SYSTEM INTEGRATOR PARTNER PROGRAM

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melissa™

Introduction and Welcome

Melissa works with industry-leading consulting and system integration professionals worldwide as part of a network of Melissa customers, partners, and industry leaders committed to develop, market, and service innovative and productive real-time solutions involving data quality and business intelligence.

The **System Integrator Partner Program** is designed to offer a comprehensive portfolio of programs, tools, and resources that provide an outstanding opportunity for you to realize significant increases in revenue and engage in a long-term partnership as a key member of the Melissa Partner network.

KEY PROGRAM ELEMENTS		
Development Software		Technical Consulting
Technical Library	Marketing & Sales Tools	Partner Support

Why Partner with Melissa?

Because it's an opportunity to work with an established industry leader recognized for its strong market presence, innovative technologies, and high-quality products, services, and solutions.

Melissa has been providing international address management, identity resolution, and contact data quality solutions for over 30 years. In that time, we have helped thousands of companies around the globe proactively manage the quality of their data through world-class verification, matching, enrichment, and profiling capabilities. As a private company, our vendor-independent approach is to offer multisource reference data for multiplatform development and integration. This provides our customers with more choices in how they want to use Melissa and also allows our customers to easily customize solutions to meet their specific needs and business objectives.

POSTAL CERTIFICATIONS AND PROGRAMS	
USPS® CASS Certified™ address matching software	USPS PAVE™ Gold Certified address presort software
Canada Post® SERP Certified™ address validation software	USPS NCOALink® Full Service Provider Licensee

CERTIFIED AND COMPLIANT	
SOC 2 Type II	HIPAA/HITECH
US/EU Privacy Shield	Service Level Agreements (SLAs); failover and uptime guarantees

Full Spectrum Data Quality

Similar to Gartner's Magic Quadrant, Melissa offers the full spectrum of data quality solutions that work across the entire data quality lifecycle – at point-of-entry to prevent bad data from entering your systems in the first place, to continuously monitoring and updating your data and prevent it from going stale and unfit for use.

Melissa specializes in "active" data quality – cleaning, correcting, and updating data that has a relationship with the "real world." Data like postal addresses, phone numbers, email addresses, job titles, and company names is complex and changing constantly. To handle it correctly, you need access to multisource authoritative reference datasets and deep domain knowledge. You need Melissa.

PROFILE & MONITOR DATA Determine the overall quality of data assets and identify problems, then enforce rules and standards and monitor data quality improvements over time.
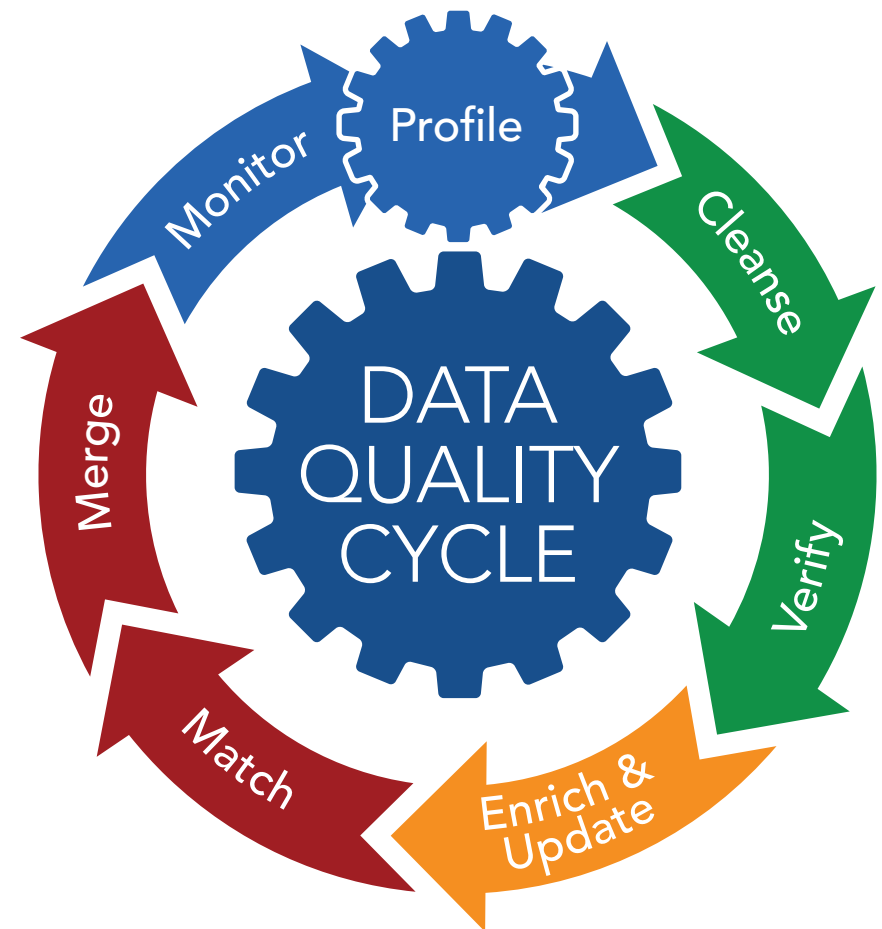
CLEANSE DATA Use a variety of programmatic and/or regular expressions to correct data inconsistencies quickly and easily.

VERIFY DATA Leverage powerful global identity, address, name, phone, and email validation routines to ensure contact data is accurate and actionable.

ENRICH DATA Add valuable geographic, demographic, firmographic, property, and risk data to monetize data and improve business insight and analysis.

UPDATE DATA Access up to 20 years of change-of-address records for current addresses of customers: domestically and internationally.

MATCH DATA Consolidate similar records and merge/purge duplicates with advanced ASM (approximate string matching) algorithms and survivorship rules for a single, 360-degree view of the customer.

The full spectrum of data quality delivers accurate, trusted, actionable data for data integration, MDM, enterprise data warehousing and Big Data success.

About this Guide

This program guide provides comprehensive information about the Melissa System Integrator Partner Program. It describes the various benefits of being a member of the program. This program guide includes the following sections:

ABOUT THE PROGRAM
A high-level overview of the Melissa System Integrator Partner Program.

BECOME A PARTNER
Instructions on how to become a Melissa Partner.

PROGRAM BENEFITS
An overview of your benefits.

TERMS AND CONDITIONS
An overview of the terms and conditions of the System Integrator Partner Program.

This program guide is provided for information purposes only, and the information herein is subject to change without notice. Melissa reserves the right to make the benefits listed in this guide available to any of its partners, or to withhold any of the benefits.

If you have any questions related to the program guide, please email **Melissa Partners**.

About the Program

Members of the Melissa System Integrator Partner Program are entitled to take advantage of a wide-range of benefits as highlighted below.

BENEFITS	EDUCATION	DEVELOPER	MARKETING	SALES	SUPPORT
Partner On-boarding	Training	Access to Developer Portal	Partner Awareness	Sales Support	Product Updates
Partner Support	System Integrator Certification	Code Examples	Co-Branded Opportunities	Pricing Discounts	Support Portal
Growth Opportunities		Technical Support	Marketing Materials	Referrals	Expedited Support
		Technical Resources			
		Beta Program			

Become a Partner

To become a member of the Melissa System Integrator Partner Program and receive the benefits and resources outlined in this guide, please follow the process below:

Step 1 **APPLY**

Review the entire Melissa System Integrator Partner Program Guide.

Complete the online **Melissa Partner Application**.

Step 2 **REVIEW**

Review application – Melissa will review and notify the company by email within thirty (30) business days.

If accepted, company will receive the Melissa Partner Agreement to sign.

Step 3 **SIGN**

Sign the Melissa Partner Agreement and return to Melissa.

Step 4 **ON-BOARD**

Participate in the on-boarding call.

Complete the General Information section of the Partner Profile.

Step 5 **ANNOUNCE**

Melissa will post partner on the Melissa Partner Directory.

Benefits of Membership

The Melissa System Integrator Partner Program is designed to deliver valuable benefits to help partners succeed in the marketplace and strengthen our mutual relationship.

STRONG COMPANY AND ROBUST PRODUCTS

Build your practice around our comprehensive line of leading-edge contact data quality and enrichment solutions.

Leverage a flexible ecosystem of solutions available as on-prem or Cloud APIs, software, and integrations for many popular CRM, data integration, and ecommerce platforms.

PARTNER ON-BOARDING AND PARTNER SUPPORT

Receive an onboarding call conducted by the Melissa Partner Support Group.

Demo key Melissa products that will drive business opportunities.

Receive telephone, email, and online support to assist with inquiries about the Partner Program.

GROWTH OPPORTUNITIES

Collaborate with an established leader in the global contact data quality space delivering solutions that enable you to expand your business offerings and services capabilities.

Access new customer opportunities through referrals where your technical expertise and skills are required.

Education

Partners have access to a Training and Certification Program for your sales and technical teams for world-class training that matches the power and excellence of Melissa data quality and global intelligence solutions.

TRAINING

- Learn from highly qualified instructors.
- Attend courses held at Melissa's state–of-the-art facility in Rancho Santa Margarita, California, or at several regional offices around the world.
- Arrange on-site customer training at your location.
- Access live and recorded online seminars on specialized product topics and demonstrations.

SYSTEM INTEGRATOR CERTIFICATION

- Learn and gain accreditations that enhance your skills and expertise with Melissa products and solutions.

Developer

The Melissa System Integrator Partner Program provides access to the tools and resources you need to develop, test, and market your applications utilizing Melissa solutions.

ACCESS TO DEVELOPMENT SYSTEM AND TECHNICAL RESOURCES

- Receive a development license(s) to be used for test and development purposes.

- Utilize the Developer Portal and Service Console for rapid application development.

- Access software development resources including coding samples, product blueprints and documentation, and technical library.

- Participate in Technical Evaluation Call to share high-level technology overview as well as technical discussion on best practices and integration techniques.

PARTICIPATE IN BETA PROGRAM

- Get exposure to new product features/functionality.

- Receive early releases of our products, preview product roadmaps and invitations to insider briefings on Melissa vertical and technology strategies.

- Provide valuable feedback during the development cycle to improve commercial releases.

Marketing

Melissa provides partners with marketing programs and tools designed to support your go-to-market activities in driving demand for Melissa solutions.

USE OF LOGO

- Right to use the Melissa logo on your company sales, marketing, and promotional materials.

MARKETING COLLATERAL

- Access to marketing templates.

- Development of joint marketing collateral including solution overviews, brochures, datasheets, and white papers.

- Publication and promotion of Partner Success Stories highlighting joint solutions.

EVENTS AND WEBINARS

- Conduct joint webinars to promote joint solutions to mutual customers, prospects, and the Melissa sales force.

- Issue press releases publicizing both the partner's products and their partnership with Melissa.

- Event Benefit at Melissa events and access to Melissa sponsored industry events attended by key customers in our target industries.

Sales

Partners have access to the following programs to support efforts in selling and supporting Melissa and joint solutions.

SALES SUPPORT

- Access to electronic versions of Melissa collateral such as datasheets and white papers.

- Free customer evaluations by signing up qualified prospects for a 30-day trial.

- Joint account calls with Melissa sales representatives.

- Priority status in phone and online technical support.

REFERRALS AND SALES LEADS

- Eligible to refer opportunities for Melissa to sell directly and qualify to earn a referral fee.

- Eligible to receive qualified leads where your company's technical expertise and resources are needed.

Support

Comprehensive customer-focused support and services from Melissa puts partners on the fast track to success and operation excellence.

ACCESS TO SUPPORT PORTAL

- Create new support service requests and review the status of open support service requests.

- Search knowledgebase, technical publications, and user manuals for resolutions to known problems.

ACCESS TO PRODUCT UPDATES

- Receive software updates and upgrades at no charge.

CUSTOMER FIRST PRODUCT SUPPORT

- Leverage an experienced global support team with in-depth knowledge to address your customers' needs.

- Consistent and reliable support services in multiple technologies and geographies including North America, India, and Europe.

- Numerous redundant, distributed server farms across the globe for uninterrupted service and uptime.

- SLAs and 24/7 support available.

Melissa Product Matrix

Partners have access to the following programs to support efforts in selling and supporting Melissa and joint solutions.

	ON-PREM API	CLOUD API	SaaS	MICROSOFT® (SQL SERVER®, DYNAMICS CRM®, EXCEL®)	ORACLE® (E-BUSINESS SUITE®, JD EDWARDS®, PEOPLESOFT®)	PENTAHO® PDI	SERVICE BUREAU
Profiling	✔		✔	S		✔	
Cleansing				S		✔	
Verification & Hygiene							
Address	✔	✔	✔	S, D, E	E, J, P	✔	✔
Name	✔	✔	✔	S, D, E		✔	✔
Email	✔	✔	✔	S, D, E		✔	✔
Phone	✔	✔	✔	S, D, E		✔	✔
Identity		✔		S, D, E		✔	
Move Update		✔	✔	S, E	E, J, P	✔	✔
Enrichment							
Geocoding	✔	✔	✔	S, D, E		✔	✔
Property		✔	✔			✔	✔
IP Location		✔	✔			✔	✔
Firmographics		✔	✔			✔	✔
Demographics		✔	✔			✔	✔
Matching		✔	✔	S, E		✔	✔
Monitoring	✔			S		✔	

Melissa Products

VERIFY & CLEANSE

PERSONATOR (GLOBAL IDENTITY) Verifies a person's identity and enrich records with missing contact data, location intelligence and demographics.

GLOBAL ADDRESS VERIFICATION Verifies, corrects and standardizes addresses for 240+ countries.

GLOBAL PHONE VERIFICATION Verifies mobile and landline numbers for 240+ countries, provides caller ID, and checks if a mobile number is live and active.

GLOBAL NAME VERIFICATION Recognizes 650,000+ ethnically-diverse first and last names to properly validate, parse, and format the names of people and companies.

GENERALIZED CLEANSING Combines six cleansing operations, including regular expressions, into one tool to cleanse and standardize all data types.

PROFILE & MONITOR

PROFILER OBJECT Provides a statistical analysis "snap shot" of data to quickly see where the problems are, and provides continuous monitoring to enforce business rules on incoming records.

ENRICH & UPDATE

SMARTMOVER^{SM} Provides real-time change-of-address processing for U.S. and Canada customer records to reduce the waste of undeliverable mail and postage rates.

GEOCODER Adds precise latitude/longitude coordinates and other geographic data linked to addresses.

PROPERTY Returns detailed property and mortgage data on U.S. properties.

IP LOCATOR Offers 20 unique lookup techniques to provide a wealth of geolocation information associated with an IP address.

BUSINESS CODER Access company and contact information (job title, name, phone, email) for 25+ million U.S. business records.

PERSONATOR DEMOGRAPHICS Provides detailed characteristics on 250 million U.S. individuals and 170 million households.

MATCH & MERGE

MATCHUP® Eliminates duplicate records, links customer data and consolidates similar records using proprietary contact data and fuzzy matching algorithms and survivorship rules.

Pricing Guide

We recognize the crucial role system integrators play in helping us deliver our data quality solutions to mutual customers. That's why our System Integrator Partner Program offers partners the opportunity to purchase an enterprise-level software subscription to our broad product portfolio for a substantial competitive advantage.

PLAN*	Suggested Retail Price (SRP)
Global DQT Suite (Address, Name, Phone and Basic Email Verification)	$200,000
Enrichment Suite (Geocoder and IP Locator)	$30,000
Matching (MatchUp)	$25,000
Profiling and Monitoring (Profiler Object)	$4000
Enrichment+ Suite (Property, Personator Demographics and Business Coder)	Ask for Quote
Total	$260,000
MELISSA SI PARTNER DISCOUNT	**$30,000 - $50,000**

*Up to 10 million records annually.

Real World Solutions to Real World Problems

Melissa is a strong believer in having a powerful partner network that can create innovative uses of our data quality and enrichment solutions. Here's how we've helped customers, let us know if we can help you!

"Melissa has leveraged the extensibility of the SSIS platform to create components that support Data Quality and master data management (MDM), including the address verification they are known for. This is an excellent example of how our partners enhance the value of SSIS, allowing customers to access best-of-breed functionality seamlessly integrated with SSIS."

Denise Draper
Unit Manager for SSIS, Microsoft Corporation

"I believe Melissa has helped us improve not only data quality, but also our downstream experience for end users. We're now able to identify everything from fraud to missing data, and allow our individual customers to swipe their cards with confidence. And, most importantly, as every data engineer knows, having clean data translates to the bottom line."

Mark Lanners
Director of Data Management, Metabank

"We were an early adopter and use nearly all the components in Melissa's DQ Suite. We appreciate their developer support and integration with our own tools and workflow. We see Melissa as a trusted vendor that provides good value and superior quality."

Mike Visaya
Associate Director IM, University of Washington

"We appreciate the extensive functionality provided in the out-of-box version. It is an excellent, self-documented product, and has a very intuitive user interface for programmers and architects. It is a simple drag-and-drop to include SSIS components in the ETL flow."

Osvaldo Cruz
Data Warehouse Architect, CalOptima

"We chose Melissa for two reasons: one was cost; the second was the ease in which we are able to communicate and work with the team at Melissa."

Nick Sprau
VP of Marketing, Metafile

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Membership in the Melissa System Integrator Partner Program is in effect for one year from the Partner Agreement effective date. Partners are reviewed annually, at a minimum, to determine program eligibility.

Members are responsible for their employees' compliance with the guidelines and terms of the Melissa System Integrator Partner Program and the applicable Melissa Partner Agreement. Members should periodically review the program guide for any changes.

If you have any questions related to the program guide, please email **Melissa Partners**.