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# AVEVA Partner President's Summit

## Program guide & qualification criteria

Dear Partners,

At AVEVA, our ecosystem of partners is something we are extremely proud of, the foundation of shared success. We have an amazing network of partners—and we value the huge contribution you make to our business. In 2021-22, we have set bold targets for growth for ourselves, and we are working to ensure that we do more to support you, making it easier, more transparent, and more profitable for you to sell AVEVA products. We do this because we recognize the enormous value you bring to our enterprise, because your success is our success.

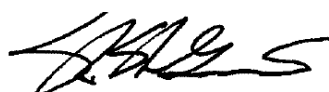
To reflect how we are developing and deepening our mutual relationship, and after two years of the global pandemic inhibiting our ability to do so, I am finally delighted to launch our inaugural Partner President's Summit, a five-day reward trip for our top-performing channel partners, where we will go a small way towards saying thank you for your loyalty and your outstanding commitment to our shared business together.

Taking place in the unparalleled natural beauty of St Kitts in the Caribbean, this five-day trip will be an opportunity for us to come together and relax, reflect on what we have achieved together, and celebrate an incredible year's performance. This opportunity is open to all partner principals and their guests. We will build in plenty of unforgettable experiences as well as a few business meetings.

How can you secure your place? We will be selecting our 15 top-performing partners to attend the event based on revenue and percentage growth from a few "tiered" categories. We recognize that our partners are growing from different FY21 starting points. We want to thank those of you who are just starting out on your AVEVA journey and achieving incredible results, as well as those who are long-standing, established colleagues who have worked with us in sophisticated partnerships over many decades.

Further information on the visit and what lies in store can be found in this brochure. If you have any questions, please get in touch with your channel manager

My wife, Connie, and I look forward to welcoming many of you to St Kitts next summer!



**Kerry Grimes**  
Head of Global Partners, AVEVA

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**This AVEVA Partner President's Summit Program Guide (the "Program Guide") is effective from 1 April 2021 until 31 March 2022.**

### 1. Definition

This program has been developed to recognize AVEVA Channel Partners who achieve outstanding results in the financial year 2021-22 in terms of overall performance, growth, and exceptional delivery.

### 2. Program overview

The AVEVA Partner President's Summit is an annual event planned to recognize those partners who have attained the goals and criteria described in this program guide. The AVEVA Partner President's Summit event allows AVEVA to show top performing Channel Partners the Company's commitment to the Channel program as well as show their appreciation of our Partners' success. In addition, this program provides an extra incentive to all partners to invest in your ability to grow AVEVA license revenue and to do so in a manner consistent with the AVEVA Life Values of Excellence Every Day and Innovation.

The CEO of each Channel Partner Achiever (or the CEO's designee) will be invited, along with a guest, to join AVEVA executives and other Channel Partner Achiever attendees at the AVEVA Partner President's Summit event. The destination for the 2022 event will be held in St Kitts in the Caribbean from Monday, May 23 to Friday, May 27. AVEVA will cover the following expenses for two individuals from each partner selected by AVEVA to participate in the AVEVA Partner President's Summit event:

- Coach Airfare
- Hotel Accommodation
- Transportation to/from the event site
- AVEVA Hosted Food & Beverage
- Individual & Group Activities sponsored by AVEVA

This program will allow senior leaders from the top global Channel Partners to spend quality time with AVEVA executives in a fun, relaxing, and enjoyable environment.

While we encourage the Partner Principal (CEO or General Manager) of each achieving partner selected by AVEVA to attend the Summit event, partners may designate another senior leader from their organization to attend in his/her place, along with a guest.

Please note that this program is subject to change.

### 3. Partner selection criteria

AVEVA will select participants in its sole discretion, generally seeking to select partners who are leaders within their respective region(s), who have grown their license revenue to AVEVA in the prior year based on local currency, and who have a spotless record in terms of adherence to the AVEVA Life Values and U.S. and local law requirements. The selection criteria set forth below are for informational purposes only. These criteria in no way limit AVEVA's discretion to select partners for participation in the program, nor does this Program Guide create a contractual or other entitlement on the part of any partner.

#### I. Worldwide Top Growth Partners in each Channel Advantage Tier Level Selections

All other things being equal, selections will be made in each AVEVA Tier level based on percentage of year-over-year license growth.

To help ensure that all partners are aligned with consistent measurement process, we have made the following assumptions in terms of the winners' tiers:

- Worldwide >8M+ Channel Partner Achievers (4)
- Worldwide >2M+ Channel Partner Achievers (4)
- Worldwide under 2M Channel Partner Achievers (2)
- Top System Integrator (2)
- Channel Executive Captain's Selections (3)

This license growth must be 100% channel partner-only license revenue. Although co-sell revenue is now counted towards tier level, no co-sell revenue will be counted towards achievement attainment.

All partners in all tier levels must remain in good standing.

#### III. Top Growth from SI Partner Selection

The Top Growth from System Integrator selection will be based on an SI partner to AVEVA that has been in the AVEVA Partner Network for at least one year and has shown the highest growth revenue. Like the Top Growth Tier Selections, this license growth must be 100% channel partner-only license revenue. Although co-sell revenue is now counted towards tier level, no co-sell revenue will be counted towards achievement attainment.

#### IV. Channel Executive Captain's Selections

Executive Captain's Selections will be made by AVEVA Channel Executive Management. In addition to considering the criteria listed above, the Channel Executive Management is looking to recognize partners who achieve exceptional improvement, growth, and strength in both license and global support revenue year-over-year, demonstrate the highest standards of professionalism and integrity, conduct their business at all times with and in compliance with AVEVA Policies, the AVEVA Life Values, and the law, engage in healthy regional competition, and promote strong alignment within the AVEVA partner ecosystem.

#### VI. Partner selection attendance

The number of Channel Partner Achievers selected may vary each year based on performance. For the FY2022 AVEVA Partner President's Summit Program, we have allocated up to 15 partner selections.

- Worldwide >8M+ Channel Partner Achiever's (4)
- Worldwide >2M+ Channel Partner Achiever's (4)
- Worldwide under 2M Channel Partner Achiever's (2)
- Top System Integrator (2)
- Channel Executive Captain's Selections (3)

### 4. Selection and further questions

AVEVA will select delegates for the Partner President's Summit based on performance within a matrix of revenue tiers. AVEVA will evaluate performance against growth targets as well as YoY percentage growth. Applicants will be evaluated in April 2022 following the closure of the financial year 2021-22 and will be notified at or immediately after IGNITE 2022. If you are successful in being nominated to attend, you will receive further information on travel and how to register to attend, along with your guest. Please note: delegates are free to select a guest of their choice, be it a spouse, partner or another guest. All those attending the Partner President's Summit should be 18 or over and no children can accompany the delegates. If they wish to do so, delegates are free to extend the trip at their own cost.

More information will follow in Kerry's regular Partner Newsletters and at upcoming Partner Events. If you have any questions around this guide or the AVEVA Partner President's Summit program, please contact your Channel Account Manager.