

Smilehouse Partner Program

The Smilehouse Partner Program is targeted for web-solution developers, hosting providers and IT companies who want to offer e-commerce solutions to their customers. This document contains information about Smilehouse Partner Program.

Why offer e-commerce

E-commerce is booming. New consumer online stores are set up every day and successful merchants are replacing their old systems. Also B2B solutions are becoming more and more popular.

For an IT solutions company or Hosting company, offering e-commerce solutions is a "must-have" these days. Offering e-commerce solutions makes your offering more solid. This helps you to increase your competitive position and enables you to create stronger relationship with your customers.

Why Smilehouse

Smilehouse channel partners implement, host and integrate Workspace powered e-commerce solutions. Together, Smilehouse and our channel partners can offer a broader, higher value solution to our mutual customers.

Smilehouse market strategy is very partner driven. We have great technology and combining that to our partners expertise We can create strong offering. We know this and therefore, in addition to Workspace technology, we are committed to support your business with active marketing and lead generation.

Wosbee

We also offer www.wosbee.com, a free hosted e-commerce solution. It enables small companies to run ecommerce sites easily. When Wosbee users need more features or their business grows significantly, they can upgrade to Workspace Standard software – implemented by our partners!

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web: www.smilehouse.com
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1. Smilehouse Partner Program

1.1. About Smilehouse Partner Program

The Smilehouse Partner Program helps our partners to deliver complete e-commerce solutions which meet the needs of our mutual customers.

Smilehouse is highly committed to continually providing our partners with fast and efficient partner support. This includes material and resources to business development, marketing, sales, tech support, training, and education.

Smilehouse offers the industry's most easy to use and implement solution for integrated e-commerce - a key element in your solution offering. We also offer a wide range of benefits to all categories of our partner program, including:

- Continuous lead generation campaigns.
- Strong local marketing support - Smilehouse organizes seminars and roadshows locally and participates in relevant exhibitions and trade shows (together with its partners) regularly.
- Sales support - Dedicated commercial account manager within Smilehouse.
- Technical support - Direct access to the Smilehouse technical support department.
- Proactive business planning - Development of joint sales plans to ensure a successful partnership.
- Competitive margins - Smilehouses pricing structure, combined with professional services opportunities, enables Solution Providers and Resellers to build profitable relationships with accounts.
- Gold Partner status can be reached in both program category based on objectives set in joint marketing and sales plans. This status warrants higher margins, additional marketing development funds, joint business opportunities, and more.

Our program allows solution providers, ISP/hosting providers, professional services organizations, software resellers and developers to provide integrated, low TCO and secure e-commerce solutions which meet their customers' requirements.

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1.2.Channel partners

When selling e-commerce solutions in a certain market area, there is a need to have different competencies to really be able to sell and implement Workspace powered e-commerce solutions.

Of course a single company could have all the required expertises but usually there is a need for different companies to do different tasks. Therefore we have divided our partner program into two categories. Usually our partners co-operate with each other to offer complete solutions.

Solution partners use Workspace to build webshops for their customers. They are mostly IT-consultants, new-media agencies and ERP-resellers (VAR´ s). Solution partners...

- Combine Workspace-technology with their technical and business expertise to implement solutions for online e-commerce business success.
- Have either web design capabilities to build great looking web shops with good usability or offer Workspace as integrated e-commerce add-on to the ERP system they sell/offer.
- Are able to implement e-commerce solutions with Workspace.

Hosting partners have capabilities to offer hosting services for Workspace. Most of our hosting partners are ISP´ s and other service providers. Hosting partners...

- Provide comprehensive and secure hosting solutions for web shops and other e-commerce solutions.
- Might resell our software as part of their hosting offering or might only offer hosting services to solution partners.

1.3.Business partners

In addition to above Smilehouse Channel partners, we also have a lot of technology companies (ERP: SAP, Microsoft, iScala, etc...) and other service providers (Payments, Logistics, Marketing, Fulfillment) as **Business partners**. The goal is to extend Workspace-technology by integrating it to the leading-edge ERP-sofwares, Payment services and other supporting services.

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1.4. Apply to become a partner

You can find the form from: www.smilehouse.com -> Partners. After filling the registration form, we will be in touch with you shortly.

1.5. The Smilehouse Partner Catalog

Partner catalog will be the number one tool for customers when they are searching for an implementation or hosting partner through our website. The Smilehouse Partner Catalog will be linked to all of our web sites and it will be heavily promoted.

You can find the partner catalog from: <http://partnercatalog.smilehouse.com/>

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2.E-commerce market

2.1.Trends and market segments

E-commerce is booming. New consumer online stores are set up every day and successful merchants are replacing their old systems. Also B2B solutions are becoming more and more popular. This creates business opportunities for both hosting and solution companies.

We can roughly divide the e-commerce market to 3 segments:

1) Small webshops

- Usually small companies, non-profit organizations or new entrepreneurs entering e-commerce
- Mainly B2C solutions and product catalogs
- Organizations are after inexpensive and hosted solutions, appreciate easiness
- Nice graphics, good usability, SEO and support for various payment processors are important features
- No immediate need for back-end integrations
- Are not too willing to buy professional services for webshop implementation, usually implement solutions themselves

2) Medium-sized B2C and B2B solutions

- Successful merchants and medium-sized companies implementing possibly already their 2nd generation solutions
- Both B2C and B2B solutions, shared or dedicated hosting
- Companies are after reliable, secure and proven solutions
- Appreciate packaged software with large user base and support services
- Back-end integrations are important and solutions are more and more business critical
- Customers look for solution providers that have experience on e-commerce in their line of business

3) Large enterprises-wide e-commerce solutions

- Large enterprises are more after an e-commerce platform than a single solution
- Their goal is to implement multiple different B2C and B2B solutions with different target groups, product offering, etc.
- Reliable and proven technology platform, tested data security and good integration possibilities are important

To support both our partners e-commerce business and Smilehouse expansion, we have created a new three-level strategy for our products, partner offering and sales channels. This strategy enables Smilehouse and our partners to build strong e-commerce offering, create value to our joint customers and thus profitable business.

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2.2. Smilehouse offering

Our ecommerce offering is based on these mentioned market segments. We also use different sales channels for each target group.

2.2.1. Small webshops

Smilehouse offering

- For this segment Smilehouse provides www.wosbee.com
- Wosbee is a free and hosted e-commerce solution for B2C solutions
- Wosbee enables small companies to run ecommerce site easily
- They don't need to install or buy anything
- If the business stays small, they can continue using Wosbee
- Larger companies / Smilehouse partners can use Wosbee for example to build proof-of-concept sites or campaign sites

Software

- Wosbee is based on Workspace Small Business
- Merchants can also download and install Workspace Small Business for free

Sales channel

- Direct
- www.wosbee.com
- www.smilehouse.com -> Free download

Partners role

- If Wosbee users need more features or their business grows significantly, they can upgrade to Workspace Standard software.
- Implementation and hosting services for Workspace Standard solutions are offered only by Smilehouse partners.
- Solution Partners can also offer implementation services to Wosbee users
- Hosting Partners can offer shared/dedicated hosting services for free Workspace Small Business
- Smilehouse passes all leads from Wosbee to Smilehouse Partners.

Why this business model for this segment

- In first phase of ecommerce, small companies are not too willing to buy licenses or professional services for webshop implementation
- Small companies also usually create a lot of customer support requests compared to revenues they create
- There is no big solution or hosting business for Smilehouse or our partners
- However we want to serve also this segment because some of the small companies will become successful
- Our partners can also use Wosbee to build e-commerce solutions to smaller companies

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2.2.2. Medium-sized B2C and B2B solutions

Smilehouse offering

- B2C and B2B E-commerce solutions powered by Smilehouse Workspace
- Smilehouse software hosted and implemented by Smilehouse Partners
- Implementations usually take between 5 – 100 working days
- Wosbee users can export their Wosbee database and import it to Workspace Small Business / Standard hosted by our partner

Software

- Smilehouse Workspace Small Business (B2C solutions)
- Smilehouse Workspace Standard (integrated and advanced B2C/B2B)

Sales channel

- Indirect (2-tier)
- Solutions: Smilehouse Partners
- Hosting: Smilehouse Partners
- Licenses: Smilehouse Partners
- For "Do-it-yourself" companies licenses and related services also available through shop.smilehouse.com

Partners role

- Solution partners implement e-commerce solutions powered by Workspace to local companies. The most of the revenues come from implementation work.
- Hosting partners offer shared and dedicated hosting services for Workspace. The most of the revenues come from hosting fees.
- Smilehouse generates leads for partners through Google Ads and Wosbee.
- Partners and Smilehouse do joint sales activities to new and existing customers

Why this business model for this segment

- This is the most attractive segment: Solutions are big enough for good revenues but they are not too complicated to implement
- Customers prefer local solution providers and hosting companies when selecting their e-business partner
- Customers also prefer packaged software
- Smilehouse Workspace technology combined to Partner expertise create a strong e-commerce offering

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2.2.3. Large enterprises-wide e-commerce solutions

Smilehouse offering

- B2C and B2B E-commerce solutions powered by Smilehouse Workspace
- Smilehouse software hosted and implemented by Smilehouse Certified and Gold Partners
- Implementations usually between 20 – 200 working days / webshop
- Usually there are multiple webshop implementations in same organisation

Software

- Smilehouse Workspace Standard
- Smilehouse Workspace Enterprise

Sales channel

- Indirect (2-tier)
- Solutions: Smilehouse Certified/Gold Partners
- Hosting: Smilehouse Partners / Customer hosting / 3rd party hosting
- Licenses: Smilehouse Certified/Gold Partners.

Partners role

- Certified/Gold partners implement e-commerce solutions powered by Workspace
- Smilehouse professionals can also be used in project team

Why this business model for this segment

- Enterprises appreciate larger IT solution companies when choosing e-commerce partner
- Smilehouse Workspace technology combined to Partner expertise create a strong e-commerce offering
- Smilehouse has experience implementing enterprise-wide solutions, we can support our Partners in their implementation projects

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2.3. General info about different Workspace Editions

There are 3 different Workspace Editions when we are talking about the e-commerce solution for a single company.

2.3.1. Small webshops: Workspace Small Business Edition / Wosbee

Workspace Small Business Edition / Wosbee is suitable for small companies when building business-to-consumers (B2C) web shops or product catalogs. There are no automated integration capabilities and it lacks some of the business-to-business (B2B) functionality. For a small company it does include all the necessary features to build and run successful e-commerce site. There are basically no restrictions on company size or area of business.

2.3.2. Medium-sized B2C and B2B solutions: Workspace Standard

Workspace Standard is our flagship edition. It has all the functionality for both B2B and B2C solutions. It has the Web Services API for back-end integrations. There is also support for multi-language webshop and international VAT handling.

2.3.3. Large enterprises-wide e-commerce: Workspace Enterprise

Workspace Enterprise is targeted for global enterprises as a company wide e-commerce platform. It enables connecting multiple Standard Editions to one, thus enabling own e-commerce functionality for each target market and/or business process.

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3.Partner levels

3.1.General

The Smilehouse Partner Program consists of 3 levels. Partners can start by establishing a "level 0" partnership with Smilehouse.

In order to fully benefit from the benefits offered by the Smilehouse Partner Program, partners are invited to apply and become a Certified Smilehouse partner. It is definitely worth the investment!

3.2.Level 0: Smilehouse Partner

Open to companies who identify them selves as a Value-added Reseller, New media company, IT-solution provider, System integrator or Internet/Hosting provider.

Requirements:

- Filling partner registration form
- Signed Smilehouse Partner Agreement

Benefits:

- Can resell/host Smilehouse Workspace –products
- Can use "Smilehouse Partner" -logo in website and marketing materials
- Listed as a Partner in Smilehouses Partner catalog & website
- Get up to -20% discount when reselling products
- Receives Smilehouse Partner Package CD containing:
 - Valuable information and documents to support e-commerce solution marketing, sales and solution implementation.
 - Latest versions of Smilehouse Workspace and OpenSyncro software
- Signing bonus: 50 % discount of Workspace license for own use (Not For Resale)
- Signing bonus: One Free support Kit
- Signing bonus: One Free "Rent-a-Pro" service
 - Usually Project manager for first implementation

Partner Package:

- Cost: 0 €/year.

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3.3.Level 1: Smilehouse Certified Partner (Solution/Hosting)

Smilehouse Certified Partners are e-commerce professionals who know Workspace software and have completed successful e-commerce projects. Partners have selected their partner track: Solution or Hosting.

Requirements:

- Open to companies which are Smilehouse Partners
- Signed Smilehouse Certified Partner Agreement
- Category selected
 - Solution: Design & Implementation / ERP & Integrations
 - Hosting: Hosting services
- At least two persons have participated in the Workspace training

Benefits:

- Can resell/host Smilehouse Workspace –products
- Can use “Smilehouse Certified Partner” -logo in website and marketing materials
- Listed as a Certified Partner in Smilehouses Partner catalog & website.
- Get up to -25% discount when reselling products
- Receives Smilehouse Partner Package CD containing:
 - Valuable information and documents to support e-commerce solution marketing, sales and solution implementation.
 - Latest versions of Smilehouse Workspace and OpenSyncro software
- Presented as a Certified Partner to potential customers in Smilehouses marketing activities like seminars, sales-events, exhibitions (...so generating more leads and customer contacts to Certified partners).
- One Free support Kit / year
- Free software upgrade training after every new release (by Webex).
- Signing bonus: One (1) Workspace Standard License

Certified Partner Package:

- Cost: 2.500 €/year. Mandatory for Certified partners.

3.4.Level 2: Smilehouse Gold Partner (Solution/Hosting)

Smilehouse Gold Partners are e-commerce professionals with whom Smilehouse has a long partnership with.

Requirements:

- Open to companies which have been Smilehouse Certified partners at least 1 year.
- At least 2 persons have participated in the OpenSyncro -training
- One named and trained Workspace Support person
- Solutions: Ability to build OpenSyncro -based integrations between Workspace and other systems
- Solutions: 5 Workspace-based customer cases sold and implemented
- Hosting: Ability to host e-commerce solutions in clustered environment
- Hosting: 30 Workspace Small Business OR 5 Workspace Standard in hosting.

Benefits:

- Can resell/host Smilehouse Workspace -products
- Can use "Smilehouse Gold Partner" -logo in website and marketing materials
- Listed as a Gold Partner in Smilehouses Partner catalog & website.
- Get up to -25% discount when reselling products
- Get up to -30% discounts from all OpenSyncro Connector Packs
- Receives Smilehouse Partner Package CD containing:
 - Valuable information and documents to support e-commerce solution marketing, sales and solution implementation.
 - Latest versions of Smilehouse Workspace and OpenSyncro software
- Presented as a Gold Partner to potential customers in Smilehouses marketing activities like seminars, sales-events, exhibitions (...so generating more leads and customer contacts to Certified partners).
- Up to 10% of the Partner generated Smilehouse income is directed back to co-marketing.
- Two Free support Kit / year
- Free software upgrade training after every new release (by Webex).

Gold Partner Package:

- Cost: 4.000 €/year. Mandatory for Gold partners.

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4. Partner benefits / Why Smilehouse

Partnering with Smilehouse creates business opportunities for hosting companies, web developers and system integrators. Smilehouse Partner Program is targeted for companies who create value to their customers by implementing e-commerce solutions using Workspace.

4.1. Strong e-commerce offering

For an IT solutions company or Hosting company, offering e-commerce solutions is a "must-have" these days. Offering e-commerce solutions makes your offering more solid. This helps you to increase your competitive position and enables you to create stronger relationship with your customers.

For solution business, it is essential that you can offer e-commerce as an add-on to your ERP implementation/development or CMS/Webdesign business.

For hosting business, you can make your solutions more attractive by offering e-commerce (shared and dedicated hosting plans) as an add-on to your current hosting services.

4.2. Revenues

We naturally offer our partners discounts/provision of our license sales. But more revenues can be made through implementation work / hosting services.

Usually implementing an e-commerce solution takes from 5 to 100 working days. This generates revenues for our solution partners.

Hosting Workspace can be done in many levels. A Small company might be willing to pay 50 eur / month for shared hosting while a larger B2C solution can easily go up to 1000-2000 eur / month with a few clustered dedicated servers.

4.3. Smilehouse partner strategy supports Partner business

As described in section 3, our market strategy is very partner driven. We have great technology but only combining that to our partners expertise We can create strong offering.

We know this and therefore we are committed delivering our partners the best platform for implementing solutions and generating revenues. And we support your business with active marketing and lead generation.

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4.4. Smilehouse technology

For customers e-commerce technology is not necessarily that interesting. But our partners appreciate our solid Workspace platform and its technology:

- All the features needed to build and run successful B2B and B2C e-commerce sites
- Designer-friendly site building with multi-language support
- J2EE compatible, can be run on various application servers
- Support for more than 20 payment systems including PayPal, Google, DIBS, Ogone, Click&Buy, 2Checkout and Chronopay
- Ready-made integrations to various ERP software including SAP, Microsoft Dynamics, Quickbooks, Exact, HansaWorld, Compiere and iScala
- Webservices API and Workspace SDK for developing customer specific integrations and features
- Data security tested by 3rd party experts, PCI compliance

More about our technology can be found from Workspace Whitepaper.

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5.Support for partners

This chapter describes briefly the support material we have available for partners.

5.1.Marketing & sales support

5.1.1.Web promotion

All partners are listed at <http://partnercatalog.smilehouse.com/>. This partner catalog is heavily promoted in various Smilehouse websites.

5.1.2.Joint marketing activities

With Certified and Gold partners Smilehouse arranges joint marketing activities. These include media marketing, direct marketing campaigns, prospect events, roadshows, seminars and joint participation in trade shows & exhibitions.

5.1.3.Joint sales activities

With Certified and Gold partners Smilehouse arranges joint sales activities. These include opportunity evaluation, joint customer visits and quote development.

5.2.Documentation & information

5.2.1.Smilehouse Demo CD

This CD contains the latest versions of Smilehouse Workspace and Smilehouse OpenSyncro software. It also includes all the documentation. It is targeted for potential partners and can be used to do technical evaluation of our solution. You can get Demo CD from your Channel Manager.

5.2.2.Smilehouse Partner Package CD

All members of the Smilehouse Partner Program will receive a "Smilehouse Partner Package". The package is an "upgraded" version of Smilehouse Demo CD, containing the latest versions of Smilehouse software and all the documentation. Besides, the CD contains valuable information and documents to support e-commerce solution marketing, sales and solution implementation.

5.2.3.Workspace-website

From our Workspace technology website (<http://workspace.smilehouse.com/>) you can find all the technical information about Workspace. These include documentation, development road map, known bugs -list and online demo.

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5.3. Technical support

5.3.1. WebEx sessions

We will arrange WebEx sessions to our partners to give them training of new features after every new Workspace release.

5.3.2. Direct access to technical support

For Certified partners we have direct access (phone, e-mail) to the Smilehouse technical support department on weekdays between 07:00 and 20:00 (EET).

E-mail: workspace.support@smilehouse.com
Phone: +358 9 25 122 150

5.3.3. Dedicated technical support

For Gold partners we have direct access (phone, e-mail) to dedicated member of Smilehouse support team on weekdays between 07:00 and 20:00 (EET).

E-mail: workspace.support@smilehouse.com
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