



# New Price list, Packages and Partner Program

Dynamicweb is changing its prices, packages and Partner Program from July 1<sup>st</sup> 2017. This document outlines the changes for our Partners and is an **addendum to your current Partner agreement** as pr. July 1<sup>st</sup> 2017.

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## 1. Headlines

As pr. July 1<sup>st</sup> 2017 Dynamicweb will apply several important changes to our Business Concept and our pricing of the Dynamicweb All-In-One Business Platform.

- Transition to a pure SaaS based license model
- Introduce a new license type: All-In-One Marketing Edition
- A general price increase of around 20 %
- Include Deployment tool, Integration Framework, Personalization and 1,000 email subscribers in all versions
- Change the current "Product" definition to a "SKU" definition and increase numbers of SKU's pr. package
- Introduce a License Fee for running a Staging environment
- Offer higher partner margin on SaaS licenses and introduce an incentive based Partner Program

This document is addendum to your current Partner agreement as pr. July 1<sup>st</sup> 2017, where the terms automatically will change without further notice.

## 2. Why SaaS?

The world around us is changing and a general mega trend is that software is delivered as a subscription. Customers are used to this, when they engage with companies like Microsoft and Salesforce and the model has become industry standard in the US market.

During the last 1½ years, we have offered the Dynamicweb All-In-One Business Platform on a subscription license (SaaS), which has been welcomed. We started out relatively quiet to get some experience from partners and customers. The general feedback is that the model is attractive and is offered in most proposals, but that the partner commission is too low, which we will now address.

The transition is a bit tough on revenue and earnings for Dynamicweb, but despite that, we find the time right. We hope that you are ready to support us in this transition. We will raise both prices and your commission for SaaS in order to achieve the positive effects of the model, which we believe is a better alignment of interest of Partners and Dynamicweb.

## 3. Price / packaging changes – the facts

The new prices and packages of the Dynamicweb All-In-One Business Platform consists of the following important changes as pr. July 1<sup>st</sup> 2017:

- The License Fee will be increased 20 % meaning that the Dynamicweb All-In-One Professional priced at 5,000 EUR will now be 6,000 EUR (The difference will not be invoiced on existing licenses). At the same time, the License Fee based model will not be available for new customers.
- Due to the price increase, the Yearly License on existing licenses will change from 1,000 EUR to 1,200 EUR as of per the next invoice the customer receives. We kindly ask you to communicate this timely to your customers.
- The new price list for Dynamicweb All-In-One Business Platform SaaS is available below and will be the only version applicable for sales from July 1<sup>st</sup>2017.
- Prices for existing customers already using the SaaS model will be adjusted accordingly to the new price list as of per the next invoice the customer receives. We kindly ask you to communicate this timely to your customers.
- The existing definition of a "Product" is changed to a "SKU" definition. This means that a variant will count as a SKU and potentially will effect pricing for customers with variants. To mitigate the change, we have decided to increase the number of SKU's in each version.
- Our new Deployment tool, the Integration Framework and the Personalization functionality will be included in all versions – however there will be a license fee for customers using a Staging environment.
- A new "Marketing Edition" will be available without ecommerce for customers with marketing and custom development needs, but no ecommerce requirements.

#### 4. New price list pr. July 1<sup>st</sup> 2017

All versions include the following functionality in addition to the described in the price matrix:

- Content Management
- Email marketing and campaign automation\*
- Personalization
- Integration framework and Deployment tool

	MARKETING	PROFESSIONAL	BUSINESS	PREMIUM	ENTERPRISE
License Fee	250 EUR	400 EUR	600 EUR	800 EUR	Request price
Service level	Silver	Silver	Gold	Gold	Platinum
Domains, editors, and pages	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Websites/Languages	5*	5	10	25	Unlimited
Ecommerce SKUs	-	2,000	10,000	50,000	Unlimited
Ecommerce shops included	-	1	1	1	Request price
Price pr. extra shop	-	150 EUR	150 EUR	150 EUR	
Product Information Management (PIM)	-	350 EUR	500 EUR	700 EUR	Request price
Staging license fee	100 EUR	150 EUR	200 EUR	275 EUR	Request price
Network load balancing	-	-	-	-	Request price

\*5 extra websites available for EUR 75/month

All prices stated are monthly License Fee without VAT. No hosting included.

EMAIL MARKETING*	PRICE PR. MONTH
1,000 subscribers	Included
5,000 subscribers	40 EUR
10,000 subscribers	65 EUR
25,000 subscribers	135 EUR
50,000 subscribers	235 EUR
+50,000 subscribers	Request price

### 5. Smooth transition is offered to existing customers

In order to make the transition, for existing customers, as smooth as possible, we have developed an incentive program for those customers, who wants to change their license to SaaS. It offers a discount on the monthly License Fee in a period of (60 months) minus (the months the customer already paid Yearly License).

In the example below the customer already has used the license for 24 months, which gives a 36 months period with a 200 EUR discount on the monthly license.

	MONTH	PRICE
Already paid License Fee		12,000 EUR
Depreciation period	60	
Depreciation pr. Month		12,000 EUR / 60 months = 200 EUR
Months where Yearly License is paid	24	
Month where discount if offered on new SaaS license	36	
Total discount		200 EUR * 36 months = 7,200 EUR
Discount pr. Month	-	200 EUR in 36 months

Please use the model or contact us if you have any questions.

## 6. Partner program

The new partner program will be based on commitment and financial performance, provide commission from 10 - 30 % on the total license fee. The mechanisms will be:

- **License Fee Commission** is based on partner level as you know it today
- **Yearly Performance Bonus.** Yearly Performance Bonus is based on growth in All-In-One monthly portfolio subscription value from July 1<sup>st</sup> to June 30<sup>th</sup> and is paid out as a bonus the following August.
- **Yearly Business Planning Bonus.** The Partner and Dynamicweb can create a Business Plan, and if the Partner delivers accordingly, the Partner is able to earn up to a 5 % yearly Business Planning Bonus. The terms and metrics may change from year to year and bonus is not paid-out, but allocated to marketing activities the following year.

<b>PARTNER PROGRAM</b>	<b>PREMIUM PARTNER</b>	<b>SOLUTION PARTNER</b>	<b>BUSINESS PARTNER</b>	<b>ASSOCIATED PARTNER</b>
Min. number of tech certified employees	5	2	1	0
New Bizz requirement	Yes	Yes	No	No
License Fee Commission	15 %	12 %	10 %	
Yearly Performance Bonus	Up to 10 %			
Yearly Business Planning Bonus	Up to 5 %			
Sales leads	Only for Business Planning Partners			
Link on Dynamicweb and partner website	Yes	Yes	Yes	Yes
Required cases on Dynamicweb website	3	1	0	0
Sales certification	Free	Free	Free	Free
Free Phone and online support if certified	Yes	Yes	Yes	Yes

**Yearly Performance Bonus**  
Bonus calculated on yearly portfolio subscription revenue

**Target:**  
Increase in All-In-One monthly portfolio subscription value from July 1<sup>st</sup> to June 30<sup>th</sup>

1 %	500 EUR
2 %	1,000 EUR
3%	1,500 EUR
4%	2,000 EUR
5%	2,500 EUR
6%	3,000 EUR
7%	3,500 EUR
8%	4,000 EUR
9%	4,500 EUR
10 %	5,000 EUR

**Yearly Business Planning Bonus – template for FY 17/18**

In order to earn the Yearly Business Planning Bonus the table below should be submitted and signed by you and your Partner Account Manager, no later than August in the given FY.

Business Plan	Bonus Opportunity	Calendar Quarter	Achieved Yes/No	Yearly Bonus
Events (Webinar/Seminar) pr. event – list:	1 %			
2 New cases published – list:	1 %			
Raise number of certified employees, pr. additional Certification:	1 %			
Joint telemarketing:	1 %			
Total (max 5 %)	X %			X %

Date: \_\_\_\_\_

Partner: \_\_\_\_\_

Signature, Partner: \_\_\_\_\_

Signature, Dynamicweb: \_\_\_\_\_

## 7. Training and Certification program

The objective of the Training and Certification Program is to ensure that the Dynamicweb Partners have the knowledge and competencies to sell scope and deliver successful solutions based on the Dynamicweb All-in-One Platform.

The program offers a series of training sessions. The training sessions target different roles with the objective to qualify the practitioner for the certification program

PARTNER TRAINING SESSIONS	DURATION	PRICE	TARGET
T0. Professional User	Self-study	€ 0	Sales/Project
T1. Content & Marketing Implementer	1 day	€ 400	Implementers
T2. Ecommerce & Marketing Implementer	1 day	€ 400	Implementers
T3. Platform Developer	2 days	€ 650	Developers
T4. Integration Implementer	1 day	€ 400	Developers
T5. Sales	½ day	Free	Sales/Project

In order to enter the Dynamicweb Partner Program the Dynamicweb Partner need a certain number of Dynamicweb Certified employees. The Certification Program is developed for different roles and is based on submission of a successful multiple-choice test. A Successful Certification test will require that the practitioner has attended the suggested training or has learned the material by self-study. Each class training session will include one certification attempt at the end of the session.

CERTIFICATIONS	SUGGESTED TRAINING	PRICE*
C0. Professional User	T0	€ 100 / 50
C1. Content & Marketing Implementer	T1	€ 100 / 50
C2. Ecommerce & Marketing Implementer	T1, T2	€ 100 / 50
C3. Platform Developer	T1, T2, T3	€ 100 / 50
C4. Integration Implementer	T4	€ 100 / 50
C5. Sales	T5	Free

\* First attempt is EUR 100 – following EUR 50 each. All Certifications are valid for 2 years before they are due to renewal and submitted to a new successful multiple-choice test.



## 8. Support

During the last 6 months, we have tried to improve our support, by also allowing submission of cases by email. With the new conceptual changes we will apply new Service Levels, where prioritization is based on license type according to the below listed Service Levels.

<b>SERVICE LEVEL</b>	<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
License type covered	Enterprise	Premium Business Corporate	Professional Marketing	Web & Ecommerce
Reaction time (up to)	Immediately	Up to 1 day	Up to 2 days	Up to 5 days
Access to support	Yes	Yes	Yes	Yes
Access to Forum	Yes	Yes	Yes	Yes

More information about support is found on our site [doc.dynamicweb.com](http://doc.dynamicweb.com) or by contacting our incident manager Kristian Kirkholt at [kki@dynamicweb.com](mailto:kki@dynamicweb.com).

## 9. Communication to your customers

We have tried to prepare a draft you can use as inspiration, when communicating these changes to your customers.

Dear Customer,

As you may have heard, Dynamicweb has introduced its version 9 of its software, which is a great improvement of both user experience and technology. Now the revision has come to the pricing and packaging model, where Dynamicweb in the future will deliver its software as a subscription and is introducing new software packages.

This gives an opportunity since you now can benefit from having more software included in the standard packages if you migrate to the subscription-based model on Dynamicweb 9. However, you can also stay on your current license, but with a small price increase on your Yearly License. To set the price increase in perspective we have prepared the following example:

- License Fee 10,000 EUR
- Yearly License before 2,000 EUR – Pr. Month 167 EUR
- Yearly License after 2,400 EUR – Pr. Month 200 EUR
- Monthly increase 33 EUR

There has been no pricing changes from Dynamicweb in the last 4 years and your new Yearly License Fee will apply as per your next Yearly License invoice.

If you have any questions or would like to hear more about Dynamicwebs new licenses and their transition offering programs to existing customers please contact me.

Best regards,

XX  
Partner company

## 10. Q & A

To understand all the changes we have prepared a little Q&A section, which we hope, will make the changes more explicit.

### Pricing and packages:

- **My existing partner commission?**  
The new Partner Program will only change commission for new solutions and existing Dynamicweb All-In-One SaaS solutions. Commission for all other solutions will remain the same.
- **Which solutions will the price increase affect?**  
For all solutions, paying Maintenance or Yearly License fee the price will increase 20 %, but only for the Maintenance or Yearly License fee. The price increase will take effect with next ordinary invoice.
- **What happens to customers where the new number of SKUs exceeds their present license?**  
The customer can stay on its current version with no extra fees. If the customer want to upgrade to Dynamicweb 9 SaaS, the new SKU definitions apply.
- **What will happen with existing customers where we already use a staging environment?**  
The customer will need to pay an additional license fee or stop using the staging environment.
- **What will happen to Web and Ecommerce Editions?**  
The prices will increase around 20 % and available storage is doubled together with 1,000 email marketing subscribers. Partner commission remains the same for existing and new solutions including modules. Current Product definition will also be changed to a SKU definition and a fee for Custom modules is introduced.
- **What happens if a customer wish to terminate their update agreement due to the price increase?**  
If a customer want to terminate their subscription it's done via normal procedures and on ordinary terms according to their contract.

### Partner program

- **How is the Performance Bonus calculated and can get a status during the year?**  
On every July 1, we calculate the value of your monthly portfolio subscription on SaaS, which is your starting balance. At June 30, the following year the monthly portfolio subscription value on SaaS is calculated again. The percentage difference is what determines your yearly bonus, which is paid out in August. You can always contact us to get an update on your financial performance.
- **What happens with my Performance Bonus when I take over existing Dynamicweb customers?**  
Taking over existing customers will benefit your bonus since they will contribute to an increase in your monthly portfolio subscription value. Customer churn on the other hand will reduce it.
- **What does a business plan include?**  
In order to earn the Yearly Business Planning Bonus a business plan need to be submitted. Dynamicweb will provide a template where activities (seminars, webinars, telemarketing, campaigns etc.) is defined and agreed upon. If activities are delivered the template will be checked and the bonus is earned.