



ServiceMax Asset 360 Partner Xcellence Program

Welcome

Our Partner Xcellence Program is designed to empower and enable you to capture the significant Field Service Management (FSM) market opportunity that is in front of us, with a current Total Addressable Market of \$34BN. Our ethos has always been **#customerobsessed** and **#wintgether**, and we are excited to extend that to select Partners within this Program. Our customers help keep the world running, therefore the program is centered around what customers need to be successful, their satisfaction and how we operate as Partners. Let's make a difference to this world together.

Contents

- Program Benefits
- Base Program Requirements
- Program Tiers
- Enablement, Training and Certification
- How we Operate

1.0 Program Benefits

The following benefits are available to Partners that meet the program requirements:

ServiceMax Asset 360 Training and Certification

ServiceMax will provide complementary vouchers to partners to make the Asset 360 curriculum and certification free of charge to meet criteria's for their respective partner tiers. The training and certification will be executed on an on-demand basis by e-learning technology.

ServiceMax Partner Success Architect

Access to a ServiceMax Partner Success Architect, who will support all aspects of Enablement and Implementation.

ServiceMax Partner Community

Access to the ServiceMax Partner Community, a tool for sharing ideas, suggestions, best practices, and general tips around ServiceMax Asset 360. The ServiceMax Community enables Partners to access a one-stop shop for all product and enablement related information.

ServiceMax Website Visibility

Logo present and visible on external sources, including our website and customer facing materials.

2.0 Program Requirements

To ensure the success of our mutual customers, having the appropriate ServiceMax Asset 360 knowledge is key. ServiceMax is dedicated to our customers success, therefore as part of this program we have the following requirements.

ServiceMax Certified Asset 360 Resources

Partner Asset 360 implementation resources must possess either the ServiceMax Asset 360 Certified Implementation Specialist Level-1 or Level-2 certification. To achieve either certification, a resource must attend the related course in full, and pass the associated certification exam at its conclusion. A resource must already possess the ServiceMax Asset 360 Certified Implementation Specialist Level-1 certification before pursuing the ServiceMax Asset 360 Certified Implementation Specialist Level-2 certification. ServiceMax assumes resources are already Salesforce Field Service Certified.

Average Customer Satisfaction Score

ServiceMax will conduct a customer satisfaction (CSAT) survey for every completed, Partner-primed project. A rolling, 12-month average of the CSAT score will be calculated based on survey responses received in that period and an 8.5 (out of 10) average must be maintained. Should the average CSAT score drop below 8.5, collaboratively our leadership teams will discuss opportunities for further

enablement. Continued failure to comply might result in termination of the Partner agreement.

Advisory Services

ServiceMax has a dedicated set of professional services offerings (Advisory Services) that have been designed to assist Partner Prime Implementations. ServiceMax' project involvement is required on all customer engagements and will be relaxed as partners matures by building capabilities and capacities in delivering ServiceMax Asset 360 projects. For the first three (3) Asset 360 implementations, the minimum level of services required is the Advisory Services Enhanced Package. More details can be found in Appendix 1. The ServiceMax team will partner during the sales cycle and bidding stage to ensure the appropriate level of services are included within the Partners prime proposal. The services offered are designed to support the project by leveraging Product and Domain expertise, with the ultimate goal of customer satisfaction.

3.0 Program Tiers

The Partner Program operates two (2) tier model. The entry tier is Standard, with progression to Preferred status should the following additional requirements be satisfied:

Partner Requirements	
Size of Practice (Number of Asset 360 Certifications)	50 or 50% of SFDC Practice Asset 360 Certified
Average Project Customer Satisfaction Score	9 (Out of 10)
Number of Completed ServiceMax Asset 360 Projects	5

Upon meeting the above, the below additional requirements are eligible:

Additional Benefits
Early visibility to ServiceMax Asset 360 Roadmap
Designated Alliance Director with quarterly business reviews
Designated Partner Success Architect
Discounted ServiceMax implementation Advisory Services
Detailed as Preferred in external communications and prospect responses
Detailed as a Preferred Partner on the ServiceMax Website

4.0 Enablement, Training and Certification

The ServiceMax Asset 360 Partner Xcellence Program provides role-based enablement offerings. We have created Guided Learning Paths (GLP's) for Implementation Roles. All training and certification is free of charge under the terms of the program.

Implementation Enablement Journey

ServiceMax Asset 360 accreditation is achieved through 2 levels:

- ServiceMax Asset 360 Certified Implementation Specialist Level-1
- ServiceMax Asset 360 Certified Implementation Specialist Level-2

Certification is agnostic across key implementation roles, including Project Managers, Architects, Consultants, Developers and Trainers.

Please reach out to your local Partner Success Architect or email us at partners@servicemax.com for more information.

5.0 How we Operate / Rules of Engagement

All Partners enrolled in the ServiceMax Partner Xcellence Program have accepted and executed the ServiceMax Partner Agreement. In addition, the following must also be executed;

- MPA – Master Partner Agreement (for Global Integrators only)
- Mutual Bi-Directional Subcontracting Agreement

Program Compliance: as a ServiceMax Partner, we ask you to conduct all business engagements with integrity, and to operate with an ethical and accountable mindset.

ServiceMax Advisory Services: as a ServiceMax Partner, we request to collaborate effectively and openly during all interactions, and that based on consultation with ServiceMax during the sales cycle a mutually agreed Advisory Services engagement will be established.

Program Non-Compliance: Non-Compliance with the Partner Program and expected rules of engagement may result in termination of the Partner Agreement.

Appendix 1.

Architecture Advisory Packages

Included Service	360 Essential	360 Enhanced
Workshop Preparation	X	X
Customer Requirements Preparation	X	X
Workshop Attendance		X
Business Process Refinement and Solution Design Review	X	X (Additional Support)
Solution Design Audit	X	X (Additional Support)
Technical Customization Review	X	X
Solution Guidance (Build stage)	X	X (Additional Support)
UAT Support	X	X (Additional Support)
Migration Support		X
ServiceMax Support & CAM Transition	X	X
Go-Live/Cutover Plan Support	X	X (Additional Support)
Monthly Project Review Calls	X	
Weekly Project Review Calls		X