

+ Celebrus Apex Partner Programme

Introduction

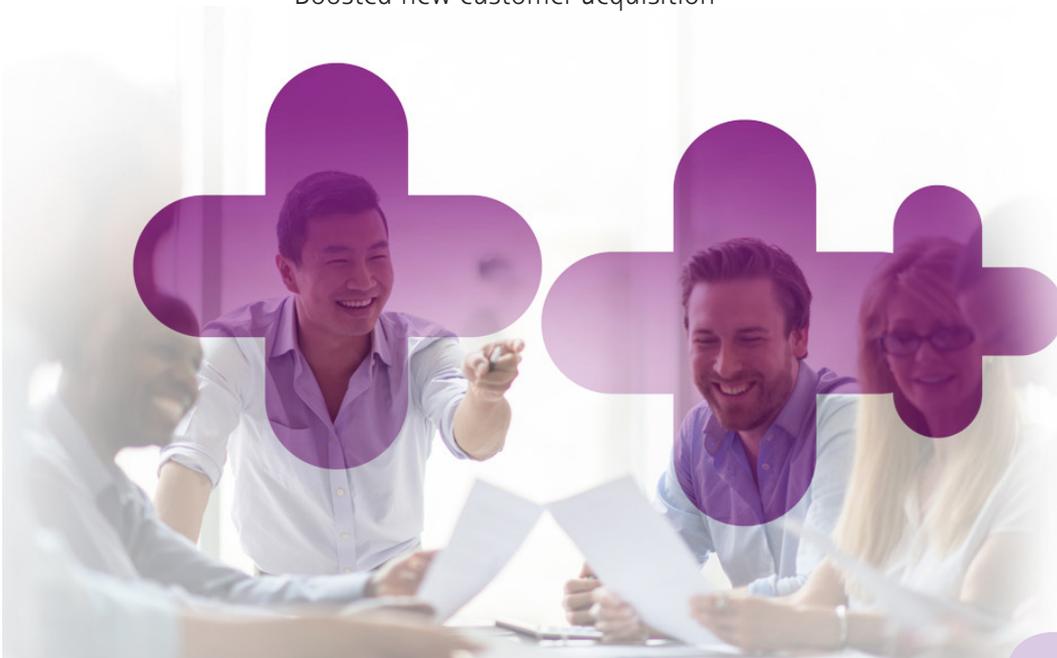
This document outlines the benefits of becoming a Celebrus Apex Partner, explains how the programme is structured and how to become a part of it.

Why become a Celebrus Apex Partner?

Celebrus enables organisations to dramatically improve their customer analytics, marketing effectiveness and business efficiencies through the provision of detailed, real-time data on individual digital channel customers.

Including this data in customer intelligence initiatives translates into:-

- Enhanced customer experiences
- Increased revenue
- Optimised business efficiencies
- Boosted commercial effectiveness
- Reduced risk
- Strengthened brand loyalty
- Improved business efficiencies
- Boosted new customer acquisition





Founded in 1999, Celebrus Technologies (www.celebrus.com) enables organisations to understand individual customers' interactions and experiences across their digital channels. We also power one-to-one digital personalisation. Since our inception we have gained numerous prestigious industry awards and hold multiple, fundamental patents in the areas of online data collection and transformation. We are proud to have some of the world's most prestigious brands as our clients including global banks, major insurers, automotive manufacturers, airlines and telco operators.

Celebrus Technologies is a D4t4 Solutions Plc company (www.d4t4solutions.com). D4t4 Solutions is focused on enabling clients to get the most from their data, from collection, through management and analytics.

Advantages of being a Celebrus Apex Partner

As a Celebrus Apex Partner you will be able to take advantage of the Celebrus' unique technology to allow you to differentiate your business and drive growth and profitability for your company.

What is the Celebrus Apex Programme?

The Celebrus Apex Programme is a framework that offers you education, tools and support on Celebrus technology to allow you to differentiate your business by extending your own capabilities to set yourself apart from your competition.

1 Apex Partner Benefits

By becoming a Celebrus Apex Partner you will gain:

- Access to new lucrative revenue streams for your customers in the rapidly growing areas of customer analytics and personalisation using Celebrus technology.
- An ability to add to your unique value proposition using the core Celebrus technology – not purely reselling product thus no conflict of interest or competition between yourself and other Celebrus Apex Partners.
- The ability to be market leader in your field to capitalise on the continually changing online / mobile world with Celebrus' unique technology.



2 Apex Partner Types

Celebrus classifies its partners into a number of types to assist the identification of capability. A given partner may fit into one or more of these categories according to their business style.

- **Celebrus Technology Partner**

A Celebrus Technology Partner will be the owner of technology that is complementary to Celebrus. A given Technology Partner will clearly bring expertise in their own technology and market sector, and while they may not have a complete view of Celebrus' technology they will know the best way we can work together.

- **Celebrus Reseller Partner**

A Celebrus Reseller Partner will actively resell Celebrus software and should have all of the skills required to deploy and support Celebrus, including integration with other systems. They may also provide a hosting capability on behalf of customers. A Reseller Partner may specialise in deployments including the technology from one or more Technology Partners.

- **Celebrus OEM**

A Celebrus OEM is a company that uses Celebrus technology as a component in their own product. The user of the product will not know that Celebrus technology is involved. Involvement in the Celebrus Apex Programme enables you to keep track of future developments that will come from Celebrus and integrate those in your product plans as well as influencing the direction that Celebrus may take.

3 Partner Qualification & Sign-up

In partnership with your Celebrus Account Manager you determine:

- The mutual benefit of working with Celebrus
- Client and sector fit
- Revenue opportunities and objectives
- The skills you will need or the use you can make of the skills you have
- The investment you will need to put in
- An initial understanding of the proposition

This will result in a partnership agreement including an NDA and revenue objectives.

Interested?

If you are interested in talking to us about becoming a Celebrus partner please email info@celebrus.com and we'll be in touch.