



“ Our strategic partnership with Manhattan Associates is critical to the delivery of significant business benefits for both our companies and our mutual clients. The challenge will be to help clients find competitive advantages and growth opportunities while continuing to maintain a focus on bottom line-benefits. Our collaborative efforts will be the cornerstone of meeting this challenge. ”

Claude Dion, National Supply Chain Leader, Deloitte Inc.

Manhattan Associates provides global supply chain excellence to more than 1,200 customers worldwide that consider supply chain optimization core to their strategic market leadership. The goal of the **Manhattan MVP™: Manhattan Value Partner** program is to deliver comprehensive and cost-effective supply chain planning, execution and optimization solutions to an ever-increasing group of customers.

Manhattan has achieved this goal through collaborative partnerships with leading supply chain providers whose products and solutions complement our offerings.

Through the Manhattan MVP program, our shared clients can leverage complementary software providers, hardware providers and third-party integrators/consultants whose products and expertise help them achieve both long- and short-term goals.

“ We view our partnership with Manhattan as our key strategic relationship in the supply chain technology space, and the MVP program is the foundation of that relationship. As an MVP, we are given access to the Manhattan executive, sales and marketing teams where we have established key relationships and we can take advantage of Manhattan solution training, which helps us offer our customers a more comprehensive supply chain solution creating a much better result for everyone in the end. ”

John Seidl, Partner, Kurt Salmon

A Tailored Program Targeted to Your Goals

The Manhattan MVP program is designed to optimize the partner relationship and create revenue opportunities for all participants through a tailored program of joint marketing, sales and development efforts. A formal contract defines the relationship. As a Manhattan Value Partner, your company can:

- Benefit from co-branded strategic marketing
- Increase market leadership recognition
- Drive qualified opportunities to the pipeline faster and more effectively

By working collaboratively, we can offer a more complete solution to our respective customers—the power of our partnership will benefit you, your customers and Manhattan.

 **Manhattan MVP™**
Manhattan Value Partner

what we ask of you

The Manhattan MVP program is based on a calendar year. Partners may elect to upgrade their Momentum sponsorship through March 31, 2015 based on availability.

For more information, please contact us at alliances@manh.com or 770.955.5050.

Or visit www.manh.com/partners.

Partner Requirements	Platinum	Gold	Silver	Bronze
Market Presence	Global	Global	Americas	Americas
Executive Sponsor	■	—	—	—
Alliance Master Agreement	■	■	■	■
Joint Business Plan	■	■	■	Not Required
Company Profile and Joint Value Proposition	■	■	■	■
Complete Marketing Plan	■	■	■	By Review
Submit Referenceable Joint Customer Success Stories	■ (2)	■ (1)	■ (1)	■ (1)

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Partner Benefits	Platinum	Gold	Silver	Bronze
Dedicated Alliance Director	■	■	■	■
Executive Sponsorship	■	—	—	—
Partner Performance Club Eligibility	■	■	■	■
Partner Portal Access	■	■	■	■
Product Management or Development Department Sponsor (based on relationship)	Dedicated Resource	Access	—	—
Manhattan Sales Support				
Annual Sales Meetings and Partner Conference	■	■	■	■
Sales Executive Owner	■	■	■	■
Training and Other Manhattan Support				
Solution Training Classes at 50% Discount	■	■	■	■
Demo Software	■	■	By Review	By Review
Partner Help Desk Support	■	■	■	■
Marketing Benefits				
Marketing Plan including Joint Marketing	■	■	■	By Review
Review Period with Marketing	Monthly	Quarterly	Quarterly	Yearly
Presence on MANH.com	Microsite	Microsite	Co. Profile	Co. Profile
Momentum Benefits				
Exhibit Space	■	■	■	■
Signage	■	■	■	■
Conference Website	■	■	■	■
Recognition in General Session	■	■	■	—
Ad in Program Guide	Full-page	1/2 page	1/2 page	1/2 page
Sponsor Breakout Session	■	—	—	—
Full Conference Passes	6	4	4	2
Sponsorship of Major Event/Track	■	—	—	—
Private Meeting Space	■	—	—	—
Additional Sponsorship Opportunities Available	■	■	■	■

Sales Meetings and Partner Conference

Annual sales meetings not only train our sales professionals on the latest solution enhancements, but also provide a format for improving selling skills and learning more about industry trends. Partners gain insight by networking with and participating in the same sessions as Manhattan's field sales team.

Executive Sponsor

A Manhattan executive with a background complementary to your company and product will be available to guide you through your relationship with Manhattan Associates.

Partner Performance Club

Manhattan Associates rewards five partner companies who deliver the most joint business. Winners are honored with an exclusive getaway with Manhattan's Senior Executive Team.

Partner Portal

This online tool will give you access to a repository of sales, marketing and event materials.

Product Management Sponsor

A Manhattan product expert will be available to guide you in integrating your core offering with the Manhattan family of solutions.

Training Classes

Sharpen your skills and Manhattan product knowledge by taking advantage of discounted training courses while networking with Manhattan sales and service professionals.

Marketing

Manhattan campaigns incorporate multiple communication tools, including direct mail and email, and are supported by the professional telemarketing efforts of our Market Development team. The result is a powerful, targeted marketing campaign that maximizes impact.

Logos on Corporate Websites

Your company name, logo and description, along with a link to your website, will be featured in the Partner section on Manhattan's corporate websites. We will provide the Manhattan logo and company description to be used on your website that will include a link to the Manhattan website.
