ABBYY 3A
Partner Program

Contents

Dear Partner Candidate!

Thank you for your interest in partnership with ABBYY. This document is a concise Partner Program specially designed to acquaint you with key aspects of partnership with ABBYY 3A. We wanted to make it short while informative, so you can easily evaluate the business opportunity. We hope that after reading this document, you'd send us a partnership request through our online form: http://www.abbyy.com/partners/resellers/ or by email: partners_3A@abbyy.com.

Be the winner! Be with ABBYY!

Kind regards,

ABBYY 3A

Introduction

What is ABBYY?

ABBYY is a world leader in optical character recognition (OCR), document capture and form processing, document recognition, linguistic technologies and services.

In order to develop cutting-edge technologies in document recognition and linguistics, ABBYY conducts extensive scientific research in the field of Artificial Intelligence (AI). This research fuels the development of products ranging from end-user applications for PC, Mac and mobile devices to cloud-based enterprise solutions and development tools. Currently more than 30 million people from more than 150 countries use ABBYY products*.

Today, ABBYY is an international company employing over 1000 people worldwide. ABBYY is headquartered in Moscow, with sales and marketing offices in Russia, the US, UK, Germany, Ukraine, Cyprus, Japan and Taiwan.

ABBYY Mission

We help people understand each other by developing artificial intelligence technologies for transforming information into accessible and useful knowledge.

Who are ABBYY 3A?

Region-wise

ABBYY 3A office is located in Moscow, Russia along with ABBYY HQ and ABBYY Russia regional office. ABBYY 3A — with "3A" indicating three continents: Asia, Africa and South America — is in charge of developing the company's business in these three regions notable for rapidly growing economies.

Business-wise

ABBYY 3A provides solid marketing foundation and trustworthy partnership umbrella for leading software businesses on emerging markets of BRIC, MEA, VISTA and others. We focus on Digitalization, eGov, BP Automation in the cooperation with fresh minded visionaries in 50+ countries of Asia, South America and MEA. Among ABBYY 3A's Partners are recognized leaders in the industry such as Samsung, Avision, Fujitsu, LG, and Huawei. In addition, ABBYY technologies have been successfully implemented in a variety of country-wide document processing projects.

"ABBYY's strategy on the local markets is to COMPLETE, not compete — by supplementing the existing business process automation solutions with new, powerful technologies and multiple language support."

Helen Pospelova, CEO, ABBYY 3A

Culture-wise

One chooses Partners based on preferences in lifestyle, ease of communication and depth of thoughts they can share. We in ABBYY 3A like people to be young at heart, creative in their mind and smart and challenge-oriented in their goals. What is so special about ABBYY 3A to make such people choose us?

ABBYY 3A has always been renowned by its Partners for its particularly respectful routine of business. In ABBYY 3A we work with PEOPLE, not with abstract companies and we are sure that all our achievements are based on 100% respect and long-term devotion to sales through Partners.

As ABBYY brings technology to the market that makes the world a more comfortable and efficient place, we have a special personality – one of positive humor, good nature, professionalism and an open, communicative sensibility. We truly care about the pros-

*According to ABBYY internal data.

perity of our Clients and Partners and the healthy business of the latter is the target of our efforts.

Our team is young in soul, creative, curious and with an incredible eagerness to learn. With Representatives, Partners and Customers in every corner of the world and products dedicated to support of multiple languages, ABBYY 3A is an office of global self-awareness, so we respect cultural preferences of all the world nations and enjoy learning from our one-of-a-kind Partners.

Being on the innovation wave and known as recognized experts in the sphere of artificial intelligence, ABBYY can bring its Partners to the edge of innovative technological development and grant them a good ground for brainstorms.

ABBYY 3A Mission

Advance ABBYY innovative solutions into the MAJORITY of the emerging markets of Asia, Africa and South America.

Creating and developing a sustainable business with reliable local partners we find unique project solutions and provide all necessary sales, marketing and technical support for the benefit of improving the regional quality of life.

Who are our end-users?

Our end-users are organizations and businesses in different industries such as:

- **Government** – Achieve the highest government levels for security, reliability, scalability and efficiency by automating document-driven business processes and eliminating manual labor.

- **Finance** – Improve operational efficiency and satisfaction of clients by implementing automated, timely and accurate processing of financial documents.

- **Legal** – Modernize and automate operations to improve legal offerings by implementing automated and accurate data processing of legal documents.

- **Education** – Leverage affordable and effective document processing to improve processes in colleges, universities and research institutions.

- **Transportation** – Establish efficient operations and quick transactions by introducing data capture solutions into the workflow and archiving various shipping documents.
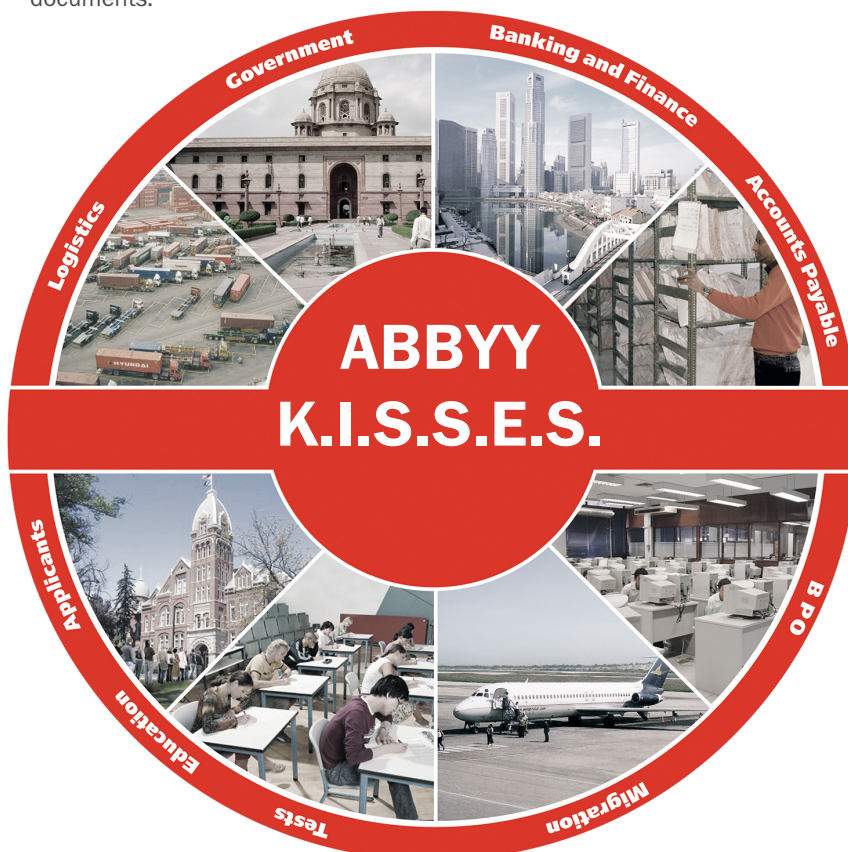
ABBYY software solutions help businesses in:

- *accelerating business processes;*

- *reducing costs;*

- *improving services;*

- *getting competitive advantages;*

- *expanding business;*

- *and many more.*

ABBYY K.I.S.S.E.S.

Keeps
It
Simple,
Speedy,
Efficient,
Specific

ABBYY Product Lines

Obsession with quality

We in ABBYY are really obsessed with the quality of our products and solutions. In our opinion, a key factor of the successful business is the product itself, which qualifies as reliable, safe for investments and easily deployable, and brings the best value-to-price to our customers.

The obsession with quality permeates all levels and departments of ABBYY and this makes us work hard to provide not only reliable products, but also trustworthy and high-quality technical support and services. Our professional personnel is always in touch to help in determining the most suitable configuration, functionality and productivity of ABBYY products and to solve any doubt or question one might have, which as a result guarantees our customer's success regarding projects and happy mood!

We provide our partners and customers with free trial versions of ABBYY products upon request, as we are certain that such "test drives" are a key factor in deciding on a further effective use for any solution, because only independent research and testing can prove that the solution fits perfectly.

We work hard on a day-to-day basis to maintain the name of one of the most trustworthy corporations on the market - ABBYY.

ABBYY product lines

ABBYY products range from OCR, document recognition, data capture and form processing technologies to linguistics products and services. Our solutions are used on computers, mobile devices corporate server environments and the Internet, transforming information into accessible and useful knowledge. Below are the core product lines descriptions.

Data and Document Capture
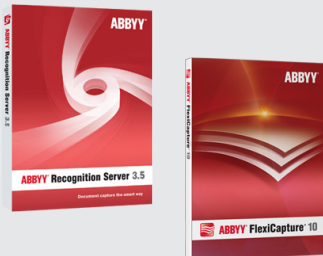
ABBYY FlexiCapture, the new generation of the data capture technologies, extracts usable data from flexible and fixed forms, such as questionnaires, invoices, tax forms, tests and various bills. ABBYY Recognition Server is the ideal choice for automating OCR and document capture processes. Governments and corporations worldwide save millions automating their data capture processes with ABBYY.

OCR, PDF and Document Conversion

Simply put, OCR (Optical Character Recognition) is machine recognition of printed characters. But ABBYY has taken OCR to a whole new level. ABBYY's OCR and PDF conversion tools, FineReader and PDF Transformer, are globally recognized and awarded for their superior accuracy and ease of use. These products help to transform scanned documents, digital photos and PDFs into editable and searchable files, text or data.
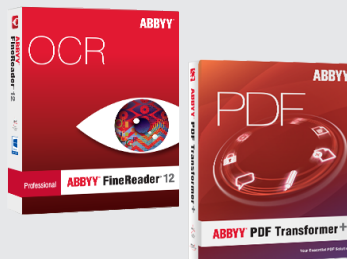
Software Development Kits
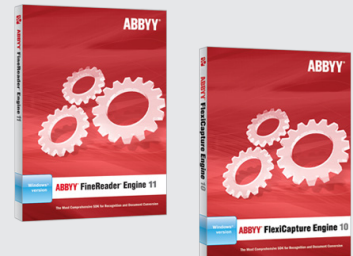
ABBYY offers cutting-edge technologies for integration. FineReader, Mobile OCR and FlexiCapture Engines enhance the value of hundreds of software applications and ECM solutions.

Reasons to partner with ABBYY

ABBYY 3A strategy and its first preference is selling through the Partner network and the majority of our sales happen through our Partners. We feel proud of our big and united international elite Partner community, and we hope that each of our Partners can identify themselves as a true member of this considerable family that enjoys doing business together. But why should your company be so interested in becoming an ABBYY Partner?

- ABBYY products give you the edge of innovative technological development which provides you with an excellent opportunity to play on the market not only with ready-to-use solutions and technology, but with a possibility of further development. As the market of OCR and document capture is growing rapidly from year to year, the availability of ABBYY solutions in your company profile can bring additional value to your business - and obviously an increase in rewards and revenue! Moreover, you can rise to the next level of the market hierarchy and gain tangible acceptance from your customers and colleagues.

- Our principal goal is to make our Partners feel they are true members of a big ABBYY international team who exert influence over ABBYY internal decisions: e.g., the development of various product features, localizations and customizations are originally ordered by our local Partners and for their specific projects.

- ABBYY products range from OCR, document recognition, data capture and form processing technologies to linguistics products and services. Our solutions are used on computers, mobile devices, corporate server environments and the Internet, transforming information into accessible and useful knowledge. Below are the core product lines descriptions.

- Business with ABBYY can easily be called pleasant and free of burdens. Constant technical support from the headquarters, a dedicated Partner Relations Manager in ABBYY 3A team, region-specific marketing materials, latest information about new versions of products and upcoming events, project and account protection and an amicable team – all these things make our Partners feeling comfortable inside the excellent team of the best companies representing different regions of the world.

"When purchasing a solution, the client is considering many different aspects, such as the core application, customization, implementation, training, tech support, etc. In the case of ABBYY 3A, the majority of the items from this list is delivered by our local Partners. To be successful, we need to have not only the best technology but also the best Partners. And we do have both!"

__Oleg Sazhin, Director of Business Development, ABBYY 3A__

Typical Partner profiles

Below you can find the list of the most typical Partner profiles from a business perspective.

Focus on ABBYY-brand products

Strategic Partners (SPs)

Strategic Partners are authorized agents representing ABBYY within specific territories who work as a central point of contact for local companies. They sell and support the entire ABBYY product portfolio and services to System Integrators (SIs), Independent Software Vendors (ISVs), Value Added Distributors and Resellers (VADs and VARs), Large Retailers (LRs) and Original Equipment Manufacturers (OEMs), and do not offer ABBYY competitors' products in their portfolio.

Strategic Partners have direct impact on ABBYY's sales and marketing strategy, and ABBYY involves them in decisions on the regional pricing and licensing policy. In addition, SPs influence ABBYY HQ Research and Development teams to insert particular requirements into the products' feature list and roadmap. Strategic Partners are entitled to participate in ABBYY's Partner summit on privileged terms and are invited to strategic meetings with ABBYY's Executives. Apart from that, SPs evangelize ABBYY mission and create ABBYY brand awareness in their region.

"It is only through work with our Partners that we can best serve the needs of our end-users: government agencies, financial institutions and other organizations looking for powerful solutions customized for their businesses."

Eugeniya Popova, Director of Partner Sales, ABBYY 3A

Value Added Distributors (VADs)

Value Added Distributors are ABBYY's mainstream partners within specific countries and effectively an extension of ABBYY's sales force benefiting from dedicated support from ABBYY's Partner Relation Managers. VADs add their expertise in managing a wide network of channel partners, they can deliver ABBYY products with other services and products to create value-added solutions to address channels' and end-users' specific needs.

VAD is the Partner level before SP and there are examples when a good effective VAD becomes the good SP.

Large Retailers (LRs)

Large Retailers buy consumer-oriented products in large quantities from ABBYY and then sell smaller quantities to smaller retailers and end-users. They normally act as buying agents for customers rather than selling agents for suppliers and often operate on low price / low margin model.

Value Added Resellers (VARs)

Value Added Resellers sell to private and public end-users mostly but not to other resellers. If there is an established VAD or SP within the territory VAR receives all necessary support through them. ABBYY may work with VAR directly on exceptional basis if a VAR's project is of strategic importance for ABBYY, for example it involves a VIP customer or requires ABBYY HQ R&D support.

Focus on own-brand products

Original Equipment Manufacturers (OEMs)

Original Equipment Manufacturers are often hardware vendors that use ABBYY products or embedded ABBYY technology to develop their own business solutions. By adding ABBYY out-of-the-box software or incorporating ABBYY technology, they can achieve greater market penetration and deliver more complete or differentiated products at lower cost and faster time-to-market.

Service Bureaus (BPOs)

Service Bureaus partner with ABBYY to provide business services built around ABBYY technologies for a fee. The service bureau's value to its customers is a combination of technology, process and business domain expertise. ABBYY provides BPOs with special licensing terms.

Independent Software Vendors (ISVs)

Independent Software Vendors deliver their own software applications, ECM and document management systems that work with ABBYY technology inside, either through licensing SDKs, or with SOA platform integration.

Already partnered with us

How to become ABBYY Partner

| STEP 1 | Fill out on-line partner request |

A company submits a partner request form available at ABBYY web-site: *http://abbyy.com/partners/resellers/* specifying their company background and which ABBYY products they are interested in. This request is redirected to a responsible Partner Relation Manager who then gets in touch with the company.

| STEP 2 | Discuss business specifics |

ABBYY Partner Relation Manager studies the request form information, asks additional questions (if necessary) and then decides on the product range and type of business for the new potential partnership.

| STEP 3 | Choose partnership terms |

If it is retail business for **OCR, PDF and Document Conversion** software, then the new partnership is registered after the first stock order is placed. ABBYY and Partner company may like to sign a letter of intent for the first year cooperation and a distributor agreement after the first year of successful business.

If it is project business for **Data and Document Capture** software, then company shall allocate an engineer to obtain technical certification via ABBYY training. The new partnership is registered after the company successful technical certification.

If it is developer business for **Software Development Kits**, then a PO for purchasing the chosen product and a signed SDK agreement for that product is sufficient.

| STEP 4 | Place the first order |

Within the first quarter of partnership, a new Partner shall place the first order and purchase ABBYY Partner NFR Kit containing ABBYY products of its business interest.

| STEP 5 | Welcome to ABBYY family! |

ABBYY posts the new Partner's logo and contact information on its website in the Partners section. ABBYY Partner Relation Manager who works with the new Partner is the appropriate person for all questions related to sales activity of the new Partner as well as for development of the new partnership and adding values and areas to it whenever possible.

Contact us

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