



Linaro™ Partners

Software Solutions for an Open Digital World



Linaro™ Partners

- A marketing program for third party companies offering value added services or building solutions around Linaro's technology
- Linaro Partners is offered to organizations that contribute engineering or services to support Linaro's mission
- Linaro Partners is easy to apply for and does not need any complex legal agreements



Linaro Partners - Eligibility

- Organisations* working with Linaro's engineering team that are helping us fulfil our mission

* Not chip vendors

“to make it easier and quicker for ARM partners to deploy the latest technology into optimized Linux based products”



Linaro™ Partners - Deliverables

- Linaro Partners will be displayed on a top level web page with their company logo and description of activities
- Linaro partners will be able to display the Linaro logo on their website
- Linaro partners will be encouraged to develop case studies that will be highlighted on Linaro's website
- Linaro will create a blog welcoming the partner and a media alert if appropriate
- Linaro Partners will be sent regular presentations and updates that can help in messaging Linaro activities



Linaro Partner Engineers

- Companies who provide developer talent into Linaro will be eligible for the Linaro Partner Program
- This is seen as a mutual benefit as the developer will also be able to help the partner company extract value from Linaro and align with us for related business
- Linaro Partner Engineers (LPEs) will be given Linaro e-mail accounts and expected to be active full-time members of their Working Group or Platform Team



Linaro™ Partners - Applying

- If your organization meets the eligibility criteria you may apply to become a Linaro Partner by e-mailing the Linaro Alliances manager
- The management team will review the application
- If successful, an invitation letter will be sent and arrangements for updating the Linaro Partner page made



Summary

- Linaro is keen to build public relationships with organizations that build businesses around our activities
- Linaro Partners program is for organizations that are connected to Linaro's engineering that are helping us with our mission
- We are looking for organizations that want to be part of the first wave of "Linaro Partner" announcements





www.linaro.org



All materials non confidential
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