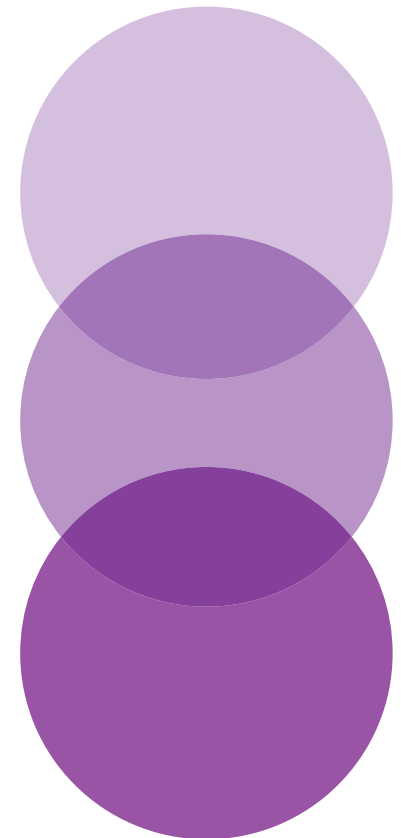


The Celebrus Partner Programme

This document outlines the benefits of becoming a Celebrus Pinnacle Partner and explains how the programme is structured and how to become a part of it.



Why become a Celebrus Pinnacle Partner?

Celebrus enables organisations to dramatically improve their customer analytics, marketing effectiveness and business efficiencies through the provision of detailed, real-time data on individual digital channel customers.

Including this data in customer intelligence initiatives means:

- Enhanced customer experiences
- Increased revenue
- Improved and optimised business efficiencies
- Boosted commercial effectiveness
- Reduced risk
- Strengthened brand loyalty
- Boosted new customer acquisition

What is the Celebrus Pinnacle Partner Programme?

Celebrus is a product owned, developed, marketed and sold by D4t4 Solutions Plc. D4t4 is focused on enabling clients to get the most out of their data, from capture through to management and analytics. Founded in 1999, Celebrus enables organisations to understand individual customers' interactions and experiences across their digital channels, including powering their 1-to-1 digital personalisation.

Celebrus has gained numerous prestigious industry awards and holds multiple fundamental patents in the areas of online data capture and transformation. We are proud to have to some of the world's most well-known brands as our clients, including global banks, major insurers, automotive manufacturers, airlines and telco operators.

About Celebrus

Advantages of being a Celebrus Pinnacle Partner

As a Celebrus Pinnacle Partner, you will be able to take advantage of Celebrus' unique technology to allow you to differentiate your business and drive growth and profitability for your organisation.

What is the Celebrus Pinnacle Partner Programme?

The Celebrus Pinnacle Partner Programme is a framework that offers you the education, tools and support on Celebrus technology to allow you to differentiate your business by extending your own capabilities and set yourself apart from your competition.

Celebrus Pinnacle Partner benefits

By becoming a Celebrus Partner you will gain:

- Access to new lucrative revenue streams for your customers in the rapidly growing areas of customer analytics and personalisation using Celebrus technology
- An ability to add to your unique value proposition using the core Celebrus technology, not purely reselling product means no conflict of interest or competition between yourself and other Celebrus Pinnacle Partners
- The ability to be the market leader in your field to capitalise on the continually changing online / mobile world with Celebrus' unique technology.

Pinnacle Partner types

Celebrus classifies its partners into a number of types to assist the identification of capability. A given partner may fit into one or more of these categories according to their business style:

- **Celebrus Technology Partner**

A Celebrus Technology Partner will be the owner of technology that is complementary to Celebrus. A given Technology Partner will clearly bring expertise in their own technology and market sector, and while they may not have a complete view of Celebrus' technology, they will know the best way we can work together.

- **Celebrus Reseller Partner**

A Celebrus Reseller Partner will actively resell Celebrus software and should have all the skills required to deploy and support Celebrus, including integration with other systems. They may also provide a hosting capability on behalf of customers. A Reseller Partner may specialise in deployments including the technology from one or more Technology Partners.



- **Celebrus OEM**

A Celebrus OEM is a company that uses Celebrus technology as a component in their own product. The user of the product may not know that Celebrus technology is involved. Involvement in the Celebrus Pinnacle Partner Programme enables you to keep track of future developments that will come from Celebrus and integrate those in your product plans as well as influencing the direction that Celebrus may take.

Partnership qualification and sign-up

In partnership with your Celebrus Account Manager, you determine: -

- The mutual benefit of working with Celebrus
- Client and sector fit
- Revenue opportunities and objectives
- Skills you will need or the use you can make of your current skills
- The investment you will need to make
- An initial understanding of the proposition

This will result in a partnership agreement including a signed NDA and committed revenue objectives.



About Celebrus

Celebrus (celebrus.d4t4solutions.com) is the Customer Data Platform from D4t4 Solutions Plc. Celebrus captures the market's most complete picture of customer behaviour and experience, creating events and profiles in real-time for 1-to-1 personalisation and streaming analytics. Celebrus is quick and easy to deploy and connects to industry-standard data applications for customer insight and engagement. Celebrus also gives clients complete control by enabling best-in-class privacy compliance and flexible options for hosting data on-premise or securely in the cloud.

Celebrus is used by global businesses in banking, insurance, retail, travel, automotive and telco industries, collaborating with leading industry partners to drive rapid transformation in customer engagement programmes.



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