



OPEN-PROD

Partnership offer for the integration of Open-Prod : open source ERP for the industry sector

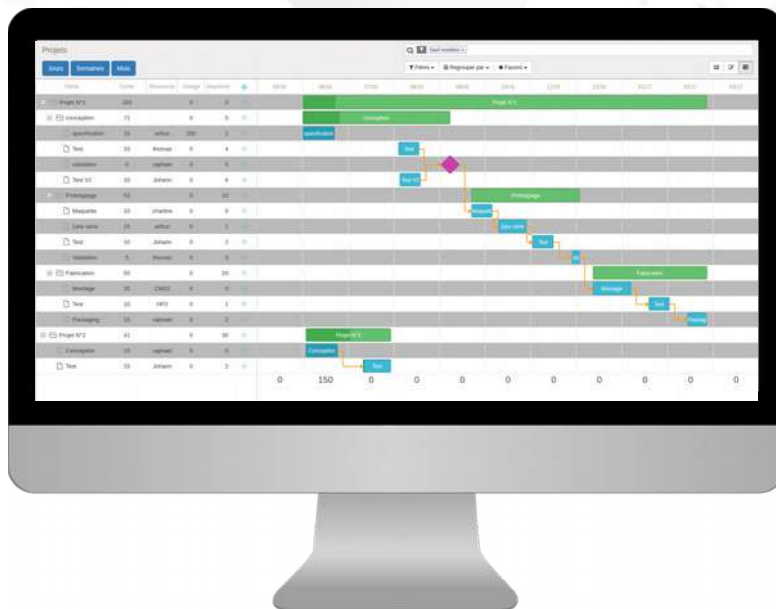


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I. History and philosophy of Objectif-PI

Created in 2009, Objectif-PI is an open source ERP editor and integrator for the industrial sector. Thanks to twofold expertise of industrial management and –information systems integration, the company offers an open source ERP with unequalled functional scope for industry. Industrialists and IT specialists developed Open-Prod together to market a flexible, adaptable and evolutionary ERP dedicated to the management of industrial companies.

The management software is entirely developed in France, through a close collaboration between the project managers of the company, the partners and the users with the drive for continuous improvement.

Objective-PI has integrated Open-Prod in various industrial sectors (plastics, electronics, car manufacturers, watchmaking, recycling, textile, semi-conductor, etc.) within start-ups, Small and Mid-Sized companies, as well as in international groups.

The ERP is based on modern, open source technologies to provide high adaptability and reliability.

Our motto :

"Offering the most flexible, ergonomic and adaptable ERP dedicated to industry »

Our mission :

To provide personalized support to our customers and integrators.

To continually bring technical and fonctionnal evolutions to Open-Prod.

Our values:

Pragmatism, hands-on approach, involvement, continuous improvement

II. Partnership offer

We are looking for partners, experts in the field of industrial management, to integrate Open-Prod in manufacturing companies of their region.

What we offer:

- 90% of the client budget to the integrator - A network of manufacturing management experts
- Access to the source code of the ERP
- Training and guidance
- Leads according to geographical area or specialty

A. The economic model

The Open Source model redefines the meaning of value

The use of Open-Prod does not require purchasing a license. This economic model enhances the volume of service of the integrator, which is the main added value of the project which most benefits the clients.

Distribution of the activities of a project

Editor Objectif-PI

Partner integrator



Financial flow of an integration project

- Editor Objectif-PI**
- Partner integrator**



Exemple of a 60,000 € project

	Integrator	Objectif-PI
Analysis	5000	/
Configuration	6000	/
Installation	3000	/
Migration	14 000	/
Documents creation	8000	/
Adaptation	4000	/
Training	8000	/
Functional Support	6000	/
Maintenance	/	6000
TOTAL Year 1	54000	6000

B. Shared tools

Objectif-PI provides a range of documents and tools.

- Collaborative project management tools
- A ticketing system
- A versioning tool and upgrade tracking
- Training and testing databases
- Technical and functional documentation
- Methodology and commercial documentation
- Training tutorial videos

C. A customizable partnership

Because each company is different, possessing its own skills and priorities, we assist our integrators with activities they do not wish to support.

- Functional services : analysis of the project, setup and configuration of Open-Prod...
- Technical services : specific developments, on-premises deployment, data migration...

Free re-invoicing to final clients.

III. Becoming a partner

The process involves two phases.

A. Training

8 days (up to 4 people per company) including :

- 6 functional days to master Open-Prod
- 1 day for data transfer
- 1 day to get all the keys in hand to present and sell Open-Prod

Each year, we provide a training session to introduce our partners to the new features and upgrades to the software.

B. Support

During the first year, we assist our partners with their projects.

- Sales Support : pre-sales, documents (pamphlets, videos, etc.), examples of business proposals, web demonstration, costing support...
- Functional Support : specification and configuration

+ Additional functional support is also available in the form of supplementary Support Package

C. Maintenance contract

We charge the partner an annual maintenance contract per client which can be freely re-invoiced on to the clients.

This contract includes bug corrections and version upgrades of the ERP.

IV. Nurturing the partnership

A. Our commitments

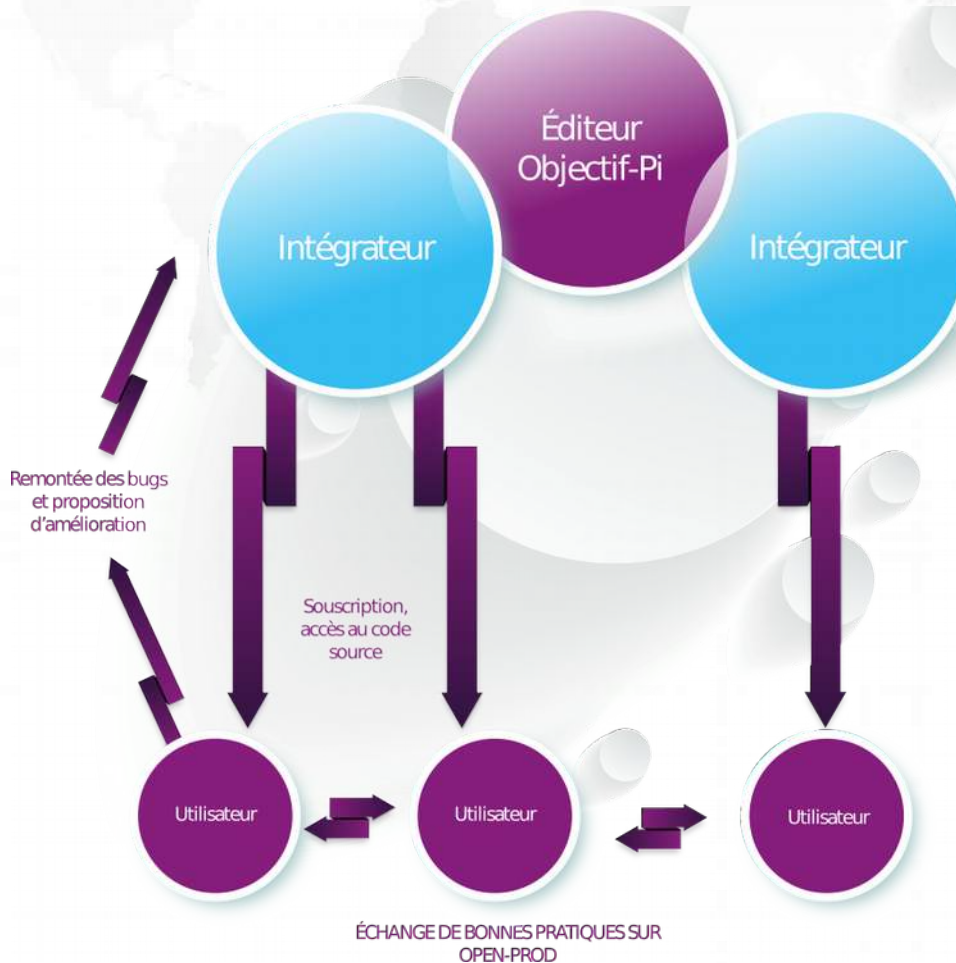
1) Developing our ERP continually

We are committed to make Open-Prod evolve continuously by developing new features to optimize the ergonomics and the functional coverage.

2) Dialog, the open source philosophy

We attach a great importance to open communication, encouraging suggestions for new developments of our software, or on the best practices for its integration.

We organize an annual meeting in order to review the partnership and discuss ways of improving it to our mutual benefit.



3) Our communication strategy

To spread the word about our ERP and our expertise, we frequently release information about new features of Open-Prod and, our project management methods, we interact with experts of our sectors, discuss trends and relay company news and those of our partners: new partnerships, events, case studies...

- **Website** : You will find a presentation of our ERP with details of its features, our integration process and our company's latest news.
- **Press Relations** : We regularly publish articles in the trade press (IT and industry). We can collaborate with our partners to benefit from mutual Press Relations.
- **Social networks** : We are active on social networks with a community of industry experts, CEOs of software firms, ERP consultants, software developers and journalists.
- **Events and networking**: You can find us at external events (trade fairs, thematic days, conferences, etc.) or at home for special events.

B. Our interactions

- We train our partners in how to use Open-Prod and its business advantages
- Our partners feed back their observations and those of their clients regarding their use of the software
- Our partners share best business practices and best integration practices between themselves and with us
- We all share our ideas to grow the partnership
- We all provide mutual recommendations

V. Contact

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