MELISSA VALUED PROFESSIONAL PROGRAM

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www.Melissa.com

melissa®

Introduction and Welcome

Melissa works with industry-leading IT consultants, software developers and system integration professionals worldwide to provide perspectives on various issues that intrigue, challenge and inspire those seeking to solve data quality and integration problems. Together we are committed to develop, market and service innovative and productive real-time solutions that overcome bad data pain points and provide true business intelligence.

The **Melissa Valued Professional (MVP) 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 MVP network.

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

Why Become an MVP?

Because it's a unique opportunity to gain competitive differential amongst other consultants and position yourself as a thought leader within your area of expertise. Through partnership with Melissa – established industry leader – you will realize new marketing opportunities, referrals and recurring revenue. Access to Melissa's solutions bring added value to your projects and happier customers.

About Melissa

Melissa is recognized for its strong market presence, innovative technologies and high-quality products, services and solutions. We've been providing international address management, identity resolution and contact data quality solutions for more than 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, we offer reference data from multiple sources for multi-platform development and integration. This provides our customers with more choices in how they want to use Melissa and 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

Melissa provides a 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 to 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 address, phone number, email address, job title and company name, is complex and constantly changing. To handle it correctly, you need access to multisource authoritative reference datasets and deep domain knowledge.

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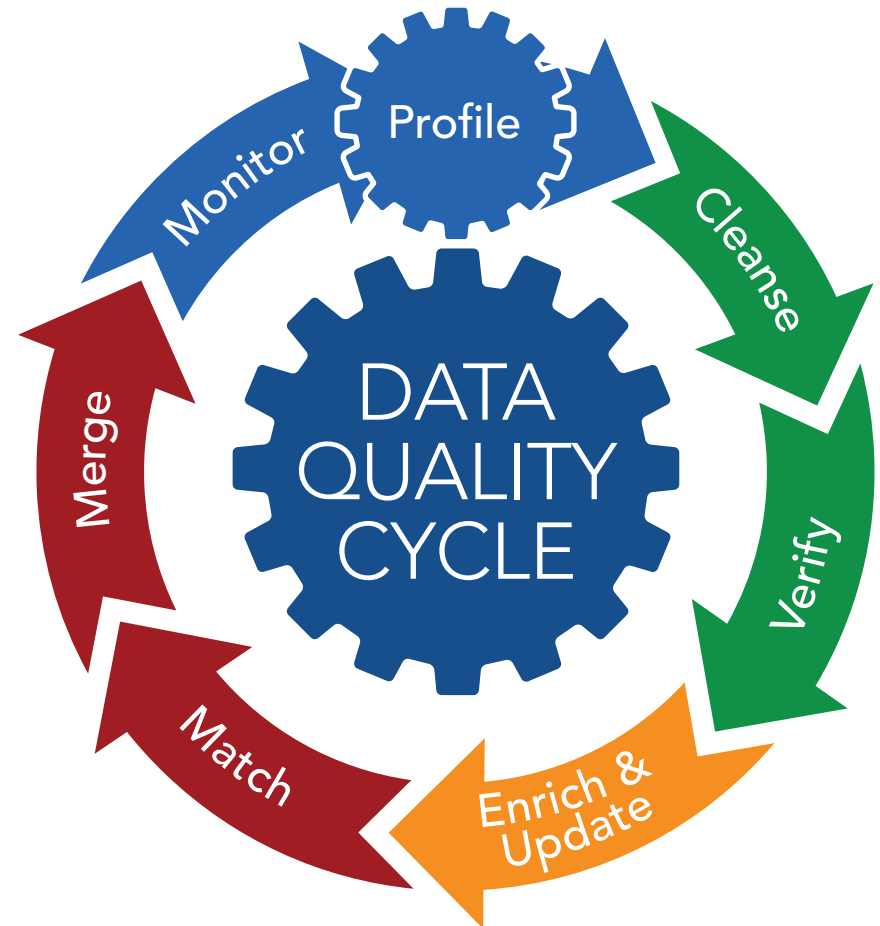
CLEANSE DATA Use a variety of programmatic and/or regular expressions to correct data inconsistencies and typos quickly and easily.

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 fuzzy 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 MVP 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 MVP Program.

BECOME AN MVP
Instructions on how to become an MVP.

PROGRAM BENEFITS
An overview of your benefits.

TERMS AND CONDITIONS
An overview of the terms and conditions of the MVP 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 MVPs, or to withhold any of the benefits.

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

About the Program

Members of the MVP Program are entitled to take advantage of a wide-range of benefits as highlighted below.

BENEFITS	EDUCATION	DEVELOPER	MARKETING	SALES	SUPPORT
MVP On-boarding	Quarterly Product Training	Engineer-to-Engineer Resources	Partnership Awareness	Sales Support	Product Updates
MVP Support	MVP Certification	Code Examples	Joint Events + Webinars	Pricing Discounts	Support Portal
Lead Generation + Growth Opportunities	Unlimited Access to DQ Resources	Technical Support	Co-Branded Marketing Materials	Referrals	Expedited Support
		Technical Resources			
		Beta Program	Content Promotion		

Become an MVP

To become an MVP and receive the benefits and resources outlined in this guide, please follow the process below:

Step 1 **APPLY**

Review the entire MVP Program Guide.

Complete the online **MVP Application,** at Melissa.com/company/partners.

Step 2 **REVIEW**

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

If accepted, candidate will receive the MVP Agreement to sign.

Step 3 **SIGN**

Sign the MVP Agreement and return to Melissa.

Step 4 **ON-BOARD**

Participate in the on-boarding call.

Complete the General Information section of the MVP Profile.

Step 5 **ANNOUNCE**

Melissa will post MVP profile on the MVP Directory on melissa.com.

Benefits of Membership

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

STRONG COMPANY AND ROBUST PRODUCTS

Add additional value by building your practice around our comprehensive line of leading-edge 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.

MVP ON-BOARDING AND SUPPORT

Receive an onboarding call conducted by the MVP Support Group.

Demo key Melissa products that will drive business opportunities.

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

MVPs 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's 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 and whitepapers on specialized product topics and demonstrations.

MVP CERTIFICATION

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

Developer

The MVP 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 tests, demos and development purposes.

- Utilize engineer-to-engineer resources 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 MVPs with customized 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 company logo and MVP 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 MVP Success Stories highlighting joint solutions.
- Joint video production.

EVENTS AND WEBINARS

- Conduct joint webinars to promote solutions to mutual customers, prospects and the Melissa sales force.
- Issue press releases publicizing both the MVP products and their partnership with Melissa.
- Event benefits at Melissa events: possible speaking opportunities and access to Melissa-sponsored industry events attended by key customers in our target industries.
- Host joint business lunch and learns.

CONTENT PROMOTION

- Promotion of thought-leadership content across Melissa social networks, blog, newsletters, magazines, online resource center and/or trade shows.

Sales

MVPs 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.

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 from Melissa where your company's technical expertise and resources are needed.

- Lead share for any special events, webinars and partner-provided content, promoted by Melissa.

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

- Priority status in phone and online technical 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

MVPs 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	TALEND®
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℠ 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, as well as proxy detection, associated with an IP address.

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

MATCH & MERGE

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

Simplified Integration

It is critical to differentiate yourself in the crowded IT consulting field. We've made it easy for you to provide extra, better services customers are looking for. Simply integrate Melissa's flexible data quality tools into the solutions you build for your customers – affordable, scalable and best-in-class data quality tools; and, platform agnostic or pre-built components for leading DI and ETL platforms.

With Melissa, you provide the added value that sets you apart from the rest, while your customers realize the benefits of clean contact data and lower total cost of ownership.

- Data Integration Platforms (SSIS, Pentaho, Talend, Semarchy)

- Database Management Systems (SQL Server, Oracle, MySQL)

- Web Services (REST, JSON, XML)

- Local APIs (Windows, Linux, Solaris, AIX, HPUX)

- Web Based Application / Software

We'll provide you with a free trial license key so your clients can test out our tools before they buy. If the client loves our products, they call us to activate the API – it's that simple!

Referral Program

We offer a referral program for MVPs who refer customers to Melissa. The MVP will receive a portion of the sale as a referral fee. The referral fee is based on the net sale price (less sales tax & shipping charges) of the first order we receive from the referred customer. For products Melissa doesn't pay royalties on, the referral fee is 10% of the net sale; and for products that we do pay royalties on, the referral fee is calculated at 5% of the net sale.

SOLUTION	Referral Fee
Global DQT Suite (Address, Name, Phone and Basic Email Verification)	5% of net sale
Enrichment Suite (Geocoder and IP Locator)	5% of net sale
Matching (MatchUp)	10% of net sale
Profiling and Monitoring (Profiler Object)	10% of net sale
Enrichment + Suite (Property, Personator Demographics and Business Coder)	5% of net sale

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

Terms and Conditions

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Membership in the Melissa Valued Professional Program is in effect for one year from the MVP Agreement effective date. MVPs are reviewed annually, at a minimum, to determine program eligibility.

MVPs are responsible for their employees' compliance with the guidelines and terms of the Melissa Valued Professional Program and the applicable MVP Agreement. Members should periodically review the program guide for any changes.

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

OUR GLOBAL INTELLIGENCE SOLUTIONS SUPPORT MANY COUNTRY DATA SETS ALL OVER THE WORLD, INCLUDING:

ARGENTINA	KUWAIT
AUSTRALIA	LEBANON
AUSTRIA	MALAYSIA
BAHRAIN	NETHERLANDS
BELGIUM	NEW ZEALAND
BRAZIL	NORWAY
CANADA	OMAN
CHINA	POLAND
DENMARK	PORTUGAL
EGYPT	SAUDI ARABIA
FINLAND	SINGAPORE
FRANCE	SOUTH AFRICA
GERMANY	SPAIN
GREAT BRITAIN	SWEDEN
HONG KONG	SWITZERLAND
IRELAND	TURKEY
ITALY	UNITED ARAB EMIRATES
JAPAN	AND MORE
JORDAN	