

CAMO SOFTWARE OEM PARTNER PROGRAM

WORKING WITH PARTNERS TO DELIVER EXCEPTIONAL
VALUE TO CUSTOMERS

■ Introduction to
CAMO Software >

■ Our solutions and
value proposition >

■ Program benefits
and eligibility >



THANKS FOR YOUR INTEREST IN PARTNERING WITH **CAMO SOFTWARE**

Working closely with our OEM partners is an important element of CAMO Software's growth strategy, and at the same time, we're confident we can help you deliver even greater value to your clients. Our OEM Partner Program includes software, training, sales and marketing support enabling you to:

- > Differentiate your instruments, devices and systems from your competitors
- > Maximize the returns on investment of your time, effort, and money in CAMO Software
- > Build confidence among your sales and technical teams when selling CAMO solutions together with your own products and solutions

AN INTRODUCTION TO **CAMO SOFTWARE**

CAMO Software has been a pioneer and leader in the field of multivariate data analysis since we were established in 1984. Multivariate data analysis offers powerful analytical techniques for identifying and understanding the patterns and trends in large, complex data sets.

Today, many organizations are realizing they need more sophisticated approaches to exploit the value in their data. This is driving the use of multivariate data analysis by a wide range of industries for applications including product development, process and quality control, business intelligence and marketing segmentation. And with the amount of data growing each year, we see a bright future for our world-leading data analysis software.

Quick facts about CAMO Software

- > Founded in Norway in 1984
- > Approximately 40 full time staff
- > Offices in Norway, USA, India, Japan and Australia
- > Makers of the market-leading Unscrambler® X software range
- > Used by leading organizations in industry, research and academia
- > Partner with scientific instrument and control system vendors
- > Approximately 25,000 users across 3,000 organizations
- > 30% top line growth in 2011

INDUSTRIES WE CURRENTLY SERVE

- > Aerospace
- > Agriculture
- > Automotive
- > Construction
- > Consumer goods
- > Energy (generation & distribution)
- > Engineering
- > Food & Beverage
- > Healthcare
- > Industrial manufacturing
- > Mining & Metals
- > Oil & Gas
- > Petrochemicals / Refining
- > Pharmaceutical / Biotechnology
- > Pulp, Paper & Packaging
- > Renewable energy
- > Semi-conductors & High Technology
- > Water & Wastewater

THE CAMO SOFTWARE **PRODUCT OFFERING**

We have two core OEM product offerings: Analytical Engines and Process Monitoring solutions.

Analytical Engines

Our analytical engines are designed specifically for integration into scientific and analytical instruments such as spectrometers. We currently offer two versions: Unscrambler® X Prediction Engine and Unscrambler® X Classification Engine, which allow the end user to exploit the world-leading analytical power of The Unscrambler® X directly from their instrument, without having to take samples off-line for analysis.

Process Monitoring solutions

The use of real-time multivariate process monitoring is growing as manufacturers try to increase yields, reduce process costs or address quality issues. Our Unscrambler® X Process Pulse real-time process monitoring software can be easily integrated in control systems (DCS, SCADA etc), has the flexibility to work with almost any data format and is extremely scalable.

CURRENT **OEM PARTNERS**

Today, we work with many leading spectrometer manufacturers, as well as major control and automation systems vendors. Our OEMs and their distributors cover the world and serve a wide range of industries. For a complete list of our current OEM partners please visit

www.camo.com/partners/oem-partners.html

PROGRAM ELIGIBILITY **& REQUIREMENTS**

Membership of the CAMO Software OEM Partner Program is open to businesses that accept the 'CAMO Software OEM Partner Agreement' once their application to join the program is approved.

There are four broad criteria to join the CAMO Software OEM Partner Program:

- > Up front purchase of software licenses
- > Agreed minimum annual sales volume
- > Must be an established technology/hardware business
- > Purchase the CAMO Software Development Package

Please contact the Vice President of Sales in your regional CAMO Software office for more information.

CREATING VALUE FOR YOU

CAMO strengthens your product or solution offering by combining your instrumentation or systems with our world-leading analytics and data visualization technology. Partnering with CAMO allows you to concentrate on your core business and at the same time, benefit from our specialized technology and expertise.

For scientific or analytical instrument manufacturers

Partnering with the Unscrambler® X brand gives your software the edge against competitive instruments. The Unscrambler® X is recognized as the software of choice for analyzing spectral data, and we have a long and proud heritage in this space. Our advanced multivariate models enhance the analytical capabilities of your instruments, so you can deliver the most powerful combination of hardware and data analytics possible to your customers in one seamless package.

For control systems manufacturers

Give your systems sophisticated analytics that your competitors cannot match. Our solutions take the wealth of data and information collected by your system and applies cutting-edge statistical and predictive analytics to it, all delivered to your client seamlessly within your solution. As your clients evolve from asking '*what has happened?*' to '*what will happen next?*' our world-leading analytics and predictive modelling capabilities give your systems a competitive edge

CREATING VALUE FOR YOUR CUSTOMERS

We give your customers world-leading analytics 'out of the box', enabling more informed decision making and more efficient operations.

Multivariate analysis is becoming a preferred tool for analyzing complex data from scientific instruments and process control systems, and CAMO Software is a recognized leader in this area. Our powerful models allow your customers to realize the full potential of their instruments or systems and get exceptional value from their investment.

BENEFITS OF THE CAMO SOFTWARE **OEM PARTNER PROGRAM**

As a CAMO Software OEM Partner, you have access to a wide range of training, collateral and support in addition to discounted software.

Sales support

We help you win sales by differentiating your instrument or system by offering our advanced analytical software.

Sales collateral

We provide generic and co-branded material for your sales team, easily accessible from our Partner Portal. Collateral provided includes:

- > CAMO Software company and product brochures
- > Co-branded CAMO Software product sheets (print ready files)
- > CAMO Software corporate presentation, tailored to you (.PPT)
- > Quick reference 'battlecards' for OEM sales teams outlining sales arguments for CAMO software
- > Development of joint case studies and white papers
- > Provide other sales tools and gives-aways as they become available e.g. branded pens
- > Point-of-sale material e.g. branded pull-up banners for showrooms, posters (on request and subject to availability)

Volume discounts

Our pricing structure helps ensure you make good margins selling our software at a realistic volume for your business or at cost that can be absorbed into your own pricing structure.

Sales support

If you are working on a large potential deal and require specialist advice or assistance on the multivariate analysis software component, our experts are there to help you.

Partner Information

Advance product information is available to OEM partners prior to general release to help you learn about the product, identify sales opportunities and manage technical integration where applicable.

Technical and scientific support

We are dedicated to helping you offer the best technical solution to your clients through services including:

- > Technical integration and customization
- > Calibration services
- > Dedicated technical support team

Training

We help accelerate integration and deployment by training your technical teams, while also enabling your sales team and distributors to close more business by understanding the key sales arguments for multivariate analysis and how our software differentiates your products. We offer the following training options for OEM partners:

- > Training for OEM sales teams and briefings for marketing teams
- > Training for OEM technical and integration/calibration teams
- > Training for OEM distributors and resellers

We deliver training through on-line webinars, classroom courses and on-site training. Fees may apply, please contact your CAMO Software Vice President of Sales for more information.

Marketing support

Our marketing team works with you to provide content to support your sales activities. We can also work with you to develop tailored material and agree joint marketing activities to drive lead generation. Our marketing support includes:

- > **Message Development**
 - > Develop key messages for each product/bundle
 - > Determine value propositions for each product/bundle
- > **Website content**
 - > Dedicated partner listing and micro-site on CAMO.com with up to 500 words of your company and product information plus the option to upload videos, PDF brochures, white papers etc.
 - > Includes a direct response email for more information on your products, sent to your sales team
 - > Standard CAMO product and company info for your website
 - > CAMO Software demo and promotional videos (as available)
- > **Joint marketing opportunities**
 - > Tradeshows
 - > Speaking events
 - > Webinars
 - > Email campaigns
 - > Promotion of our OEM partners via social media properties
- > **Marketing communications**
 - > Opportunity to be profiled in monthly e-newsletter, "CAMO News"
 - > Press releases

Senior account management

Our OEM partners play an important role in our business and we accordingly dedicate a Vice President to managing your account.

- > Open and regular dialogue with the Vice President of Sales in your region
- > Review meetings scheduled throughout the year
- > The opportunity to influence our development priorities and investments

WHY JOIN THE CAMO SOFTWARE **OEM PARTNER PROGRAM?**

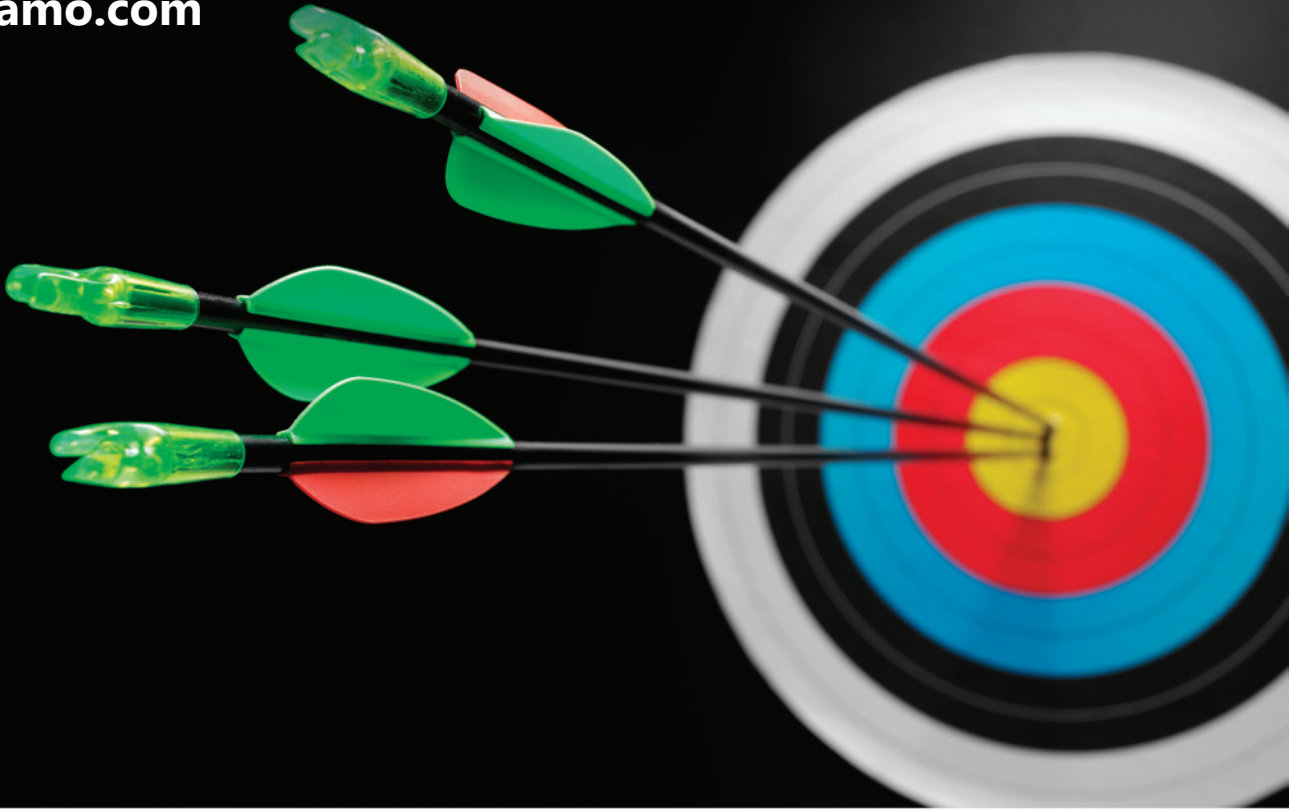
The CAMO Software OEM Partner Program supports your sales efforts with tailored resources and services at every stage of our relationship, from technical implementation and demand generation, to sales and support. As a CAMO Software OEM Partner, you benefit from:

- > Volume discounts on software
- > Sales collateral
- > Training
- > Technical and implementation support
- > Joint marketing initiatives
- > Dedicated, senior level account management
- > The opportunity to influence our development priorities and investments

Contact us

For more information on the CAMO Software OEM Partner Program, please contact the Vice President of Sales in your regional CAMO Software office. Alternatively, you can email us directly at partner@camo.com

 www.camo.com



NORWAY

Nedre Vollgate 8,
N-0158
Oslo
Tel: (+47) 223 963 00
Fax: (+47) 223 963 22

USA

One Woodbridge Center
Suite 319, Woodbridge
NJ 07095
Tel: (+1) 732 726 9200
Fax: (+1) 973 556 1229

INDIA

14 & 15, Krishna Reddy
Colony, Domlur Layout
Bangalore - 560 071
Tel: (+91) 80 4125 4242
Fax: (+91) 80 4125 4181

JAPAN

Shibuya 3-chome Square Bldg 2F
3-5-16 Shibuya Shibuya-ku
Tokyo, 150-0002
Tel: (+81) 3 6868 7669
Fax: (+81) 3 6730 9539

AUSTRALIA

PO Box 97
St Peters
NSW, 2044
Tel: (+61) 4 0888 2007

