

Customer activity	Points	Description
Customer logo	50	Permission to display logo on OpenText website, presentations, marketing, and/or promotional activities
Social media promotion	50	Permission to promote your success with an OpenText solution on Twitter, Facebook, LinkedIn and Instagram to reach a larger population of followers
Customer quote	100	Provide a quote that can be displayed on the OpenText website and included in annual reports or online/print articles
User experience design package	100	Participate in any one of the following user activities such as a monthly design call for user feedback, one hour session of remote usability testing via phone and desktop sharing, participate at the Innovation Lab at Enterprise World in a usability test or host OpenText staff as they spend time at your site conducting 1:1 interviews, testing and design reviews. Note: Onsite visit points will be rewarded per participant
Host a Virtual User Group	150	Host a virtual User Group Meeting via phone and/or webinar to connect with other OpenText customers and share your experiences and best practice
Investor reference	200	Approval to use company name, logo and statement in an Investor Relations PowerPoint® Presentation and on the OpenText Investor Relations website
Social media blog	400	Be featured in an OpenText Executive blog or submit a blog to be posted on OpenText channels. Subject to OpenText approvals
Product Advisory Council	400	Join a Product Advisory Council to share your insights and feedback, directly influence the strategic direction of OpenText products you use today, and co-innovate new solutions to solve industry problems. PACs occur a minimum of twice per year - 1 in person event at Enterprise World and 1 virtual event
Beta testing	500	Be in the driver's seat by installing and testing an OpenText solution in your own environment. Your feedback will be used both to influence the direction and design of our released solution and within reference materials such as a customer quote.
Prospect reference call	500	Share your insights over the phone with OpenText prospects evaluating our solutions
Authored white paper/article	600	Allow OpenText to share your success story in a white paper or article format
Customer vignette	600	Promote your success story in a business profile that will include the journey through your digitization vision, business needs, solution description, and benefits from using OpenText. Your story may be included in an upcoming OpenText book
Analyst reference call	800	Discuss your OpenText technology initiatives with research analysts for industry and consulting reports and surveys
Host a Local User Group	800	Host a face-to-face User Group Meeting on site at your office or other location to connect with other OpenText customers and share your experiences and best practices
Onsite visit	800	Host a prospect visit onsite at your organization to share your experiences and demonstrate your OpenText solution
Podcast	800	Share your insight and best practices in an audio presentation format
Press release	1000	Participate in a joint press release with OpenText
Speaking at User Group/ Reference Roundtable	1000	Share your best practices at an approved OpenText User Group Meeting or Customer Reference Roundtable
Success story	1000	Promote your success story in a business profile that will include your business needs, solution description, and benefits
Webinar	1000	Present your OpenText solution in a live online presentation
Video testimonial	1200	Share your success with OpenText technology in a video testimonial
Media interview	1500	Share your company's successful deployment of OpenText products and services with the media
Speaking opportunity	1500	Participate in speaking opportunities at various OpenText events or OpenText sponsored conferences

Partner activity	Points	Description
Registered deals	50	Earn credit for your sources deals. Points awarded when registration has been approved *
Attend Partner Webinar Series	50	Attend a Partner Webinar Series to get timely updates and information about the Global Partner Program and new resources and materials as they become available*
Approved OpenText marketing campaigns	100	Execute an approved marketing campaign in support of OpenText solutions
OpenText promotion activities	100	In addition to campaign execution, earn points for promoting OpenText via social media, at industry events and other OpenText-approved partner-led marketing activities
Elite program advocate	100	Drive your customer into the Elite program to be an OpenText reference for various activities
Solutions catalog listing	100	Be included in our Partner Solution Catalog, a searchable directory of solutions that allows users to find partner solutions that meet their needs and requirements. Points awarded for each solution listed
User experience design package	100	Participate in any one * of the following user activities: a monthly design call for user feedback, a one-hour session of remote usability testing via phone and desktop sharing, or participate at the Innovation Lab at Enterprise World in a usability test
Attend Innovation Tour	250	Attend our regional Innovation Tour Experience customer focused events*
Attend Partner Workshops	250	Join OpenText at one of its Partner Workshops within different markets and regions around the world*
Elearning – complete featured Learn Track	250	Extend your OpenText knowledge and expertise by completing the yearly Partner: Featured LearnTrack through the online learning management system. This is in addition to required training for your program tier*
Host OpenText-led Partner Workshop	250	Host an OpenText-Led Partner Workshop
Partner directory listing	250	Complete your Partner Profile with the necessary information for customers and prospects searching for a partner to engage with you via the Partner Directory. Update your directory listing annually to earn points
Market development funds	500	Complete OpenText Business Plan outlining campaigns, lead generation initiatives and goals for fiscal year to apply for MDF. Points will be awarded for approved plans when proof of performance and lead metrics have been submitted to Partner Marketing.
Attend Enterprise World	500	Attend our annual, global user and partner conference*
Attend Partner Summit	500	Attend Partner Summit at Enterprise World*
Beta testing	500	Be in the driver's seat by installing and testing an OpenText solution in your own environment. Your feedback will be used both to influence the direction and design of our released solution and within reference materials such as a customer quote*
Current OpenText brand on partner website	500	Promote your partnership with OpenText on your website by posting OpenText and GPP logos, marketing collateral, and solution information. Site reviewed annually for updates and new go-to-market initiatives.
Joint collaboration towards an OpenText story	500	Nominate your customer for a success story, press release or video testimonial**
Sponsor an OpenText event	500	Sponsor a program or activity at any OpenText event*
Partner Summit Award winner	800	Part of the FY17 Partner Awards and Recognition Program, these awards are the Global Partner of the Year awards given annually to our top partners in each of the following categories: Enterprise, Business Networks, System Integrator, Technology, Analytics, and Digital SI

* Points will be awarded per company participation, not per partner attendee, and will automatically be added to your Elite account

** Customer must be net new to the OpenText reference database