



Talis Additions Partnership Agreement

The Talis Additions Partnership Programme is intended to support greater customer choice, to help our mutual customers' gain more value from their applications. It also provides assurance that our solutions will work together.

Integration of Solutions

Talis Certified means that the partner's products or services have been tested and validated. It is this certification of integrated products or complementary services that increases the value of our combined offerings and the subsequent value to our mutual customers. To maintain this, both parties agree to jointly inform each other about new product releases or versions which may impact the interoperability of respective products in a timely manner.

The Intentions of the Talis Additions Partner Programme

As a Talis Additions Partner, you will be charged an annual membership fee. This not only establishes your company as a Certified Talis Additions Partner, but entitles your company to access the Talis Additions Partner benefits including:

Public Relations:

- Joint PR Activities
- Inclusion of mutual customer case studies in the high impact quarterly magazine, Panlibus

Advertising:

- Substantial discounts on joint initiatives, including events and advertising in Panlibus

Direct marketing:

- Include extended items in monthly electronic newsletters, segmented by academic and public libraries, including custom links driving traffic to your website

Personal selling:

- Online Sales activities, including joint webinars
- Joint Sales and Marketing Campaigns

Website:

- Sharing success stories through case studies
- Facility for Partners to include videos demonstrations
- Inclusion of your logo on our website

Talis seeks to improve the value of the Talis Additions Partner Programme so will occasionally review the benefits. Partners will be notified through monthly newsletters and the benefits will be available on the Talis Additions Partner page www.talis.com/partners/programme.