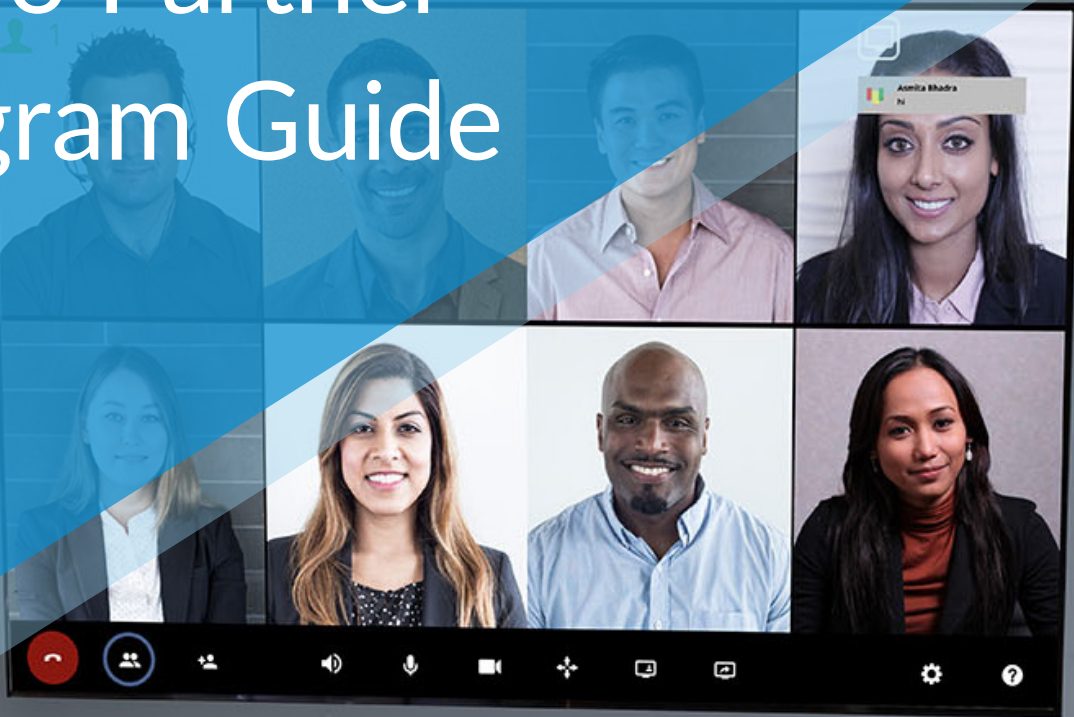


Vidyo Partner Program Guide



Version 3.0

Disclaimer: The content in this Program Guide and associated documents referenced in this Guide are subject to change at any time without notice.

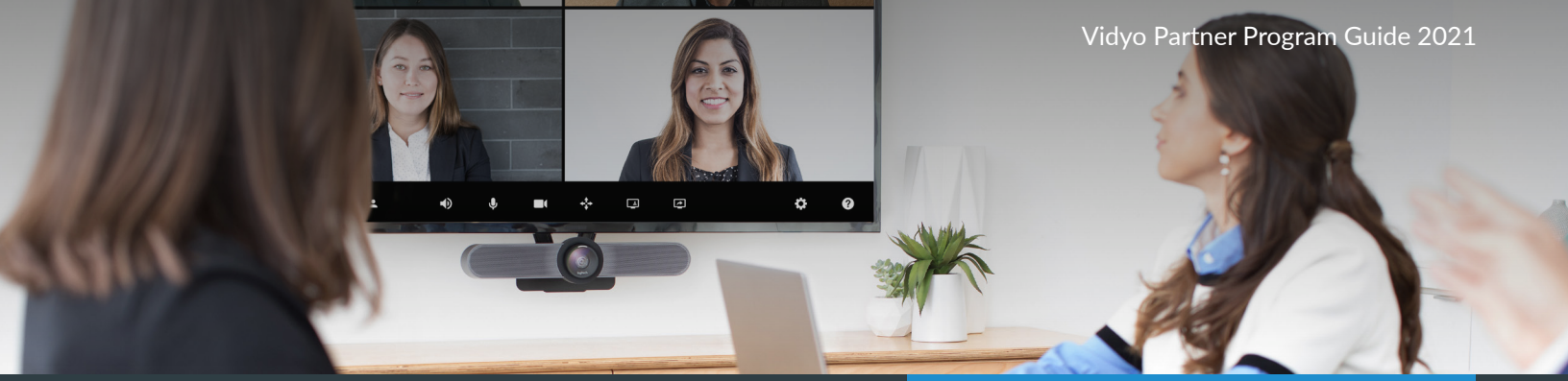


Vidyo[®]

An  Enghouse Company

Table of Contents

Welcome Letter	3
Why Vidyo	4
Strategic Alliances	5
Vidyo Partner Program Overview	6
Program Goals	7
Partner Engagement Types	8
Program Requirements	9
Participation Levels	10
Partner Compensation	11
Program Benefits	12
Vidyo Innovation Showcase	13
Vidyo Programs and Pricing	14
Three Pillars of Enabling Partners	15
Essential Partner Program	16
Escalating Rewards for Success	16
Demand Generation	17
Partner Resources	18



Welcome

An open letter to our Vidyo Partners,

As I step into my new role, I'm excited to discover growth opportunities with our channel partnerships in FY'21. It's my goal, along with my team, to build a program that will honor and respect your organization better than we ever have. With Vidyo's 15+ years of service as a leader in video collaboration, we have been through our fair share of transformation as the needs of our customers have changed. We believe the future success of our company is in your hands, we can't do this without you.

I also wanted to take a minute to thank you for your continued engagement in Vidyo's channel program and for your confidence and business as we continuously work to increase the level of partner satisfaction. We pledge every day to earn your trust and business.

I firmly believe our partner relationships will play a critical role in the future success of Vidyo. In this spirit I am sharing the following assurance guarantee for the upcoming year:

No-Poach Policy

Vidyo will never actively seek to transition existing customers managed by our partners to be direct accounts. We have established rules of engagement for our whole sales team to abide by, that explicitly protect your ownership of these customers.

Partner Program Discount Level

From the closing of our FY'20 (October 31st), we plan for our team to cross check all existing Partner level discounts based on FY'20 revenue. This could be a significant increase in margin for some of you.

Business Continuity

We plan for your assigned partner facing resource from Vidyo to remain in place for 2021. If you would like to request a meeting with the Channel team, please contact us at vidyo.partners@enghouse.com



Rob Hughes

Vice President, Sales



Why Vidyo?

As an Enghouse company, Vidyo is the leader in integrated video collaboration for businesses that require the highest quality, real-time video communications available to directly embed into their business processes. Founded in 2005, and acquired by Enghouse Systems in 2019, the company has been a pioneer in video collaboration, from contributing to new standards for video compression to delivering the world's first mobile video client. Millions of users around the world visually connect every day with Vidyo's secure, scalable technology and cloud-based services. Vidyo has been awarded over 170 patents worldwide and is recognized by industry analysts for its cloud platform and APIs. Thousands of enterprises, service providers, and technology partners leverage Vidyo's technology to create innovative HD quality video-enabled applications.

Our solutions have created significant impact in such areas as ...



Healthcare

Our customers realize improved outcomes for their patients, reduced costs, and increased patient access to care. Vidyo has been selected by nearly 400 healthcare delivery organizations (HDOs), representing over 4,500 hospitals, to visually enable their delivery care model and care continuum.



Embedded Video

In line with our mission to video-enable any application or idea, our communications platform-as-a-service and consistent cross-platform APIs enable developers and enterprises to rapidly embed rich, real-time video into mobile, desktop, web apps, and IoT devices.



Financial Services

Customers feel more engaged and emotionally connected over video than any other digital medium. Banks using Vidyo have doubled their Net Promoter Scores, seen a 20% increase in cross-sell rates and achieved dramatic reductions in loan application time. Vidyo works with 500 banks, credit unions, and insurance and financial services companies, including seven of the 25 largest banks in the world.



Workplace Collaboration

Our enterprise meeting solutions for team collaboration create a more connected and informed workforce by driving better decision-making, deepening trust, and decreasing response time. A unified experience across mobile, desktop, and conference room endpoints delivers the consistency, ease of use, and rich features that motivate adoption and accelerate ROI.

Strategic Alliances



... and more

Vidyo Partner Program Overview

Vidyo's global partner ecosystem enables customers to purchase, deploy, and extend Vidyo products and technologies.

We understand that successful partnerships must be mutually beneficial. This is achieved most effectively when both partners use their specific skills and competencies in complementary ways to help both businesses prosper.

The Vidyo partner program is designed to deliver additional market value as well as the tools needed to get to market quickly with solutions that fully address customer business requirements. Our partners are committed to offering software applications, hardware products, and services that leverage, integrate, embed, or interoperate with Vidyo solutions.

A key objective of the program is to promote innovative solutions, integrations, and interoperability through the Vidyo Innovation Showcase. We will work with our partner ecosystem members to deliver content that showcases their capabilities and unique product offering.

As a Vidyo Partner, you will have access to all of the following:



The most innovative video communications technology delivering a reliable customer experience.



A community of worldwide technology alliances to help you deliver an integrated workflow to your



Marketing templates and demand generation content to deliver leads to your sales team



Reciprocal selling of Partners OEM solutions (if in agreement)



Customer case studies and sales training to enable your team to close deals



Program Goals

The Vidyo partner program was created to establish a strong ecosystem of qualified partners that deliver and scale Vidyo's mission to visually enable any application or idea. At the same time, we want to create a lucrative opportunity for our partners to build and sell next-generation enterprise apps powered by the world's leading video collaboration platform.

The Vidyo partner program seeks to:



Extend Vidyo's ability to reach new customers in new market segments or geographic regions



Create Vidyo advocates in the marketplace by training and providing all the materials necessary to tell the Vidyo story



Deliver innovative solutions to solve business challenges and deliver positive outcomes to customers



Provide the highest level of support for customers ensuring their successful implementation and use of the Vidyo products, resulting in delighted customers



Drive additional revenue achieving profitability for our partners and for Vidyo

Partner Engagement Types

The Vidyo partner ecosystem consists of three partner categories: OEM, Reseller and Referral. We work with each of these partners to create an unparalleled range of integrated, connected solutions leveraging their respective strengths to meet the needs of our customers worldwide.

OEM

Partners that embed or integrate Vidyo into unique, partner-branded solutions. Their products deliver complete, high-value business solutions and they provide the services and support.

Reseller

Partners that distribute and resell the Vidyo product portfolio. Often, they will integrate Vidyo into other product offerings or software applications based on a client's workflow.

Referral

Partners that introduce Vidyo solutions to a potential customer. These partners often deliver integration or professional services for the project, but Vidyo also engages with the client directly.

Vidyo Partners may include independent hardware, software, vertical, integration or technology companies that are committed to adding value through offering Vidyo-powered solutions.

Some examples include:



Technology Alliances

Companies who have a complementary solution to the Vidyo platform. There is often an integration written between the products or an interoperability story to tell the customer.



System Integrators

Companies that combine hardware and software products from multiple vendors and ensure the products function together. They often develop unique packaged solutions that may then be marketed and sold.



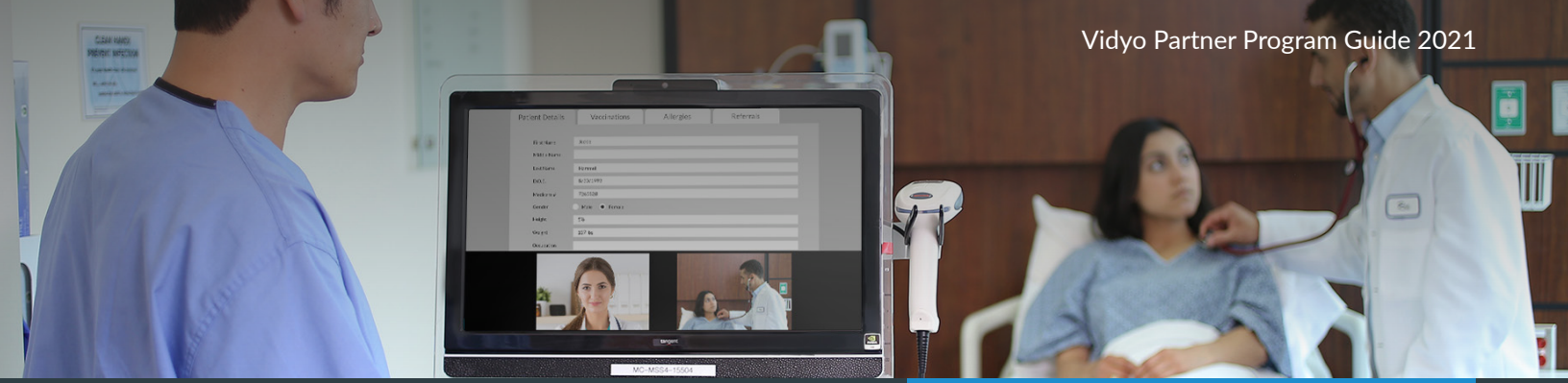
Developers

Developers include independent software and hardware vendors (ISVs/IHVs), vertical application providers, and some solution providers. As part of our CPaaS/UCaaS/CCaaS offering, developers use Vidyo's published application programming interfaces (APIs) to deliver applications leveraging the Vidyo Platform. These typically are embedded



Distributors and VARs

A direct extension of Vidyo sales and support. They often focus on specific vertical markets and provide pre-sales expertise and post-sales deployment and support.



Program Requirements

To become and remain an active member of the Vidyo partner program, the partner must meet the following criteria:

- ✓ Partner has developed solution or sales capability on Vidyo platform
- ✓ Solutions interoperable or integrate with one or more Vidyo products
- ✓ Solutions or capabilities are complementary to the Vidyo portfolio
- ✓ Partner exhibits commitment to an ongoing partnership with participation in business planning
- ✓ Partner demonstrates means to provide incremental customer value
- ✓ Partner must execute a Vidyo Reseller Agreement, or PaaS Agreement
- ✓ Partner meets the requirements outlined in one of the participation levels below or shares a plan to achieve the requirements



“Vidyo is opening up new markets for us with their disruptive technology, giving us the ability to not just address the classical video conferencing room-based solutions but also unique applications that have not been possible before.”

— **Comm-Tec**

Participation Levels

The Vidyo partner program provides two participation levels. Partners are able to reach a higher level based on partner characteristics, competencies, and revenue achievement. Each partner's participation level is open to evaluation at the end of each quarter.



OEMs, resellers or referral partners that deliver and support Vidyo products.



Highest level of partner engagement and revenue in each category. These partners are often selling solutions as a combination of services and Vidyo products.

- | | |
|--|---|
| <ul style="list-style-type: none"> ✓ Vidyo will review the partner's solution, self-validation, test plan, and results ✓ Partner provides documentation for each solution and its integration/interoperability with Vidyo ✓ Vidyo may provide "Powered By Vidyo" for embedded solutions validated by Vidyo ✓ Vidyo may provide "Vidyo Ready" for solutions interoperable with Vidyo. (This decision will be based ✓ Vidyo may provide "Vidyo Ready" for solutions interoperable with Vidyo. (This decision will be based on review of testing results and potential integration opportunities.) ✓ Partner positions and markets their solution in the marketplace ✓ Partner must provide solution updates, upgrades and alignment with the most current Vidyo software versions ✓ Partner completes and maintains basic online training for sales, support, and operations | <ul style="list-style-type: none"> ✓ Partners must align with Vidyo strategic objectives and vertical market focus ✓ Vidyo will review the partner's solution self-validation test plan and results ✓ Vidyo and Partner may work jointly on documenting integration/interoperability with Vidyo ✓ Vidyo may provide "Powered By Vidyo" for embedded solutions validated by Vidyo ✓ Vidyo may provide "Vidyo Ready" for solutions interoperable with Vidyo. (This decision will be based on review of testing results and potential integration opportunities.) ✓ Vidyo and Partner may choose to co-market the joint ✓ Partner must provide solution updates, upgrades and alignment with the most current Vidyo software versions ✓ Partner completes ALL available online training tracks for sales, support, and operations with an annual review of updates and timely recertification as required ✓ Partner must demonstrate quarterly incremental growth ✓ Vidyo partner managers will engage quarterly to maintain a transparent relationship and to identify areas where extra support or resources may be needed |
|--|---|



Partner Compensation

Vidyo has created a simple partner compensation program with added incentives for Deal Registration and specific marketing initiatives. Specific terms are based on partner type and participation level and are appended to the partner agreement.



OEM

Negotiated Terms



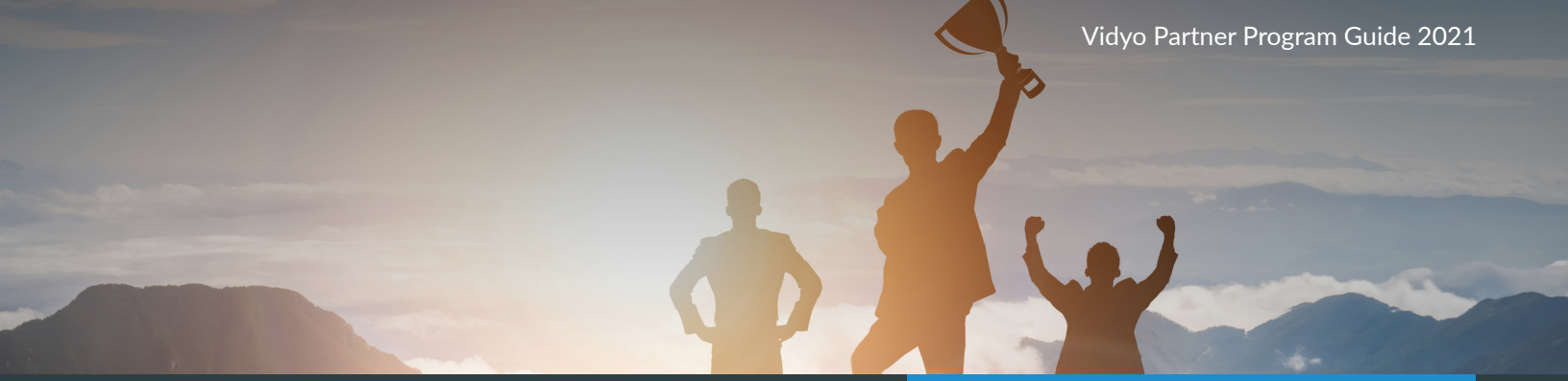
Reseller

Product % Discount Table





Referral

Co-Sell Lead Referral %



Program Benefits

Partners must meet the requirements outlined above in order to realize the benefits of the program.

		
New Opportunity Bonus	✓	✓
Discount on VidyoConnect for Partner	✓	✓
Business Use	✗	✓
Dedicated Vidyo Account Manager	✗	✓
Vidyo Marketing Team support	✓	✓
Access to Vidyo online training content	✓	✓
Listed as Partner on Vidyo.com	✓	✓
Innovation Showcase Listing Opportunity	✓	✓
Quarterly Product Roadmap Update	✓	✓



Vidyo Innovation Showcase

The Vidyo Innovation Showcase provides a path to market via Vidyo’s website that allows site visitors to browse and search for new product solutions, solve existing problems, or add value to their current Vidyo environment.



When interest is expressed in a listing, the lead will be captured and vetted by Vidyo and delivered directly to the partner as well as to the Vidyo partner account manager.

The Innovation Showcase will feature a selection of solutions on a rotating banner reel each month. Various opportunities for features will be offered during the year.



Vidyo Programs and Pricing

Prices, royalties, discounts and fees for resellers. (subject to change upon Vidyo's written notice)

		
Cloud - 3 year (annually)	15%	25%
Cloud - 2 year (annually)	12%	21%
Cloud - 1 year (annually)	10%	15%
VidyoRooms Hardware	15%	25%
On-Premise or Virtualized Hardware & Software	10%	20%
On-Premise Maintenance & Support	15%	25%
Vidyo Professional Services (includes VidyoCloud Hybrid Services)	5%	10%
Deal Registration Bonus (1st year purchases for New Logo)	+15%	+20%

(1) Any item(s) not captured in the table above should be quoted by Vidyo, Inc. (Certain Vidyo Product Accessories, Bundles and certain Services carry different discounts – please refer to Vidyo's Price List in your Territory.)

(2) Vidyo Partner and Vidyo Partner Elite designation is determined and assigned by Vidyo (see the partner program Guide)

(3) Deal Registration Bonus is additive to the discounts listed above. Refer to the Deal Registration Guide.

(4) Products are provided on an Ex Works (Origin) basis from Vidyo's shipping point. RESELLER shall pay for all shipping, insurance, tax, duty, and similar costs.

Three Pillars of Enabling Partners



Educate

- Vidyo proposition & portfolio
- Market opportunity
- Partner margin opportunity
- How to spot an opportunity
- Where to get further support
- Sales training



Enable

- Demo Vidyo capabilities remote or in person
- Quoting and pricing
- Order process enabled for software/hardware/support/professional
- Support training (optional)

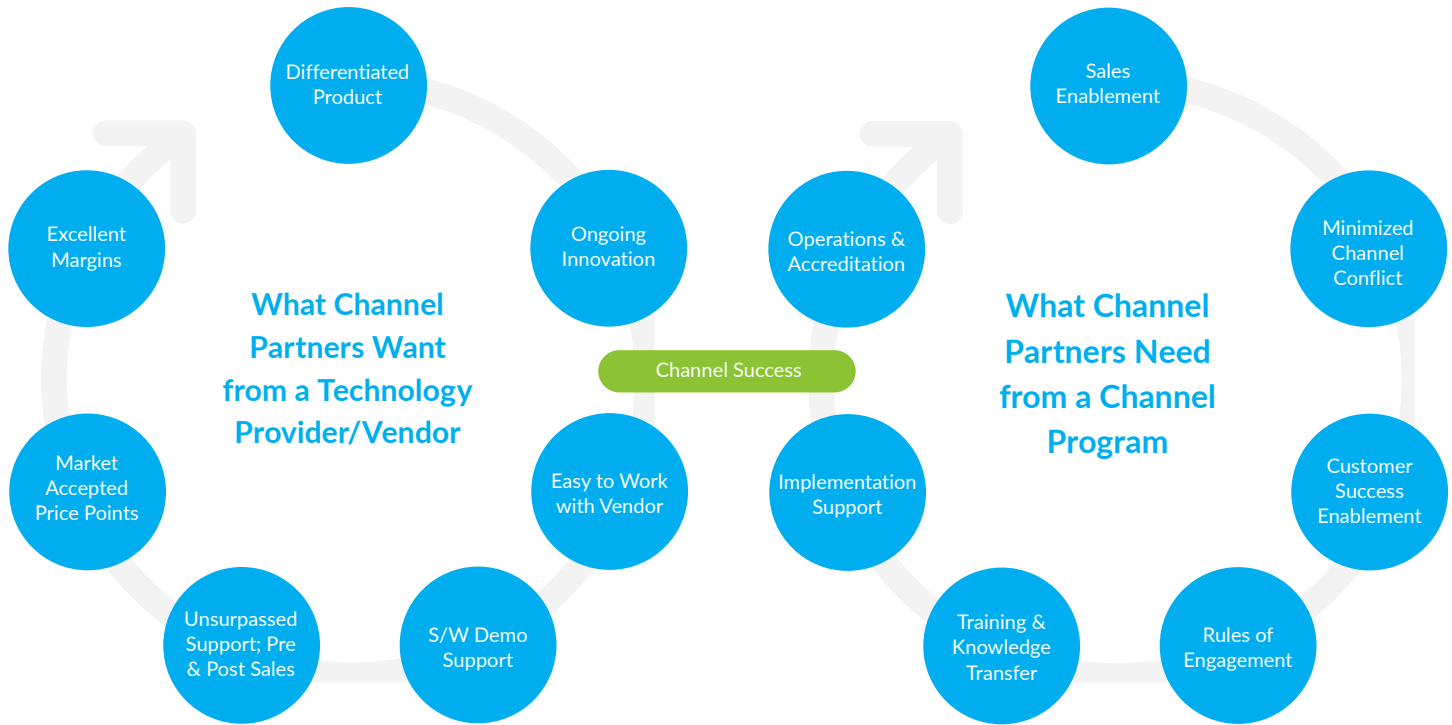


Execute

- Account planning and mapping
- Win plans for specific
- Customer demo's
- Deal closing assistance



Winning Channel Program



Escalating Rewards for Success






Benefits for achieving shared values:

- Partners ability to Support Vidyo solutions with their own CS teams
- Skills to create demand, demo, sell and implement Vidyo products
- Increased benefits from growing and achieving product revenue goals
- Proactive approach to retention and expansion






Demand Generation

Lead + Demand Generation

- 
Goal
 Generating marketing qualified leads
- 
- 
Success Metrics
 MQL volume, conversion rates and lead velocity

Opportunity + Revenue Generation

- 
Goal
 Convert MQLs into opportunities, leading to closed business
- 
- 
Success Metrics
 MQL to opportunity to close conversion rates. Value of opportunities. Revenue generated.



Marketing development fund (MDF) for focused campaigns



Discretionary & opportunity led



Co-funding of marketing activities



Digital paid, earned, and owned activities



Social channels, paid media, video development, whitepapers



Content sharing



Advertise public/joint webinars



Industry and vertical trade shows



Distribution of digital leads (by skill/geography)

Partner Resources

Partner Training Outline

Once a partner is approved, Vidyo provides thorough training as part of its onboarding process.



Foundation Track

This prepares partners in all roles to jumpstart their Vidyo partnership through a high-level overview of Vidyo, our core capabilities, our value propositions, and go-to-market strategy. Partners will gain the knowledge needed to articulate the value of partnering



Sales Enablement Track

This prepares partner sales specialists to position and sell Vidyo solutions. Partners will gain the skills to uncover new, qualified opportunities and deepen relationships within existing customers. Learn key selling propositions and customer approaches to move prospects through the sales cycle.



Pre-Sales Engineer Track

The Pre-Sales Engineer Track prepares partner technical pre-sales specialists to position, demo, design, and present Vidyo. Partners will learn from actual customer examples, and gain end-to-end experience in diagnosing a customer situation, and designing and presenting a solution.



Operations & Support Track

This prepares the partner to provide support and setup for Vidyo. Partners will also learn how to drive increased usage and support renewal conversations with customers.

Additional Resources

Marketing and PR templates are available for download. These templates will assist partners with the development of solution briefs and collateral, press releases, demand generation campaigns or delivering content required for the Innovation Showcase. These materials will be refreshed with new material regularly.



Vidyo Logos and Style Guide

The Vidyo logo and product logos are here along with the Style Guide for using the logo files in your digital and print media.

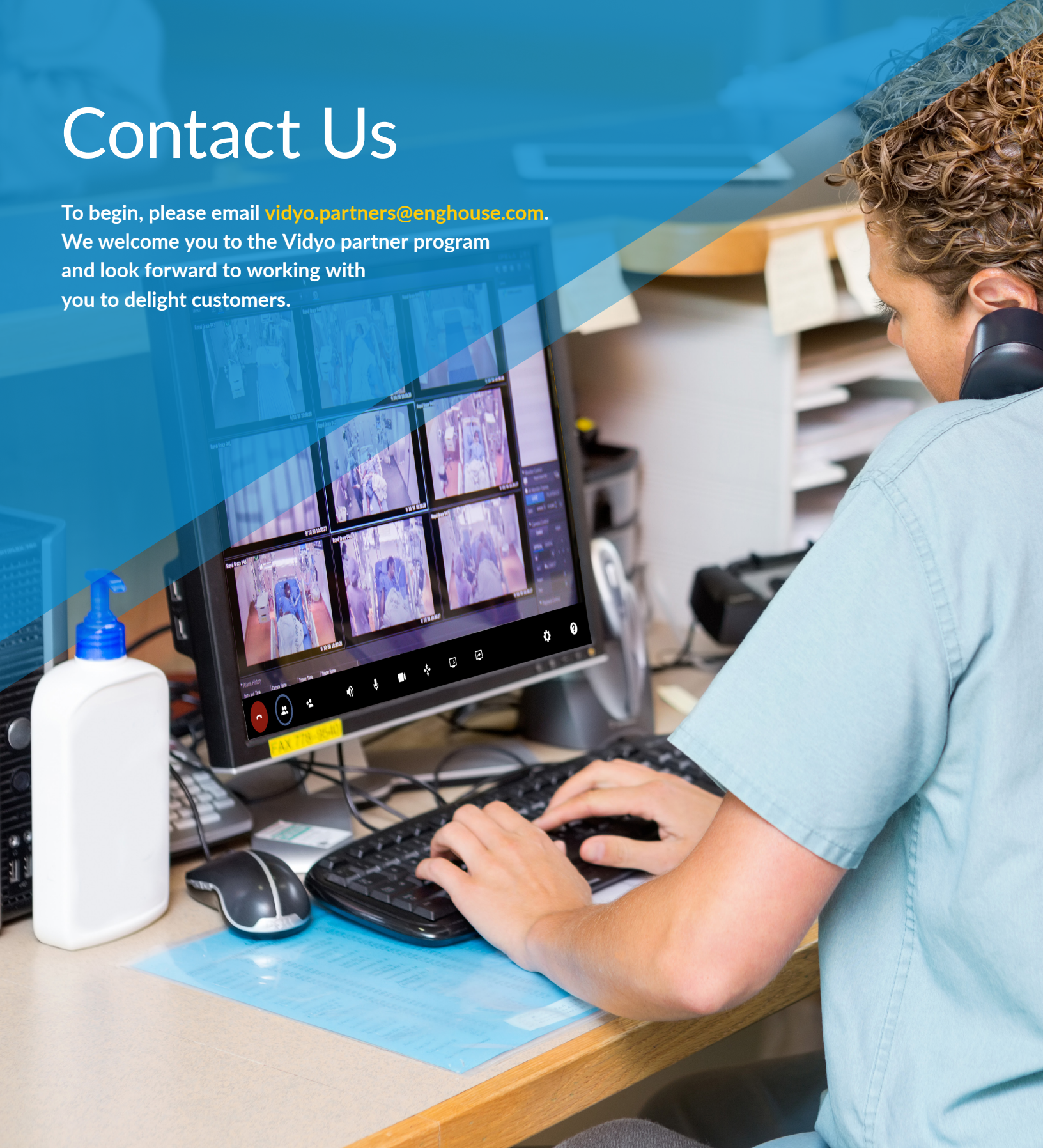


Deal Registration

When you want to register a new opportunity with Vidyo, please complete the Deal Registration Form. Guidelines for the deal registration process are outlined there as well.

Contact Us

To begin, please email vidyo.partners@enghouse.com. We welcome you to the Vidyo partner program and look forward to working with you to delight customers.



© 2021 Vidyo, Inc. All rights reserved. The VIDYO logo is a registered trademark of Vidyo, Inc. in the U.S. Patent and Trademark Office and in other jurisdictions. VIDYO, the Vidyo cube icon, the Vidyo Partner Logos and names of Vidyo Inc.'s products and offerings are trademarks or registered trademarks of Vidyo, Inc., in the United States and in other jurisdictions. Other trademarks reference herein are the property of their respective owners.