Why Partner with OpenText?

It’s a Digital World. Come join us.
It’s a Digital World…

26% The increase in profitability when organizations lead with digital transformation

14% The amount of enterprise organizations that are digital transformers

75% The portion of the S&P 500 that will fall out of the index in the next 15 years

$30B* The annual customer spend in the Enterprise Information Management market

*US Dollars
OpenText Enterprise Information Management (EIM) solutions not only help organizations adapt to a rapidly changing market and workplace, but more importantly, our solutions help organizations *thrive* in the Digital World.

- **Analytics**
  - Deliver built-in analytic capabilities for data-driven apps
- **Experience**
  - Create exceptional customer and employee experiences
- **Discovery**
  - Facilitate efficient, secure, and compliant exchange of information
- **Business Network**
  - Facilitate efficient, secure, and compliant exchange of information
- **Content**
  - Manage information throughout its lifecycle
- **Process**
  - Model, deploy and optimize business and operational processes
- **EIM**
  - Enable compliance with industry regulations and standards
We lead the way

Innovation

OpenText is a recognized innovator:
- ComputerWorld “Ones to Watch” list
- “Fortune 100’s Fastest Growing Companies”
- “Canada’s Top Software Company” (Branham 300)

Leadership

OpenText participates in 17 top market ranking categories, and is a leader* in seven, including:
- Digital Asset Management
- Customer Communication Management
- Enterprise Content Management
- ECM Business Content Services
- ECM Transactional Content Services
- Enterprise Business Intelligence Platform
- eDiscovery

Industry Recognition

OpenText ranks at the top of lists by:
- Investor’s Business Daily
- Profit 100 List
- Canadian Business Tech100

*Gartner Magic Quadrant assessments and Forrester Wave assessments from 2015-2017
90% of the world’s Fortune 500 companies use OpenText Enterprise Information Management

- $2.3B FY17 Revenue
- 100M Users
- 100K Customers
- 1,200 Partners
- 12K+ Employees
- 125 Offices
- 18B Annual Transactions
- 37 Cloud Data Centers
Digital leaders outperform their peers in every industry. - McKinsey & Company

“Our biggest drivers for information management are security and innovation. With OpenText I have a secure, stable platform, and a great starting point for our innovation roadmap.”
- CIO at Bruce Power

“I love that OpenText looks at things holistically. It isn’t about just one piece of the puzzle. It’s how do the pieces fit together, whether it’s digital, data, or analytics.”
- SVP at OMERS

“OpenText is an innovator and understands our philosophy and approach. Working closely with them means we can define our strategy not just for today, but for the longer term.”
- Smart Cities Director at Barcelona City Council
Worldwide Leadership

- 19 of the top 20 Energy / Utilities Companies
- 20 of the top 20 Manufacturers
- 17 of the top 20 Telecom Companies
- 17 of the top 20 Financial & Insurance Companies
- 17 of the top 20 Retailers
- 18 of the top 20 Technology Companies
- 16 of the top 20 Transportation Companies
- 20 of the top 20 Life Sciences Companies

of the 100 largest companies in the world are OpenText Customers
Growth Opportunities

Every industry will be affected by Digital Disruption in the next 5 years
New technologies and transformation drivers generate and consume huge amounts of data that needs to managed, analyzed and exploited.

81M Millennials are changing the workforce
75M Baby Boomers are retiring at the rate of 10,000 per day meaning that a new, digital-native workforce will overturn many traditional attitudes about workers, working, and the workplace.

$2B investment in OpenText Release 16
OpenText Release 16 is the Digital Platform for modern Enterprise and represents the most complete, integrated digital information platform in the market today.

Source: Global Center for Digital Business Transformation, 2015
Differentiate

Maximize brand awareness
Highlight your company overview and expertise on the OpenText Partner Directory.

Showcase your solutions
Use the OpenText Application Marketplace to show 100,000+ OpenText customers how your solutions meet their business needs.

Co-brand marketing materials
Add your logo and company information to a variety of OpenText marketing assets using our co-brand tool.
Competitive Advantage

Leverage Market Development Funds
Use MDF to generate leads and build a strong sales pipeline.

Access sales playbooks and campaigns-in-a-box
OpenText provides Partners with an arsenal of marketing and sales resources.

Collaborate with our sales teams
Access our experienced direct sales force of more than 1,000 representatives who are eager to generate joint revenue.

Demo solutions in real time
Showcase OpenText products and solutions throughout the sales cycle according to different user personas and job functions.
Optimize Performance

Training and Certification
Our comprehensive enablement program includes tailored learning paths, self-serve modules, and instructor-led sessions.

Sales Fundamentals Workshops
Expand your knowledge and awareness of OpenText EIM offerings while collaborating with peers and OpenText experts in an interactive workshop environment.

Partner Support
Benefit from experts with years of experience supporting OpenText solutions who offer innovative ways to look at EIM, our software, and your business needs.
How to Partner with OpenText

Choose a program that suits your business and partnering needs:

- **Reseller**: Enables partners to market and sell OpenText products and solutions.
- **Services**: For select regional system integrators and consulting firms who wish to implement OpenText solutions.
- **Technology**: Vendors whose software or hardware offerings compliment and extend the value of OpenText products.
How it works

During business justification discussions, a Partner level will be agreed upon:

- **Silver Partners**: demonstrate a nominal degree of expertise in their contracted OpenText products.
- **Gold Partners**: demonstrate a fair degree of expertise in their contracted OpenText products.
- **Platinum Partners**: demonstrate the highest degree of expertise in their contracted OpenText products.

**Reseller Program**: Registered Partners are invited to participate based on channel coverage requirements.

**Services Program**: Subcontractor Partners are invited to the GPP by OpenText Professional Services.

**Technology Program**: Registered Partners have a business opportunity and require OpenText software to deliver a solution.
Ready to get started?

As we face an increasingly Digital World, the time has never been better to partner with the market leader in Enterprise Information Management.

Partnering with OpenText enables you to:
- Take advantage of growth opportunities
- Gain a competitive advantage
- Optimize performance via exclusive partner resources
- And differentiate your brand

Join the 1,200+ partners who have already aligned themselves with OpenText:

Apply Now