



Prophecy

Partnering for growth



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Why is Prophecy's e-Foundation so special?

Software in the 21st Century will function in a business world where stability is replaced by volatility. Enterprises will be required to adapt to change within a very short period. The need to accommodate such impermanence will apply to virtually all types of business as 'a way of life'. In such a world of rapid change, software technology which cannot respond to change will be inadequate.

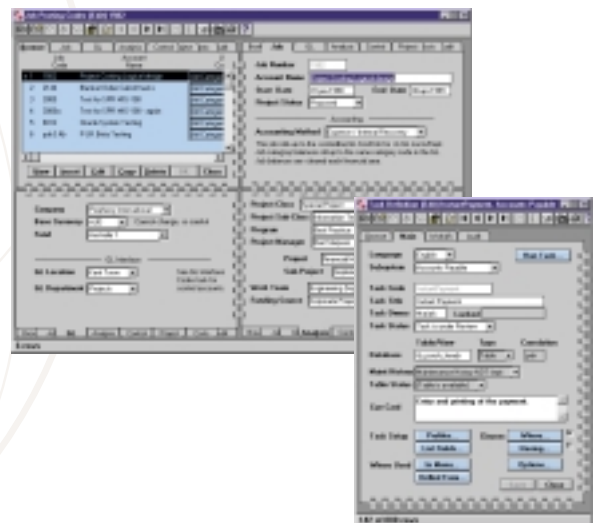
For Prophecy, as a developer of software systems, this volatility creates two fundamental challenges:

- ▶ How can unpredictable change be accommodated within a single and consistent software package – especially since every enterprise will have differing needs?
- ▶ How can we support the product when each client, in adapting to changed needs, may have generated a quite different system from all other users?

Few software developers are addressing these issues, instead confining product enhancement to the desktop user interface. The underlying software therefore remains unchanged and ill equipped to accommodate the issues inherent in adapting to change. While adding a GUI interface may be visually appealing, cosmetic enhancement alone does not satisfy the fundamental business issues.

Prophecy has chosen to address these issues within our products, through the use of the latest evolutionary software development technologies.

If you believe your own or your customer's business may undergo change in the future, then this is a highly relevant issue. You should seriously consider Prophecy's e-Foundation products which are designed to adapt to change.



Why is Prophecy seeking partners?

One of the important considerations for customers making major software purchases is the provision of local support services. Customers need to know that they can develop a relationship with a software supplier who understands their needs and can provide implementation, training, consultancy and software support within their own time zone. In addition, they seek a supplier who is well-versed in local legislative requirements and business practices.



We have adopted the Business Partner model to provide customers with the relationships they need to support their businesses across diverse regions of the world. Partners with extensive local knowledge and relationships commit financial and human resources to the marketing, sale and support of the Prophecy family of products. We look for Business Partners who are successful, proven companies with a significant local presence. This enables them to provide customers with the value-added services required for successful project management and ongoing support.

The Business Partner model has enabled Prophecy to reach new markets with minimal cost, so that we can invest our resources in product development and support of the partner network worldwide.



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What types of partnerships are available?

Because we serve several different markets, we appoint specialized partners for each:

A **Vertical Application Partner (VAP)** is one who uses our e-Foundation Framework product to develop a software solution for a particular industry. Our Framework's rapid application assembly capabilities mean that development times are greatly reduced compared to traditional development approaches. In addition, the resulting application incorporates all the flexibility provided by the Framework architecture. Our Back Office Business Applications were developed using the Framework, and are an excellent example of the type of flexibility a VAP can incorporate into their new application. The VAP will get their product to market more quickly, as well as creating a more flexible and therefore more marketable product.

Once developed, the new application can be sold together with the e-Foundation product set or standalone, and you pass on a percentage of the licence fees to Prophecy. This relationship opens up new markets for both parties. The VAP has the opportunity to sell its product as well as the Prophecy e-Foundation to its chosen markets.

A **Framework Partner** sells the e-Foundation Framework product to customers to develop their own in-house software systems. The Framework is a very marketable product, with major benefits including a greatly reduced application development time and the ability to build applications with a higher level of flexibility than is normally seen in an in-house development. The Framework Partner takes a percentage of the Framework licence fees, and also has the opportunity to sell consulting and training in the use of the Framework to their customers. These Partners typically have a high level of technical skills, to enable them to give customers the support they need.

A **Business Solutions Partner** is one who sells and supports the e-Foundation Back Office Business

Applications product. Our Business Applications product is functionally rich and also offers flexibility unknown in the major business packages. Our Business Applications can literally be moulded to fit your customer's enterprise, resulting in quite different installations for different customers. It runs on multiple database platforms. Business Solutions partners retain a percentage of the Business Applications licence fees, and can also sell implementation and support services to their customers. These partners are credible enterprises with a balance of sales, business analysis and technical skills. Partners who are primarily sales-oriented can opt to subcontract the implementation and support services to a Systems Integrator.

A **BASIS Partner** sells and supports our Prophecy BASIS Customer Information System for water, gas and electricity utilities. These partners generally have experience and contacts within this specialized industry.

Systems Integrators focus on training, implementation and consulting to customers who have purchased any of the Prophecy products. Systems Integrators have strong business and technical skills, rather than an emphasis on sales. This type of relationship can be particularly beneficial to a partner who has strong sales and marketing skills, but wants to subcontract the implementation and support to another organisation.

Application Service Providers (ASP) focus on hosting the Back Office Business Applications products to a wide range of clients based on a subscription service while also providing value added services optimizing the tailoring capabilities and dynamics the Prophecy e-Foundation environment provides.



What support do you get from Prophecy?

Prophecy maintains offices in Australia, the UK, USA and Asia as support centres for its Business Partners. Staff in these offices recruit, train and support local Business partners to provide maximum coverage for their region.



To get you started, Prophecy will provide

- ▶ A Starter Pack which includes the software, all documentation and initial supplies of product brochures and other marketing collateral.
- ▶ Assistance with development of a Business Plan, to maximize your opportunities for success.
- ▶ Initial pre-sales assistance while your own team develops the required skills to undertake these activities.
- ▶ A comprehensive training program covering
 - Sales and marketing
 - Business functionality and implementation
 - Object Framework technical architecture and design
 - Customer support and liaison with our help desk centres.



Training can be tailored to meet the needs of individual partners and markets, and is usually conducted in our regional training centres.

Onsite training can be provided if required.

On an ongoing basis, Prophecy will provide all the support you would expect from an organization dedicated to our joint success

- ▶ Regular sales review meetings
- ▶ Product support from our local office and Prophecy Head Office in Australia, and warranty on software defects through our established Product Action Request (PAR) procedures
- ▶ Continuing enhancement of Prophecy's core products, with new versions being released regularly
- ▶ Access to the secured Partnerlink section of Prophecy's web page. The Partnerlink gives you access to a great deal of confidential information to assist you with our products
- ▶ Access to our worldwide network of Business Partners to share successes, ideas and experiences.

It's in our interest to be sure you are successful, so you can be assured that Prophecy International will support you every step of the way.



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What commitments do you need to make?

Prophecy has a huge investment in its products and will also be investing in the ongoing support of our partnership. We look to you to invest resources to ensure your success by

- ▶ Demonstrating your ability to deliver sales and support your customers in a professional manner
- ▶ Committing to initial and refresher training as recommended by Prophecy
- ▶ Maintaining a professional business unit comprising:
 - Dedicated salespeople
 - Pre-sales support staff
 - Business analysts
 - Development staff
- ▶ Attending seminars and exhibitions and our regular world Business Partner Conference.



What are the Commercial terms?

The commercial terms differ for each of the various types of business relationship.

The terms can include:

- ▶ Starter Pack fee
- ▶ Advance royalty
- ▶ Royalty payments on sales made

All these factors vary depending on the type of partner program adopted, your territory, and the level of commitment you have shown in terms of resources, sales targets and sales achievements. More details are available upon request.

What is the next step?

The typical steps to establish a partnership with Prophecy could include:

- ▶ Introductory meetings and product overviews
- ▶ Discussion with our Business Partner Group to identify the partner program and market opportunities which best suit you and your business
- ▶ Product workshops and reference visits
- ▶ Agree on business plan and training programs
- ▶ Agree to commercial terms and sign a Business Partner agreement

The important thing is to ensure that both parties have all the information they need to make a commitment to a long-standing partnership for our mutual success.

For more information about opportunities for partners visit our web site at www.ProphecyOpen.com, or contact your regional Business Partner Manager for further discussions about the type of relationship which is best for you.



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