Premier and Strategic levels must complete a Joint Business Plan with eMeter. This plan includes all aspects of the partnership, and is the primary document that defines the partnership and all the ways in which the two companies will work together. At a minimum, the partner and eMeter will jointly review and update the business plan annually.

Joint Customer Success Stories

eMeter partners above the Basic level are invited to work with eMeter in developing compelling marketing materials that celebrate customer success stories. Partners may also independently develop customer success stories for submittal and approval by eMeter when referencing the EnergyIP platform.

Joint Marketing Collateral
eMeter partners at the Premium and Strategic levels can participate with eMeter in the development and promotion of joint marketing materials, presentations, datasheets, whitepapers, etc. Partners may work closely with eMeter to develop these materials, or work independently. All joint marketing materials must be approved by both parties prior to release.

**JOINT PRESS RELEASES**

eMeter partners at all levels have the opportunity to publicize the partner’s product(s) and the eMeter relationship. Typically, the initial press release includes information announcing the new partner and listing of product integration and supported functionality, and ideally, a client where it is used. Follow-on releases announce customer wins, expanded integration and support functionality, and other newsworthy events. eMeter will collaborate in developing the press releases with our partners, provide quotes and promote joint releases. At no time should a partner release a press announcement including eMeter without eMeter’s prior approval, which will not be unreasonable withheld.

**JOINT WEBCASTS**

eMeter partners at the Premium and Strategic levels have the opportunity to work directly with eMeter’s marketing communications team to identify and promote joint solutions to mutual customers and prospects, and to develop training and promotional Webcasts for the sales and partner channels.

**LISTED IN E METER PARTNER DIRECTORY**

All eMeter partners enjoy listing(s) in the eMeter Partner Directory. Before listing will occur, the following requirements must be fulfilled:

- Partner Profile, in the eMeter Partner Portal, must be completed and submitted
- Integration solution to the EnergyIP platform must be completed, submitted and tested
- Partner must be current with Annual Program Fees

If any of the above requirements fall out of compliance, eMeter may remove the partner listing from the directory at its sole discretion.

**MAINTAIN AN INTEGRATION PROOF POINT ENVIRONMENT**

Under Development.

**MARKET DEVELOPMENT FUND**

This is a fund set aside by both the partner and eMeter to develop our joint offerings in the marketplace. The specific amount can be determined by a percent of revenue, a strategic investment based on upside potential or some other means that works for both of our firms. The purpose of the Market Development Fund is to create the framework whereby funds spent by a partner in co-promotion of our integrated and interoperable solution can be recognized and matched by eMeter. Obviously, the more successful the partnership, the more willing the parties will be to
earmark funds to promote the solution. The eMeter Alliance Program does not require a minimum investment. Each partner might start the year with a business plan that provides no commitment to solutions marketing and a spending plan that is to participate at a tradeshow, like Distributech, or reciprocal participation in our mutual user group conferences.

**MASTER ALLIANCE AGREEMENT**

The Master Alliance Agreement or "MAA" sets forth the terms and conditions for, and the level of a partner’s participation in the eMeter Alliance Program. The partner’s category assignment is established by one or more Riders, and Exhibits are also attached when applicable for Licensed Software, End User License Agreement (EULA), Opportunity Registration Form, Support & Service, Training, Partner Offering, Fees, Professional Services Agreement (PSA), and Marketing Development Fund.

**PARTICIPATION AT eMETER USERS GROUP**

eMeter partners at all levels are invited to participate at eMeter’s annual users group conference. Partners are invited to purchase conference passes and attend sessions with eMeter customers and other partners, to purchase exhibit space to display and demonstrate partner solutions or sponsor events to promote the partners name. In addition, partners are invited to submit session/presentation ideas for consideration (and discounted conference fees) to take your message and experience directly to the eMeter installed base.

**PARTICIPATION ON PARTNER ADVISORY BOARD**

All partners at or above the Foundation level are invited to participate on eMeter’s Partner Advisor Board. The board meets in person annually during our customer user’s group meeting. Throughout the rest of the year there are quarterly calls to keep the partners abreast of trends and roadmaps, and to enable communications with eMeter’s partner community.

**PARTNER ALLIANCE MANAGER**

This partner-assigned individual may have more than one job/alliance responsibility, but he/she is the key focal point for all eMeter interactions across the business, including: driving revenue; ensuring partner team members are trained; monitoring the status of pursuits and engagements; reporting on all quantitative and qualitative portions of the relationship; etc.

**PARTNER APPLICATION**

The Partner Application is a form that sets forth why a potential partner wants to join the eMeter Alliance Program. It outlines the partners’ capabilities and what the partner can bring to the relationship. It asks the partner to declare what category of partnership it is interested in applying for, which is subject to agreement by eMeter. It also designates key contacts who will work the application and agreement process with eMeter.
PARTNER PROFILE

The Partner Profile is the mechanism for communicating information about your company, solution, products and features. All eMeter partners must complete a Partner Profile; it is an enhancement of the information provided in the Application, and is intended for external consumption. The Partner Profile appears on the Partner Portal, and portions may be used to promote your participation in the program. Information from the Partner Profile may be used to respond to inquiries from eMeter customers and prospects. At a minimum, each partner must update its profile annually. A partner may also be required to update its profile when certain changes occur, such as changes in contact or company information, or new customer successes.

PRODUCT LISTING

All partner solutions that have completed the integration testing cycle are listed in the eMeter product directory, along with software version compatibility and functionality information.

REFERRAL PROGRAM

All partners are eligible for the Referral Program. eMeter pledges to remain integration- and technology-agnostic, and will promote all partners equally. When working on a joint presentation, eMeter will promote that partner’s solution, and work closely with suitable partners on registered lead accounts.

REMOTE INSTALLATION ASSISTANCE

Partners at and above the Foundation level have access to several tools to aid in the software installation process. The tools range from a complete VMWare Virtual Machine that may be utilized to bring up a system rapidly in a Linux environment, to support desk information and remote access to help our partners troubleshoot a problem in the installation process, and to provide information regarding known issues or critical elements.

REVENUE SHARE

For Technology and Integration partners above the Basic level, the partner pays eMeter this percentage of the actual sales price of its solution if sold on the eMeter Price List.

SALES SUPPORT AND JOINT PRESENTATIONS

Partners above the Basic level have access to eMeter’s global Technical Sales Support organization. Through your Alliance Manager, these partners also have access to information for completing RFP’s, competitive information, market analysis, live demonstrations of product integration, as well as the ability to present joint solutions directly to prospects. These resources need to be scheduled well in advance, and for rush or extraordinary requests, may come at a cost (T&E, or sometimes Time and Material). One named licensed seat to eMeter’s RFP Database is granted as part of the program for those in the Systems Integration and Reseller program, and on occasion Technology and Integration bundles who are also Referral partners.

Contact partners@emeter.com for More Information
SELF-DEVELOPED INTERFACES VALIDATED THROUGH EMETER VALIDATION PROGRAM

Under Development.

SOFTWARE DEMONSTRATION LICENSE

All partners above the Basic level receive a software demonstration license to use eMeter’s EnergyIP Platform demonstration environment, and will also be granted a license to create a demonstration environment for integrating and demonstrating the platform. Software does not include an Oracle database, and a license to Enterprise Edition is necessary. Partners at the Basic level interested in obtaining a license must transition to the Foundation level.

SOFTWARE DEVELOPMENT LICENSE

All development partners above the Basic level receive a software development license to use eMeter’s EnergyIP Platform, as detailed in the iMDM Technology and Developer Rider to the Master Alliance Agreement, to create a test and development environment for integrating and optimizing partner’s software to the platform. Software does not include an Oracle database, and a license to Enterprise Edition is necessary; eMeter can provide this for an additional fee. There is no additional license fee for the development license for partners at or above the Foundation level. Partners at the Basic level interested in obtaining a license must transition to the Foundation level.

SOFTWARE UPDATES

All eMeter partners have access to eMeter’s secure FTP site, where all software releases, updates and patches are posted for partner and customer retrieval. Access to the FTP site is maintained by keeping the Partner Profile current, program fees up-to-date, technical interface documentation current, and integration available to the most current, generally available release within the past 120 days.

SOLUTION CENTER/COE

This Center of Excellence (COE) is where the partner can bring prospects and customers either physically or virtually to demonstrate their knowledge of and capabilities with the eMeter solution. The partner should be able to configure the demonstration environment as needed to support the use case(s) involved; and where appropriate, should be able to demonstrate the integration to other common systems, such as billing and customer information systems.

SOLUTION MAINTAINED AT EMETER SOLUTION CENTER/COE

Under Development.

SUPPORT PACKAGE

All eMeter partners at all levels are provided with a fixed allotment of support tickets, which is separate from the eMeter Support Portal. When a partner uses up its allotment, additional bundles of support...
tickets may be purchased from eMeter Support Services in discounted bundles of 5/10/20 tickets. Support tickets are good for use within one year of purchase as long as the partner remains in the Program. Any unused tickets expire if not used within a year of purchase and/or if the partner is terminated from the Program. The bundles are purchased at the following rates:

- 5 Support Tickets for $5,000
- 10 Support Tickets for $10,000
- 20 Support Tickets for $20,000

**TRAIN THE TRAINER PROGRAM QUALIFICATION**

Currently this program is limited to those partners who are also either in the Reseller or Systems Integration category, and have personnel with implementation experience who wish to extend and elevate their capabilities. This program establishes the framework that will grant the partner’s Certified Trainers access to eMeter’s classroom training in order to supplement a customer’s capabilities to deliver, operate and support eMeter solutions, and to train personnel limited to the partner’s customers, employees and contractors.

**TRAINED & CERTIFIED eMETER CONSULTANTS ON STAFF**

eMeter offers rigorous training and partner enablement programs that provide a high-level understanding of the various functions and capabilities of EnergyIP and Energy Engage to enable eMeter partners to implement projects with confidence and nominal assistance from eMeter.