About the Astera Alliance Program

Goals:

- Collaborate with OEM partners to develop complex data integration solutions based on Astera's unique .NET technology

- Work with reseller/system integrator and OEM partners to bring Astera-enabled data integration and management solutions to market quickly, easily, and with greater impact

- Work with partners to demonstrate, train, and support solutions built on Astera software

- Provide straightforward and affordable pricing to maximize partner profits

Astera Overview

➢ Background
- o Incorporated in 1990
- o HQ in Westlake Village, CA

➢ Established Company
- o Building business solutions for over 16 years
- o Experts in developing .NET applications
- o Cross-industry expertise
- o High customer satisfaction

➢ Proven Products and Services
- o Over four years in production
- o Over 150 customers, many enterprise class
- o Scalable
- o Intuitive interface

Astera Customers

Breadth of Customers/Solutions

- Financial
  - Wells Fargo
  - Randolph-Brooks Federal Credit Union
  - Raymond James
  - Reliance Trust
- Education
  - Vanderbilt University
  - ConnectEdu
  - Touro College
  - Goddard Systems
  - Scholastic
- Non-Profit
  - The United Methodist Church
  - Focus On The Family
  - Randolph-Brooks Federal Credit Union
  - Presbyterian Homes & Services
  - Faith Comes By Hearing
- Government
  - USDA
  - City of Lodi, CA
  - Robeson County, NC
  - Cuyahoga Metropolitan Housing Authority
  - City of West Bloomfield, MA

Astera Value Proposition

Astera delivers a next-generation complex data integration system that offers key benefits in the following areas:

- Market leader in overcoming complex data challenges
- Astera's .NET based data integration solution stack is the only embeddable middleware on the market for OEM Microsoft-based solutions
- Data integration, ETL, and data quality features all in a single platform
- Ease of use and short learning curve that reduces development cost and time
  - Comprehensive data exchange capabilities cut custom code writing
  - Can be leveraged by business users with minimal IT support
- Fast and easily embeddable parallel data processing engine
- Straightforward and affordable pricing

Partnership Opportunities

- OEM
  - Solution providers who embed Astera technology directly within their enterprise software and services solutions
  - Joint product support, training, and consulting services to customers
  - Joint marketing programs and sales and business development

- Resellers/System Integrators
  - Industry-specific solutions for customers that include Astera software
  - Offer Astera software as part of value-added solutions that address the specific IT needs of customers
  - Redistribute Astera's software and provide direct customer training and support

Program Benefits

- Gold and Platinum partners receive discounted training for their employees and four free consulting hours for the first customer

- Astera services for customer training and consulting are provided to all partners at Astera's standard rates

- All partners are provided with one free license for in-house use

- Discounts for subsequent licenses, both in-house and resale

Marketing Opportunities

Marketing opportunities are provided for Gold and Platinum partners, including:

- Astera product marketing materials: datasheets, slide decks, white papers
- Access to Astera Alliance Program web portal
- Access to Astera sales and marketing materials and tools
- Permission to display the Astera logo on partner's website
- Joint webinars on partnered solutions
- PR support for partner announcements
- Support for partner marketing collateral that involves Astera products
- Co-hosted marketing events and shows or partner showcase opportunities at Astera shows and events

Sales and Business Development Opportunities

Astera works with its Gold and Platinum partners to support sales and business development efforts:

- Dedicated partner manager assigned as go-to resource
- Support for scheduling and running demos
- Support for training
- Technical support for trials
- Technical support for proof of concept requests
- Joint lead generation and partner referrals
- Access to pre-sales technology resources such as Astera technical specialists and support programs

Product Support

Gold and Platinum partners receive ongoing Astera product support:

- Monthly product updates
- Training webinars
- Access to Astera's product roadmap
- Advance briefings on product announcements