

Novell® PartnerNet® for Technology Partners

PROGRAM GUIDE



Novell®

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Expand Your Development Opportunities with Novell®

For Independent Software and Independent Hardware Vendors (ISVs and IHVs), there's never been a better time to partner with Novell. Along with a high level of commitment from strategic partners such as IBM, HP, Dell and Oracle, Novell channel partners have also embraced the Novell Linux* strategy at a rapid pace, increasing their Linux solutions business significantly over the last year. With this large and growing partner ecosystem, Novell now has unparalleled resources for delivering Linux solutions to enterprise IT customers worldwide.

Now you can reach those customers—and other Novell partners too: Plug into the power of Novell PartnerNet® and drive your business forward. Leverage our global partner ecosystem to make your product the tool of choice our partners use to sell and provide services around the customer solutions they deliver every day. Your product could be exactly what a Novell salesperson or Novell solution provider needs to close a sale or make an implementation work.

LEVERAGE THE NOVELL ONE NET VISION

Why are so many channel and technology partners increasing their commitment to create, sell, implement and support solutions based on our technology? It's simple. Novell now offers compelling advantages that other vendors and Linux distributors simply aren't able to match. Novell is the only vendor that provides a full range of Linux services—including servers, desktop solutions, system management tools, a standards-based development environment, identity management, and security and collaboration solutions—to its customers. With the acquisitions of Ximian®, a leader in Linux desktop tools and services; and SUSE® LINUX,

a world-class Linux distribution provider, Novell has greatly expanded its ability to serve the full range of customer Linux and open source needs—from the desktop to the data center.

More importantly, the rapid growth of our partner ecosystem around Linux opens up many new opportunities for independent software and hardware vendors, both in the types and number of Linux solutions they can bring to market and how they're delivered. Novell PartnerNet for Technology Partners membership can help you port, build, co-market and (if appropriate) resell your product with licensed Novell technologies, including SUSE LINUX. Connect into the Novell partner ecosystem and open your business up to



"All of our partners are extremely critical in our go-to-market strategy. Without you, the Novell one Net vision could not be a reality. The technologies, services and support you bring to our joint customers round out the solutions that make one Net real. You are a key player in a vibrant partner ecosystem that is necessary to complete our vision of one Net—a world without information boundaries."

—Jack Messman,
CEO,
Novell, Inc.

“I believe that Red Hat is going to have to rethink their current strategy. SUSE LINUX just blows the doors off the Red Hat implementation.”

—Joshua D. Drake,
President,
Command Prompt, Inc.,
DevX.com, April 26, 2004

Novell development and support resources, go-to-market activities and business solutions that enable you to do so in an efficient and effective, self-paced way.

Combining key elements of the SUSE LINUX Technology Partner program and Novell DeveloperNet® program, the Novell PartnerNet for Technology Partners program brings together the best elements of these three programs. Through the PartnerNet for Technology Partners program, software and hardware developers can experience a seamless partnering experience as they develop and go to market with Novell.

Expand your choices—and your options

Some vendors have tied their development and integration platforms to proprietary technology, effectively limiting your market reach to their market share. Not Novell—our technologies are cross-platform, open and built on industry standards. With SUSE LINUX, in particular, there has never been a more viable environment for you to build upon. Why settle for fewer opportunities to sell your products and solutions when partnering with Novell can give you so much more?

- SUSE LINUX Enterprise Server provides a common code base for seven hardware architectures—from x86 workgroup servers to the mainframe. This common code base allows developers to ensure code and system consistency across all seven platforms and easily port applications based on x86 to other hardware architectures such as 64-bit AMD* and Intel* chipsets and IBM POWER* and z/Series* servers.

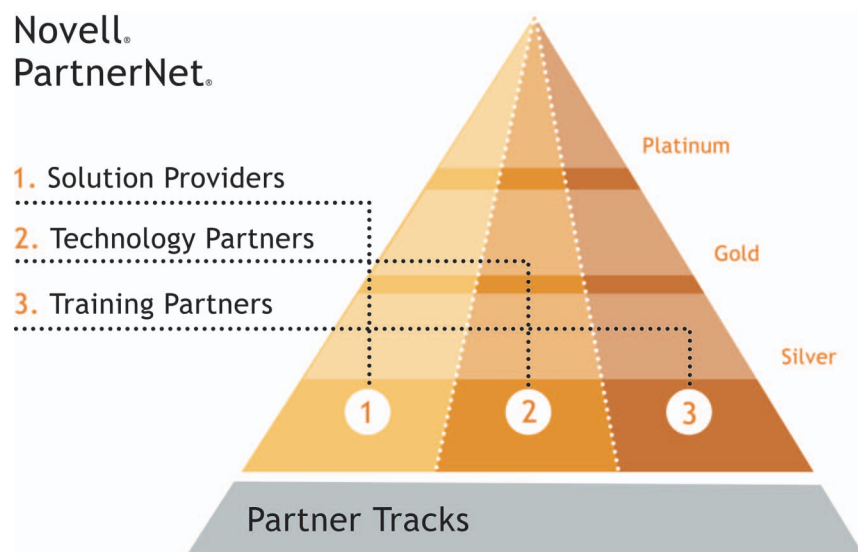
- Novell Open Enterprise Server is a solution comprised of SUSE LINUX Enterprise Server, NetWare® and a rich collection of networking services (including Nterprise™ Linux Services) which will transparently interoperate between the two environments.
- Novell networking services (messaging, collaboration, portal, workflow, content management, directory, management, storage, etc.) work across all major platforms: Linux, UNIX*, NetWare or Windows*.

Shorten your time to market

Joining the Novell PartnerNet for Technology Partners program equates to outsourcing much of the development and go-to-market activity that makes your solutions enterprise ready.

Working with Novell, you can:

- Build on, blend together and leverage the strengths of open source and Novell technologies to solve business problems by creating business-class solutions.
- Leverage secure and scalable Nterprise networking services to make your solution network-aware and available on all leading operating systems.
- Place a ready-made identity and access management foundation at the heart of your solution with Novell Nsure™, which includes Novell eDirectory™.
- Transform your application functionality into a Web service with the Novell exteNd™ suite. Integrate or re-purpose existing systems independent of the customers' present systems (ERP solutions, CRM packages, databases, etc.).



Novell. PartnerNet.

1. Solution Providers
2. Technology Partners
3. Training Partners

Partner Tracks

The Novell PartnerNet Ecosystem

Becoming a member of Novell PartnerNet will help you take advantage of these new opportunities.

PartnerNet is an integrated program, with technology partners, solution providers, and training partners meeting their individual needs, but also able to work with each other.

The PartnerNet program has three membership levels: Silver, Gold and Platinum. This tiered model allows you to enter the program at a level that fits your business model. You have the flexibility to match your existing skill sets and resources to the goals that make sense for your business. This can include partnering with solution providers and training partners to sell or educate customers about your solutions.

NOVELL PARTNERNET FOR TECHNOLOGY PARTNERS FEATURES AND BENEFITS

It's easy to develop solutions with Novell and plug into the Novell partner ecosystem—where you can

connect with a multi-channel go-to-market strategy that emphasizes promoting partner products to Novell channel partners, systems integrators and customers.

Co-marketing Opportunities

Taking advantage of the Novell partner ecosystem connects you with large audiences of partners and customers who may be looking for products such as yours. User and customer communities, solutions and developer groups, and Novell partner channels are all available to you as potential marketing audiences. Some opportunities are free; others are fee-based. Whatever activities you choose, the co-marketing you do with Novell extends your opportunities to get worldwide exposure by leveraging our global marketing efforts. For example, if you've developed and certified a product (software or hardware) that brings solid business benefits to our mutual customers, post it in the Partner Product Guide. The Partner Product Guide is the ultimate showcase for partner products

"The Novell partner program has enabled us to demonstrate the very high level of usability and seamless integration of the Magnitude storage solution in a variety of environments such as NetWare, Novell Cluster Services™, Novell iFolder® and Nterprise Branch Office™."

—Ed Parolisi,
VP, Alliances,
Xiotech Corporation

Benefits of Novell Product Certification

- **Compatibility.** *Vendor product is proven to work with specific versions of Novell products.*
- **Testing.** *Vendor product is tested in a Novell defined testing configuration against applicable Novell products, specifications and test criteria.*
- **Support.** *Novell Technical Services provides support to customers for any certified product.*
- **Customer Assurance.** *Customers can trust Novell to work with vendors to ensure product defects are resolved in a timely manner.*

that run with Novell technologies, and it's free, quick and easy to post information about your product.

Use the Marketing Opportunity Planner to plug into Novell marketing activities, with dozens of opportunities and ways to get the word out about your product. Leverage the Novell global reach to market your product to Novell customers and channel partners by sponsoring Novell sales tools or participating in events, Webcasts, joint advertising, training and education, and Novell press relations activities. Opportunities from the Planner connect you to a variety of Novell communities, including customer and user groups, developers, and Novell partner and sales channels.

YES CERTIFIED™ Testing and Logo Use

Novell now provides an integrated Novell YES CERTIFIED software and hardware certification program in a single common process administered through the PartnerNet program. ISVs and IHVs are required to be members of the PartnerNet program in order to certify their products.

Platinum and Gold Technology Partners can self-test using Novell certification kits and submit Novell/SUSE certification results directly to Novell. Silver-level technology partners may self-test up to three applications for SUSE LINUX, but for other Novell solutions they are required to submit their product to a Novell Authorized Testing Center (NATC). Once the product has been reviewed and approved, a certification bulletin will be posted on the Novell Web site describing the exact details of the certification. The YES mark is a globally recognized and respected seal of approval from Novell for your software or hardware products.

The YES mark signifies to customers that your solutions are tested and proven compatible with specific versions of Novell software, including SUSE LINUX. Partners will be able to use the certification marketing material once the bulletin has been posted.

For more information, visit <http://developer.novell.com/yespgm>.

Ready for SUSE LINUX

Get your products in front of our customers as early as possible by registering your solutions as "Ready" with Novell prior to obtaining a YES certification from Novell. While not a certification of compatibility, the Novell "Ready" program allows vendor products to be self-tested and registered in the Novell Partner Product Guide, indicating they operate with specified Novell technologies, including SUSE LINUX. (Novell provides no testing or validation of Ready compatibility claims.) For more information, see <http://www.novell.com/partners/isvihv/ready/>

Novell Partner Product Guide

Customers worldwide use the Novell Partner Product Guide to find compatible solutions for their needs. List your solutions in the Guide and gain immediate access to a broad customer base. More than a thousand customers a day search the Partner Product Guide—you may have just what they're looking for. Take a look at <http://www.novell.com/partnerguid>.

Tools You Can Use

The Novell Resource Center is packed with sales and marketing tools you can use to understand,



position and sell your products in the Novell world. Sales and technical training educate our partners on the Novell products and solutions that are currently available. By understanding what these are and how they work, you can better see where your own products and solutions fit into solutions that our customers and partners are putting together and using every day. The Novell Resource Center also offers many pre-developed demand-generation tools you can modify or simply leverage as is to meet your own promotion needs. These co-branded tools include direct mailers, HTML e-mails, Web banners, telemarketing scripts and more. See <http://www.novell.com/resourcecenter>.

Novell Tech Select Service

Included with all PartnerNet for Technology Partner memberships, Novell Tech Select Service is the premier combination of Novell support tools, development resources and services. This annual subscription, with a collective value of over USD \$6,000, includes the Novell Professional Resource Suite (NPRS), additional Subscriber Portal access, exclusive training materials and Novell electronic support incidents. Tech Select combines all the benefits of the Novell Professional Resource Suite with an outstanding set of additional technical tools and development resources. For more information, visit: <http://support.novell.com/techselect/>.

Porting and Migration Resources

Novell has a wide range of resources to help you efficiently port your applications to SUSE LINUX, including the following:

- A Linux Porting and Migration Web page with links to overviews, how to's and third-party

tools, visit: <http://www.novell.com/linux/migration.html>

- Software tools, such as the SUSE LINUX SDK 9, freely available from Novell.
- For Gold and Platinum partners, up to five days of a discovery workshop from developer services to jumpstart your porting project.

Additional fee-based resources include:

- Training courses on key aspects of porting and migration. For more information, visit: <http://www.developer.novell.com/training/instructor/>
- Engagement with Novell Consulting or other partners experienced in helping other companies port to Linux.

Novell Open Business Program

Novell offers technology partners several flexible commercial licensing options. This can include pre-loaded, drop in, appliance, multiple product solution or product component licensing. Benefits to you include a faster time to market, secure integration with Novell technology, increased flexibility and discounted volume pricing.

Developer Services and Support Offerings

A close partnership between Novell and its technology partners includes use of developer and support services from Novell. Depending on the level of partnership, these services are included or required. It's required that Gold partners purchase a DS 100 offering from Developer Services, or comparable support contract. Platinum partners are required to purchase DS 1000 offering or

“The stability and scalability of SUSE LINUX Enterprise Server 9 is a real alternative for mission-critical applications, especially large-scale data centers. Software AG, as one of the early adopters of Linux, has ported all of our products to open source operating systems, and is meeting the emerging market demands for freedom of choice. Our customers are satisfied with our partnership with Novell and their SUSE LINUX platform.”

—Karl-Heinz Streibich,
CEO,
Software AG

comparable support contract. The support and assistance technology partners receive from these contracts ensure they will be able to provide your customers with stronger products and superior support. For more information on Developer Services offerings, visit developer.novell.com.

Novell Forge

Novell Forge is a free, online resource for all Novell and open source developers that does not require registration. However, additional benefits are available for those who register/profile. Registered members of Novell Forge can purchase additional Novell deliverables and support options a la carte, including physical delivery of software evaluation and development kits through <http://support.novell.com/subscriptions/index.html> and developer support requests at http://developer.novell.com/contact/devsup_phone.htm.

NOVELL PARTNERNET FOR TECHNOLOGY PARTNERS MEMBERSHIP LEVELS

Join the momentum building around Novell. Three Novell PartnerNet for Technology Partners membership levels enable ISVs and IHVs of any size to choose a level of co-marketing resources and opportunities, development and product support, and hard-copy deliverables that best suit their budget and business model.

Silver level

Novell PartnerNet for Technology Partners Silver membership offers free online access to the

complete range of Novell co-marketing, sales and development resources, including access to the Technology Partner Portal and online Marketing Opportunity Planner. Silver membership offers one annual Tech Select software subscription, which includes the Novell Software Development and Evaluation Library (NSEDL), and the Novell Developer Kit. In addition, five product and developer service requests are provided, and discounts on additional services are available. Silver-level members seeking YES certification of products must submit them to a Novell Authorized Testing Center (NATC), except for software on SUSE LINUX.

Gold level

Gold-level membership allows partners to increase the level of cooperation between themselves and Novell, and to enlist resources to drive the partner relationship to a higher level. Participation is by contract and the terms and conditions of the contract are tailored to meet specific partner needs. For example, Gold membership requires purchase of an additional support or developer package, such as the DS 100 offering from Developer Services, based in part on your needs and business plan.

Along with an increased level of base deliverables, such as multiple copies of software subscription services, additional services available to Gold partners include:

- Customized developer training, including porting and migration training
- Preferential access to Porting and Migration Labs

- Ability to conduct self-testing for certification (training required)
- Named Partner Enablement Manager (PEM) and Partner Technology Manager
- Additional co-marketing opportunities

partners enjoy the highest level of developer support and partnering services available from Novell, with formal statements of work that can include services, deliverables and activities, including but not limited to:

Platinum level

Platinum membership is by invitation and represents Novell strategic alliances with major industry partners. Platinum relationships are formulated around synergistic opportunities to maximize return on the partner relationship. Platinum

- Joint marketing plans
- Market development funding agreements
- Dedicated engineering support
- Advanced developer training
- Partner business reviews
- Named Alliance Manager

PARTNERNET FOR TECHNOLOGY PARTNERS: FEATURES AT A GLANCE

PARTNERNET FOR TECHNOLOGY PARTNERS	NOVELL FORGE	SILVER	GOLD	PLATINUM
REQUIREMENTS				
Annual Program Fee	Free	\$1,500.00	\$1,500.00	\$1,500.00
Purchase of Developer and/or Support Contract	–	–	Required	Required
Online Application/Contract	–	Yes/No	Yes/Yes	Yes/Yes
Accept PartnerNet Agreement	–	Yes	Yes	Yes
Novell Approval	–	Yes	Yes	Yes
Product Announce Timeline Requirements	–	Yes—within 6 months	Yes—within 6 months	Yes—within 6 months
Product Availability Timeline Requirements	–	Yes—within 12 months	Yes—within 12 months	Yes—within 12 months
Product Certification	–	Required	Required	Required
Novell Logo on Partner Site	–	Yes	Yes	Yes
Business Plan	–	–	Required	Required
Revenue Commitment	–	–	Minimum \$250,000 direct or influenced revenue	Minimum \$1,000,000 direct or influenced revenue
BASE BENEFITS				
Novell Tech Select Service	\$2,950 purchased separately	1 Annual Subscription plus 4 online accounts	2 Annual Subscriptions plus 8 online accounts	3 Annual Subscriptions plus 12 online accounts
Novell Developer Kit	Online only	Included with Tech Select	Included with Tech Select	Included with Tech Select
Novell Software Evaluation and Development Library (NSEDL)	\$495	Included with Tech Select	Included with Tech Select	Included with Tech Select
Novell Beta Software	Open Beta only	Online/CD	Online/CD	Online/CD
PartnerNet for Technology Partners News	Opt in	Yes	Yes	Yes
Novell Forge Developer News	Yes	Opt in	Opt in	Opt in
Novell Press™ Books Discount	30.00%	30.00%	30.00%	30.00%
PartnerNet Technology Partner logo	–	Yes	Yes	Yes

continued on next page

“Customers are demanding Linux solutions that meet the reliability, scalability and performance requirements of the data center. Veritas continues to work closely with Novell to meet customer needs by delivering enterprise-class data protection, high availability, storage and server automation solutions for the SUSE LINUX Enterprise Server platform.”

—Jeremy Burton,
Chief Marketing Officer,
VERITAS Software

PARTNERNET FOR TECHNOLOGY PARTNERS	NOVELL FORGE	SILVER	GOLD	PLATINUM
SUPPORT BENEFITS				
Developer Services Packages	–	–	DS 100 (by contract)	DS 1000 (by contract)
Linux Porting and Migration Developer Resources	Online only	Online only	Online and free Discovery Assessment	Online and free Discovery Assessment
Developer Support Forums	Yes	Yes	Yes	Yes
Developer Support Service Request	Fee	2	Included in contract	Unlimited
Product Support Forums	Yes	Yes	Yes	Yes
Product Support Knowledge Base	Yes	Yes	Yes	Yes
Product Support Service Request	Fee	3	Included in support contract	Included in support contract
Relationship Manager	–	–	Shared	Dedicated
Partner Technology Manager	–	–	Shared	Dedicated
Additional Support Service Requests	Fee	Discount	Discount	Included in support contract
EDUCATION AND TRAINING BENEFITS				
Developer Online Training	Yes	Yes	Yes	Yes
Access to Novell Sales and Marketing Tools	Online	Online	Online	Online
BUSINESS OPPORTUNITIES				
Online Partner Marketing Opportunity Planner	–	Yes	Yes	Yes
Base Listing in Novell Partner Product Guide	Yes	–	–	–
Premium Listing in Novell Partner Product Guide	–	Unlimited products	Unlimited products	Unlimited products
No-fee NetWare and General Novell Certifications	–	–	Unlimited	Unlimited
No-fee YES Certification on SLES and Novell Linux Desktop (NLD)	–	Up to 3 applications	Unlimited	Unlimited
Access to Novell “READY” Mark	Yes	Yes	Yes	Yes
ISV Advisory Board	–	By Invitation	By Invitation	By Invitation
Novell Open Business Commercial Licensing Program	–	Yes	Yes	Yes

Note: For current members of Novell DeveloperNet and SUSE LINUX Technology Partner programs, the following chart shows where you belong in the PartnerNet for Technology Partners program:

FORMER PROGRAM MEMBERSHIP LEVELS	NOVELL FORGE	SILVER	GOLD	PLATINUM
SUSE LINUX Technology Partner Premium	–	–	–	X
SUSE LINUX Technology Partner Advanced	–	–	X	–
SUSE LINUX Technology Partner Member	–	X	–	–
DeveloperNet Premier	–	–	–	X
DeveloperNet Advantage	–	–	X	–
DeveloperNet Professional ¹	X	–	–	–

¹ After current membership expires, get free online access to the Novell Developer Kit and other electronic resources through Novell Forge, and if needed, obtain physical deliverables and technical/developer support by purchasing what you need ala carte.

Partner with a vendor who has your needs in mind

Along with its industry-leading technologies, Novell support for industry standards and open source provides a guarantee for “future-proof” development, protecting your investments in code and market-building activity with Novell. For example, the SUSE LINUX administration tool, YaST, is now open source and available under the GPL license. Today, most servers and enterprise applications use proprietary APIs and protocols for management. Our decision to open source YaST delivers on our promise to make it easier to manage systems and develop applications. With YaST, systems management vendors, as well as IHVs and ISVs, have the opportunity to build on an open source API for managing any solution stack.

Novell provides a business and marketing framework for technology partners to market commercial solutions incorporating legal indemnification for SUSE LINUX customers who meet the criteria for participation in the Novell Linux Indemnification Program.

For OEM partners, engaging with Novell also gets you away from disruptive contracts and inflexible pricing models. From per-user licensing to sliding scale, we work with you to tailor a licensing solution that makes the most of your opportunities.

Build Your Business with Novell

Base PartnerNet membership resources, developer support and co-marketing efforts can be added to in many ways, according to what best meets the needs of your business model. Marketing through

Novell Users International or advertising in *Cool Solutions* and *Novell Connection* magazine are examples of co-marketing options you can elect to participate in. Other examples include Novell BrainShare® sponsorship and earning BrainShare discounts and free passes by signing up a given number of conference attendees. And Novell offers easy, ala-carte access to additional technical and developer support services. You can, for instance, select a higher number of physical deliverables or increase your level of development support as needed.

JOIN TODAY!

Ready to become a Novell Technology Partner? Start by completing the short online application at www.novell.com/partners/isvihv. Accept the PartnerNet agreement and list Novell as a partner on your company Web site (using text and logo provided by Novell). Then commit to port, integrate or develop and bring to market at least one product supporting Novell Nenterprise, Novell Nsure or Novell exteNd solution families or any related Novell products and technologies.

Only Novell brings a comprehensive range of enterprise networking services to the Web and to the Linux environment, and only Novell opens the door to new market opportunities for ISV/IHV developers. Everything in the Novell world is designed to work with products you bring to market: solutions created on industry standards that work on many different platforms. It's an expanding world that has plenty of room for your business to grow, develop and succeed with Novell.

For more information on Novell PartnerNet
for Technology Partners:

- Call the Novell Response Center at
888-321-4272 and select the Technology
Partner line
- Visit the Novell PartnerNet for Technology
Partner Web site: [http://www.novell.com/
partners/isvihv](http://www.novell.com/partners/isvihv)
- E-mail partnernet@novell.com with any
specific program questions or requests

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Novell Product Training and Support Services

For more information about Novell's worldwide product training, certification programs, consulting and technical support services, please visit:

www.novell.com/ngage

For More Information

Visit www.novell.com/partners and join the PartnerNet for Technology Partners program today!

You may also call Novell at:

1 888 321 4272 US/Canada

1 801 861 4272 Worldwide

1 801 861 8473 Facsimile

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