DRAGON

DRAGON CONNECTIONS PARTNER PROGRAM GUIDE

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1.   INTRODUCTION

Dragon® NaturallySpeaking®, the world's best-selling speech recognition software, is being used by thousands of leading corporate, legal, government, education, social services, and insurance organizations throughout the world to speed document creation, streamline data collection, automate repetitive PC tasks, and empower disabled workers. Delivering exceptionally fast response times and up to 99% recognition accuracy, Dragon is helping users get more done in less time by simply talking to their PCs. With over three million copies sold and more than 175 awards for accuracy and ease of use, it's no wonder that Dragon is the undisputed market leader in speech recognition software for the PC. In addition, Dragon Dictate for Mac®, our premier Macintosh® speech recognition solution, is being used by creative and business professionals, educators, students, and many others. Built upon the Dragon speech recognition engine, Dragon Dictate gives users complete command of their Mac computer.

Dragon speech recognition solutions offer virtually limitless opportunities for transforming personal and business productivity. To capitalize on these opportunities, Nuance is committed to building a thriving VAR network that strengthens our market leadership, extends our product reach, and fuels continued growth. That's what the Dragon Connections Partner Program is all about. We are looking to establish long-term, mutually beneficial relationships with qualified partner organizations that can provide valuable customization, consulting, support or training services for Dragon products in the following vertical markets:

- **Legal**
- **Education**
- **Insurance**
- **Financial Services**
- **Government (state and local and federal)**
- **Social services**

In addition, we are seeking partners who can sell Dragon and related services into target markets like Field Reporting and Accessibility that span a broad spectrum of industries.

The Dragon Connections Partner Program is designed to offer the appropriate level of collaboration and support required to ensure mutual success. Our multi-tiered program provides the comprehensive product training and valuable sales and marketing resources you need to help customers get the most from Dragon. What's more, the program offers attractive incentives for building a financially rewarding business relationship.

THE DRAGON CONNECTIONS PARTNER PROGRAM IS DESIGNED TO HELP YOU:

- **Increase your revenue and profits**
- **Differentiate your products and services within your target market(s)**
- **Provide a relationship framework that simplifies business interactions and rewards success**

2.   A PROFITABLE PARTNERSHIP

Dragon Connections Partners are organizations that provide expert services, such as sales support, customization, training, consulting and technical support, to help customers leverage their Dragon solution for optimal results. Partner services empower customers to realize the full potential of Dragon — often in conjunction with other software and/or hardware products — for meeting business goals and maximizing return on investment.

The Dragon Connections Partner Program is designed to provide you with all the resources and support you need to reach your sales quotas. When you join the program, Nuance will make you aware of all your support options to put you on the fast track to success. Depending on your partnership level, you will:

- Receive preferred pricing
- Gain access to a broad spectrum of sales and marketing tools through the online Partner Portal
- Participate in joint marketing planning and programs
- Obtain personal assistance from assigned Nuance sales, marketing and technical resources or benefit from a combination of self-service and live technical support

What's more, partners who integrate Dragon into their solutions are eligible to receive discounted pricing on SDK support contracts.

2.1   PARTNERSHIP LEVELS

The Dragon Connections Partners program offers three levels of engagement:

Vertical Solution Partner — This invitation-only partnership is available to select companies that can demonstrate specialized expertise and proven success in specific verticals — Legal, Education, Social Services, Accessibility, State and Local Government, Federal Government and other markets with widespread field reporting requirements — where Dragon can add significant value. Preliminary screening by Nuance is required before a prospective Vertical Solution Partner can initiate the certification process.

Gold Partner — The Gold level is well suited for partners who do not focus on a specific vertical market, but are committed to establishing a close working relationship with Nuance to maximize sales of Dragon products and related services. Nuance will collaborate with Gold Partners to manage specific sales opportunities, close deals, and ensure successful implementation.

Silver Partner — The Silver level provides many of the same benefits as the Gold level, but with more limited access to Nuance sales, marketing and technical resources.

2.2   BENEFITS BY PARTNERSHIP LEVEL

Benefits	Vertical Solution Partner	Gold	Silver
SALES			
OLP/SLP Pricing Programs – a volume purchasing program through which end-users earn points for future discounts on products and support. (Levels are reviewed bi-annually.)	x	x	x
Assigned Nuance Partner Manager	x	x	x
Qualified Leads	x	x	
Pricing Incentives (Box)	x	x	x
Pricing Incentives (License)	x	x	
Quarterly Sales Training Conference Call	x	x	x
Not-for-Resale Copies of Dragon at a Discount	x	x	x
MARKETING			
Assigned Nuance Marketing Manager	x	x	
Joint Marketing Planning	x	x	
Access to Partner Portal	x	x	x
Co-Branded Flash Demo	x		
Access to Sales and Marketing Collateral	x	x	x
Access to Vertical Marketing Templates	x	x	
Joint Lead Generation Campaigns	x	x	
Inclusion on Web-based Partner Locator	x (Enhanced)	x (Enhanced)	x
Co-Branded Case Studies	x	x	x
Exhibit Quick Screen and Tabletop Banners	x	x	

Benefits	Vertical Solution Partner	Gold	Silver
PUBLIC RELATIONS			
Press Release (Discretionary)	x	x	x
TECHNICAL SUPPORT			
Access to Dragon Technical Support via Email, Web and Phone	x	x	
Access to Technical Knowledge Base	x	x	x
VAR-Only Tech Notes/Product Management Bulletins	x	x	x
Three Technical Support Contacts per Year	N/A	N/A	x

2.3   REQUIREMENTS BY PARTNERSHIP LEVEL

Requirement	Vertical Solution Partner	Gold	Silver
Annual Dragon License Quota	Invitation Only	$100,000	$25,000
SALES			
Trained Sales Representatives	5 or more	3 or more	1 or more
Quote/Forecast/Pipeline Review with Nuance on a Monthly Basis	x	x	
Point of Sales (POS) Reporting	x	x	x
Participation in Quarterly Sales Conference Call	x	x	
PRODUCT			
Participation in Monthly Product Management Call	x	x	

Requirement	Vertical Solution Partner	Gold	Silver
TRAINING			
Completion of Certification Training Program	x	x	x
Passing Grade of 85% or Higher on Online Certification Exam	x	x	x
Recertification with Each New Dragon Release	No Cost	No Cost	$125
MARKETING			
Joint Case Studies with Nuance	1 per quarter	1 per quarter	2 a year
Interactive Marketing to Base and Prospects	x	x	
Company Web Site that Features Dragon and Related Services	x	x	x
CUSTOMER SUPPORT			
Partner Provides Technical Support to its Customers	x	x	x
PRODUCT			
Participation in Quarterly Product Management Call	x	x	
Purchase Starter Kit: - One (1) not-for-resale copy of new Dragon releases in English (Premium, Professional and Legal Editions) - Dragon training for one attendee - One (1) not-for-resale copy of PDF Converter	$750	$750	$750

3.   THE CERTIFICATION PROCESS

3.1   INITIAL CERTIFICATION

The first step toward becoming a certified Dragon Connections Partner is to complete and submit the online application available at **www.nuance.com/partners**. The Nuance Partner Program Manager and Sales team will review the information in your application and may contact you with additional questions regarding your business.
Approval is based on several factors including:

- Business model
- Customer size
- Market focus
- Experience level

You will typically receive a response regarding your application approval within 7-10 business days. If your application is approved, you will be required to sign the Dragon Connections Partner Program Agreement and purchase your Starter Kit. Finally, for new VARs, you will need to attend partner training and pass an online certification exam.

Certification usually takes 30-45 days and Dragon will help move you through the process as quickly as possible. It is your responsibility to complete and return all forms, complete web-based training and pass the certification exam. Training for brand-new partners is offered monthly. Once you have successfully completed all requirements, Nuance will do everything possible to process your certification in a timely manner to set our partnership in motion.

3.2   CERTIFICATION CONTINGENCIES

Please note that your continued certification is contingent upon meeting your annual purchase quota. Nuance monitors sales and conducts quarterly reviews to help keep partners on track. Vertical Solution and Gold Connections Partners work closely with the Nuance Sales team to develop and execute quarterly sales and marketing plans designed to help you meet program revenue requirements.

3.3   RECERTIFICATION

Recertification is required with each new release of Dragon to ensure that all Connections Partners are prepared to use and teach the latest version and have all the resources they need to upgrade their customer base. Nuance will notify partners in advance of upcoming releases and the need to recertify. The recertification process consists of the following steps:

- Participation in recertification training (live and online sessions available)
- Successful completion of an online recertification exam
- Evaluation of partner level status to ensure purchase quotas are met
- Review of business goals and plans for the upcoming year
- Payment of recertification fee ($125), if applicable

4. DRAGON: THE SPEECH RECOGNITION SOFTWARE OF CHOICE

While there are many speech recognition products available in the market today, none comes close to Dragon in terms of accuracy, performance, or range of functionality. Dragon learns to recognize a user's voice instantly and delivers better recognition results the more it's used. Plus, it works with most popular desktop applications, letting users accomplish a wide range of computer tasks more quickly by speaking instead of typing.

What can users do with Dragon? Create and edit documents or emails. Fill out forms. Open and close applications, menus, and dialog boxes. Control the mouse and desktop. Transcribe from a digital recorder. Create voice commands to quickly insert blocks of texts or images, or to automate even complex sequences of actions. Launch searches at any time by voice. With Dragon, users can search for keywords within files, documents, and browsing history indexed on their computer, and find Web information like maps, news, images, videos, products, and more with unprecedented speed and ease. The possibilities are endless.

There's good reason why Dragon is the world's best-selling speech recognition software. Consider these important advantages:

- Three Times Faster than Typing – Most people speak over 120 words per minute, but type less than 40 words per minute. That means you can create documents and emails about three times faster with Dragon NaturallySpeaking.
- Up to 99% Accurate – Dragon recognizes the user's voice instantly for excellent recognition results right out of the gate. It never makes a spelling mistake and actually gets smarter the more you use it. You can even customize the vocabulary with unique terminology, acronyms or proper names and delete vocabulary entries like alternate spellings that could cause acoustic ambiguity.
- Easy to Use – Dragon NaturallySpeaking installs quickly and requires no special script reading. On-screen help and tutorials turn novices into experts in no time.
- Use with Many Windows Programs – Use your voice to dictate, edit and control applications such as Microsoft Word, Microsoft Outlook Express, Microsoft Excel, Microsoft Internet Explorer, Mozilla Firefox, and AOL.
- Search the Web and Your Computer with Dragon Voice Shortcuts – Use Dragon Voice Shortcuts to quickly search for information on the Web or on your own computer. Need to find some information on the Web? Just say "Search the Web for global warming articles", "Search Wikipedia for George Washington Carver", or "Search shops for Batman comic books." Searching the Web or your computer has never been faster — or easier.
- Available in Many Languages – Dragon is available in several languages, including English, Dutch, Spanish, French, German and Italian. Advanced acoustic models and powerful adaptation techniques provide superior coverage of non-native and regional accents, enabling everyone to get better recognition results — from the very first use.
- Available on the Macintosh platform – Dragon Dictate for Mac was built to give users the experience they expect from their favorite Macintosh applications - an intuitive, easy-to-use interface that dramatically boosts productivity. What's more, Dragon Dictate for Mac works with Apple applications, including Mail, iChat, iCal, TextEdit, Pages, Safari and many more.

4.1 COMPELLING BUSINESS BENEFITS FOR YOUR CUSTOMERS

By integrating Dragon into their current workflow, your customers can speed document creation, eliminate transcription bottlenecks, automate routine tasks, improve accessibility for the physically disabled, and protect employees from repetitive stress injuries. What's the pay-off? Your customers will realize dramatic productivity gains and cost savings that add up to bottom-line results.

Consider these compelling business benefits:

- Speed document creation and form filling: Because most people speak much faster than they can type, Dragon enables users to enter text and data in record time. Numbers Mode, Spell Mode, and other recognition modes make inputting information faster and easier than ever before.

- Standardize spellings as well as reporting and documentation processes: With Dragon, your customers can implement standardized formats (for spellings, abbreviations, etc.) and customized templates and forms that can be completed quickly and easily — all by voice. These formats and templates help enforce greater data consistency across the organization.

- Automate routine tasks: Built-in voice shortcuts allow your customers to search for information on the Web or their own computers with a single voice command. Or your customers can customize commands to automate repetitive tasks — such as creating and sending emails or filling out forms — that typically involve multiple key strokes or mouse clicks. By completing frequent tasks in seconds rather than minutes, your customers can realize significant productivity gains over time.

- Free up staff time: Dragon streamlines time-consuming administrative tasks, freeing employees to focus on more critical initiatives that impact the bottom line.

- Improve productivity on the go: Keep employees productive no matter where their jobs take them. Workers can dictate into any Nuance-certified digital recorder for automatic transcription once the recorder is connected to a PC. Dragon can also be used with Nuance-approved Bluetooth headsets and Tablet PC systems for optimal flexibility and convenience.

- Enable hands-free PC use for improved accessibility: Dragon enables users to work virtually hands free when creating documents, accessing data, or navigating their desktop. Speech recognition has helped people with disabilities — ranging from paralysis to repetitive stress injuries — that make typing painful or even impossible. And because Dragon Professional is Section 508 certified, it can help organizations meet government-mandated accessibility requirements.

5.   FOR MORE INFORMATION

For more information about participating in the Dragon Connections Partner Program or to download an application visit **www.nuance.com/partners**. Or call us at **781-565-5000** and say **"Dragon VAR Partner Program"**.