

2.2 BENEFITS BY PARTNERSHIP LEVEL

Benefits	Vertical Solution Partner (Invitation Only)	Premium	Standard	Affiliate
SALES				
OLP/SLP Pricing Programs – a volume purchasing program through which end-users earn points for future discounts on products and support. (Levels are reviewed bi-annually.)	x	x	x	
Assigned Nuance Partner Manager	x	x	x	
Qualified Leads	x	x		
Pricing Incentives (Box)	x	x	x	x
Pricing Incentives (License)	x	x		
Quarterly Sales Training Conference Call	x	x	x	
Not-for-Resale Copies of Dragon at a Discount	x	x	x	
MARKETING				
Assigned Nuance Marketing Manager	x	x		
Joint Marketing Planning	x	x		
Access to Partner Portal	x	x	x	x
Co-Branded Flash Demo	x			
Access to Sales and Marketing Collateral	x	x	x	x
Access to Vertical Marketing Templates	x	x		
Joint Lead Generation Campaigns	x	x		
Inclusion on Web-based Partner Locator	x (Enhanced)	x (Enhanced)	x	x
Co-Branded Case Studies	x	x	x	x
Exhibit Quick Screen and Tabletop Banners	x	x		

Benefits	Vertical Solution Partner (Invitation Only)	Premium Partner	Standard Partner	Affiliate Partner
PUBLIC RELATIONS				
Press Release (Discretionary)	X	X	X	
TECHNICAL SUPPORT				
Access to Dragon Technical Support via Email, Web and Phone	X	X		
Access to Technical Knowledge Base	X	X	X	X
Three Technical Support Contacts per Year	N/A	N/A	X	