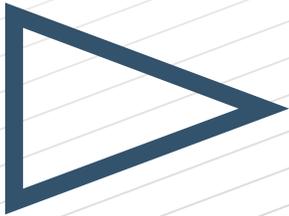




Accredited Support Partner



BMC Software, Inc.
BMC Partner Advantage™



BMC Support Accreditation Partner Program
ITSM Version 7.6.04

Partner Program Guide for Worldwide Use

February 2014



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CONTACT INFORMATION

BMC Software, Inc.
2101 CityWest Blvd.
Houston, TX 77042

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Support Accreditation Partner Program – Overview

Introduction

BMC Software (“BMC”) embraces partners that can own the complete customer lifecycle, from sales and solution deployment, to managed services and Support. Likewise, Partners embrace vendors like BMC that offer a portfolio of revenue streams including the ability to sell software, deliver implementation services, provide managed solutions, train their customers, and provide service support.

BMC’s Support Accreditation Partner Program (“Program”) described herein is a competency level and is designed to address Support excellence needs through the development of our internal and partner ecosystem.

This full life cycle partner engagement model is critical in order to scale and deliver repeatable customer value across all segments and geographies. This is why BMC has placed a high priority on our indirect channel and greater commitment on our Partner Advantage Program.

Program Purpose

BMC requires a network of highly skilled Partners, and this Program will ensure that this happens through enablement and accreditation. By investing in Support Accreditation, Partners will enjoy market differentiation, while building credibility with their customers. This in turn provides Partners the ability to sell more comprehensive value-added solutions, add service revenue streams and increase customer loyalty.

Providing Support to external customers should be delivered by knowledgeable and well trained engineers. A high level of Support has a direct correlation to a high level of customer satisfaction.

This Program provides a defined training path for Support Engineers that, once completed, recognizes them as Accredited Support Engineers. Partner organizations that employ a defined number of Accredited Support Engineers will be recognized as Accredited Support Partners. By working with Accredited Support Partners, customers can have confidence that their support calls will be answered by suitably qualified engineers.

Version Specific

The Support Accreditation Partner Program for IT Service Management has been developed for Engineers that support Remedy version 7.6.04. This is due to the majority of customers that have currently implemented this version and therefore the majority of support calls are made on this version.

Accreditation tracks for additional BMC solutions and versions will be rolled out in future program releases at the sole discretion of BMC.

Program Features and Benefits



Program Features

Contractual Commitments

Contractual obligations by both parties (BMC and our Accredited Partners) will ensure commitment and accountability. This Program Guide and the commercial terms herein is an addendum to the Support Provider Addendum. The Addendum must be executed prior to admission into the Program.

Accreditation Types

BMC Accreditations facilitated by the Support Accreditation Partner Program are divided into Organizational (Partner) and Individual (Engineer) categories:

1. Organizational or Partner Accreditation:

Each single Partner organization (unique company) must achieve and maintain the base requirements of the Program to be permitted to present and market themselves as a **BMC Accredited Support Partner: BMC Remedy IT Service Management 7.6.04**. The Support Provider Addendum details 'Affiliates' and 'Territory'. The Partner is authorized to deliver Support as per this contract; however each affiliate cannot market themselves as a BMC Accredited Support Partner until Program requirements are met per affiliate and per territory.

2. Individual or Consultant Accreditation:

Individuals (Engineers) who achieve and maintain the appropriate support accreditations are permitted to present and market themselves as a **BMC Accredited Support Engineer: BMC Remedy IT Service Management 7.6.04**

Support Accreditations are available for the following technology solutions:

1. BMC Remedy IT Service Management (ITSM) – version 7.6.04

Accreditation tracks for additional BMC solutions and versions will be rolled out in future program releases at the sole discretion of BMC.



Value-Add Technical Support

The Program will provide accredited Partners with unique support IDs to ease administration of technical issues related to BMC End Users and which otherwise would be covered under such End Users' Support Plan with BMC. This will allow accredited Partners to receive technical help for troubleshooting and to log cases for themselves or BMC End Users for the purpose of supporting such End Users.

Marketing and Branding

Partners who opt into the program can expect specific marketing and branding features along with activities including, but not limited to, jointly developed press releases, co-authored white papers, co-developed consulting services solution sets, data sheets, promotion on BMC websites, accreditation logos, individual Engineer Certificates and business card logos.

Knowledge Portal and Social Media Interaction

BMC is constructing a Partner Advantage portal that will feature bi-directional capabilities for content publishing, posting, and viewing. Social media and collaboration tools will enable Accredited Support Partners with access to current BMC technical IP, knowledge bases, collaboration platforms, Wikis, best practices documentation, and on-demand web-based training through our iLearn system.

Collaboration

BMC has identified business development staff that will be dedicated to managing our ecosystem of Accredited Support Partners. Their charter is to establish defined rules of engagement, mutually established key performance indicators, and a regular business cadence to ensure a systematic approach to managing this program and promote transparent communication and predictability with our Accredited Partner community. These resources will engage at the very beginning of the program process to ensure smooth on-boarding and that mutually acceptable business objectives are established.

Partner Benefits

BMC is committed to providing the tools and support our community of Accredited Support Partners requires to improve their technical capabilities, build brand equity within their customer base, and reap improved financial rewards. Partner benefits associated with the program can be grouped into three main categories:

Marketing

BMC will provide Accredited Support Partners with branding and marketing materials that reinforce their accreditation status and allow them to promote and advertise themselves as members of this highly qualified group of Accredited Support Partners. This will elevate the Partner's status in the end user community and within BMC as a capable, trusted Partner.

Technical

Our comprehensive Support Accreditation Partner Program is built with the Support Engineer in mind. Our practical approach to building and validating skills will provide the necessary capabilities to ensure repeatable customer value is achieved. Partners can be assured that individuals who dedicate the time and effort to making it through the accreditation process will have current and relevant skills in the BMC support ecosystem. This will ensure continued support success for Partners and their customers.

Program Process

Eligibility

To be eligible for entry into the Support Accreditation Partner Program, a Partner must have a formal Partnership with BMC, meaning that a legally binding BMC Partner Network Agreement and Support Provider Addendum is in place and executed by both parties. Likewise, these organizations must also have defined support provision services practices which they offer to end user customers or to other Partner organizations

Exclusions

The Support Accreditation Partner Program is not available to end user or staffing agencies unless otherwise approved by BMC Global Services Management.

Nomination Process

Partners may apply for the Support Accreditation Partner Program or be nominated for candidacy based on their relevance to BMC. Nominations can come from BMC Support, Sales Management, Software Consulting Management, Channel Management, Marketing, Global Services Management, Engineering, and BMC executive leadership. Invitations will come in the form of an invitation letter. BMC shall retain the right to reject any request of participation in the Support Accreditation Partner Program or any invited Partner, when such Partner does not satisfactorily meet the criteria expressed in the previous Eligibility section.

The BMC Support organization has the final right to approve or reject which Partner organizations will participate.

Skills Assessment Process

Once a Partner applies or accepts the invitation to join the Support Accreditation Partner Program, BMC Global Services will engage to help assess the Partner's BMC skill base and current state of delivery readiness and to identify early candidate resources for accreditation. The goal is to build a mutually agreed-upon accreditation, training and enablement execution plan.

Partner Organizational On-Boarding

Once a Partner decides to opt into the Support Accreditation Partner Program, they will be assigned a Services Partner Manager (SPM). The SPM will provide an operations manual to outline the details of successful on-boarding and ongoing operations necessary to manage the newly formed relationship between BMC and the Partner organization.

Individual Accredited Engineer On-Boarding

Individual Engineer on-boarding commences once the accreditation and enablement plan has been established. Training events can begin immediately and individuals will be carefully guided down the proper learning paths tailored to their existing skill sets. Once an individual earns his/her accreditation(s), they will be introduced into the Program by an official certificate and accreditation welcome kit provided by BMC.

Scheduling and Registration

Scheduling and registration for courses and exams is handled by BMC Education Services. A current schedule of upcoming events for public enrollment can be found on the BMC Education Services (www.bmc.com/education). Partners can also request private on-site deliveries. Scheduling and availability of courses and exams are subject to resource availability.

Program Requirements

The following section outlines the minimum Partner organizational requirements for the Support Accreditation Partner Program:

Support Provider Addendum	Partner must execute a current version of the BMC Support Provider Addendum (SPA) and accept the commercial terms contained within this Program Guide.
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Access to BMC Support	A minimum number of Partner's total Support workforce must obtain the status of Accredited Support Engineer in the discipline that accreditation is to be obtained by Partner within the country or region where Partner markets itself as a BMC Support Accredited Partner. This minimum is set forth in Partner's Support Provider Addendum and must be maintained at all times throughout the duration of the Support Provider Addendum.
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Defined Geographical Reach	In order to be accredited in a specific country, a Partner must demonstrate the ability to deliver support services to end users within that country. This includes, but is not limited to hiring locally based accredited engineers, in relevant country offices and the install base of existing customers.
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Participation in Regular Business Review Cycles & Meetings	BMC will conduct six monthly business reviews and Partner quality audits to establish and track customer satisfaction metrics, and mutual success criteria for measuring the Partnership's value. It is expected that all accredited Partners will participate in these meetings.
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Reaccreditation	Partner must maintain their accreditation at the individual and organization levels. See the "Reaccreditation" section below for reaccreditation criteria.
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Accreditation and Certification

Individual technical accreditations and certifications from BMC are generally available to the marketplace. However, as mentioned above, membership in the Support Accreditation Partner Program requires each participating organization to maintain a minimum number of Support Accredited Engineers on their staff.

Learning Paths serve as highly recommended prerequisites for engineers seeking BMC Support Accreditation, as these trainings provide an excellent foundation for building support ready skill sets.

The table below serves as a role-based mapping of the skill sets an individual can expect to achieve through BMC Support Accreditation. This also serves as a guide for Partners to use when assessing their team's structure and skills to build services practices based on BMC technology.

Accreditation and Accreditation Tracks

Classification	Description	Target Role
Accredited Administrator	Validates baseline technical competency and administrator level knowledge by testing candidate skills through an online exam. Participants who pass the online exam will earn a Certificate of Accreditation.	<ul style="list-style-type: none">• Administrators• IT Managers• Operators• Participants for Support Accreditation
BMC Accredited Support Engineer	Validates technical competencies and expertise needed to support out-of-the-box implementation use cases and basic configurations. Participants who pass the Accreditation Online Assessment, or successfully complete the prescribed Accreditation Curriculum will earn their BMC Accredited Support Engineer designation.	<ul style="list-style-type: none">• Support Engineers

Accreditation Process

Individual Engineers achieve Accreditation Status by completing **one** of the two options described below:

1. BMC Accredited Support Engineer: BMC Remedy IT Service Management 7.6.04 Curriculum.
2. BMC Accredited Support Engineer: BMC Remedy IT Service Management 7.6.04 Online Assessment.

1. Accredited Support Engineer Curriculum

Individual Engineers complete and pass the prescribed Accredited Support Engineer Curriculum as follows:

Course	Format	Duration
BMC Remedy IT Service Management 7.x: Application Administering Essentials (WBT)	Web Based	3 hours
BMC Remedy Service Desk 7.6.04 Using	Web Based	5 hours
BMC Remedy Change Management 7.6.04: Using	Web based	4 hours
Totals:		12 hours

- Courses are purchased from the then current local price list per geography
- Partner discounts for the purchase of the Accredited Support Engineer Curriculum may apply.
- Prerequisites to the above courses may apply
- Credit for courses already completed by the Engineer apply

Links to course abstracts can be found at: <http://www.bmc.com/education/>

2. Accredited Support Engineer Online Assessment

BMC recognizes that some Engineers who already provide Support are experienced individuals. Therefore these individuals may opt not to take the above prescribed Accreditation Curriculum. However, they will need to demonstrate that they have the required level of competency to obtain Support Accreditation status. Therefore these individuals will be required to pass an Accredited Support Engineer Online Assessment. Individuals have two (2) attempts to pass the Accredited Support Engineer Online Assessment.

The cost to sit the Accredited Support Engineer Online Assessment is one (1) Learning Pass Credit (local price sheet) per attempt.

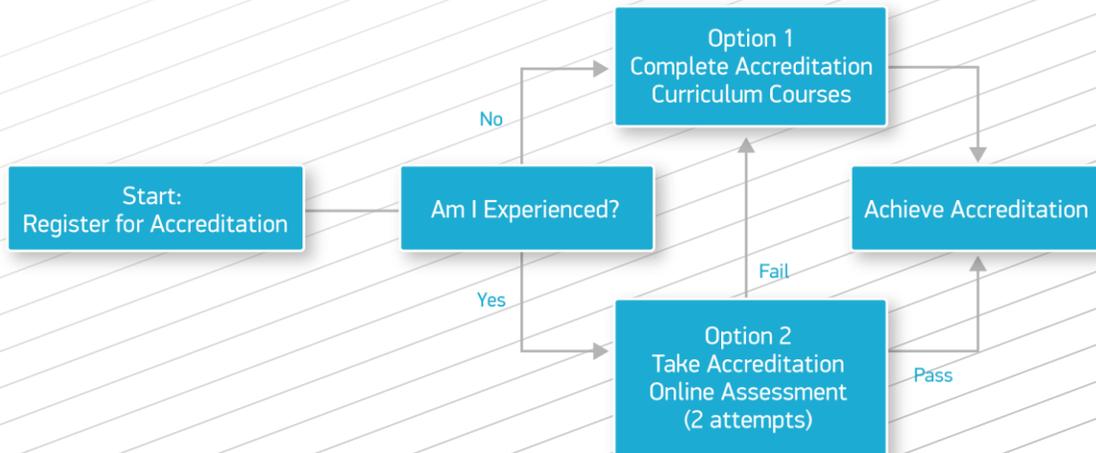
Accreditation Online Assessment Failure

Participants that fail the Accredited Support Engineer Online Assessment after two (2) attempts will be given an evaluation of their performance and provided with a targeted training and enablement plan to fill their knowledge gaps.

If the Engineer has failed the Accredited Support Engineer Online Assessment twice, then they must complete the Accredited Support Engineer Curriculum in order to achieve accredited status. The Engineer will **not** have any further attempts to sit the Accredited Support Engineer Online Assessment.

Routes to Accreditation Summary

Routes to Accreditation can be represented by this flow diagram:



Please access the following URL for up-to-date information on BMC's Accreditation, Certifications and Learning Paths

BMC Education Services / [BMC Education Services Website](#)

Continued Learning and Reaccreditation

After earning BMC Support Accreditation status, it is the responsibility of individuals to keep their working knowledge and expertise current with new BMC product releases. Individuals can update their accreditation status on new BMC releases. BMC provides a system for monitoring the accreditation status of individuals and offers access to training on BMC's current technology via the following tools:

Continued Learning

- Accredited individuals have access to BMC Academy, BMC's Learning Management System. BMC Academy contains a wide variety of formal training courses.
- Accredited individuals also have access to select views in BMC Communities where they can download engineers' documents, best practices guidelines, release notes, and other relevant artifacts.
- Accredited individuals will have access to BMC hosted collaboration and social media tools they can use to interact with BMC technical subject matter experts in our Consulting, Education, Technical Marketing, and Support Engineering groups.

Reaccreditation

When a new major release of a specific software solution occurs, BMC will produce new training materials and a new Accredited Support Engineer Online Assessment.

Reaccreditation Policy & Process

- BMC will maintain an up-to-date accreditation database and provide all accredited Partners and their accredited individual employees with regular tracking reports and alerts to help make sure the reaccreditation process is managed proactively.
- The candidate must take and pass the current version of the Accredited Support Engineer Online Assessment for each accreditation designation they wish to renew.
- Alternatively, an Engineer can complete the most current Accredited Support Engineer Curriculum.

Appendices

Appendix A Program Contracts

This section contains a list of the contracts that govern the relationship between BMC and Partners who seek entry into the Support Accreditation Partner Program. Noted contracts with an asterisk must be fully executed before Partners can be on-boarded into the program. Links to the actual documents are provided in “Appendix E,” “Quick Links” below.

Contract	Description
Partner Network Agreement (PNA) *	The PNA is the master terms and conditions governing the relationship between BMC and its resellers.
Support Provider Addendum *	Governs the terms and conditions for a Partner to provide support to end customers.

Appendix B: BMC Mark Usage

Use of the BMC Marks must be approved by BMC in advance and in accordance with (1) applicable trademark laws; (2) BMC’s policies regarding advertising and trademark usage as established and amended from time to time at <http://www.bmc.com/legal> (“BMC Legal Notices Page”); (3) any and all quality control standards BMC may issue to Partner from time to time; and (4) any and all written instructions as to the form, appearance, and/or manner of use of the BMC Marks provided by BMC to Partner from time to time. When referring to BMC, or any BMC Affiliate, or the BMC Marks, in marketing materials, Partner shall use the “BMC Software Corporate Information Statement” located on the BMC Legal Notices Page. By its use of any BMC Mark under this Agreement, Partner shall not derive any ownership of such BMC Mark. All goodwill and reputation that accrues to any BMC Mark in the course of Partner’s business in the promotion and sale of the BMC Offerings shall automatically vest in BMC without any separate or additional consideration of any kind to Partner, and Partner agrees to take all such reasonable actions necessary to affect such vesting. Partner acknowledges that BMC has the absolute right to assert any and all rights to the BMC Marks at its sole discretion. Partner shall:

- (a) use the BMC Marks only as authorized by BMC and in accordance with such standards of quality as BMC may establish and communicate to Partner;
- (b) take such actions as BMC, in its sole discretion shall deem necessary or appropriate to protect the BMC Marks against infringement or dilution;
- (c) include in or with any advertising for a BMC Offering such information as is required by applicable law or BMC to protect any BMC Mark, including, where applicable a statutory notice as directed by BMC, indicating that the BMC Mark is registered;
- (d) not affix any other mark, including any mark owned or claimed by Partner, to any copy of a BMC Offering; provided, however, that this will not preclude Partner

- from using its own trademarks in advertising that includes advertising for a BMC Offering;
- (e) not use any other trademark or service mark in proximity to or in combination with any of the BMC Marks without the prior written approval of an authorized representative of BMC;
 - (f) take no action that diminishes the goodwill in any BMC Marks or BMC's reputation;
 - (g) take no action that tarnishes or disparages the BMC Marks, the BMC Offerings, or BMC's reputation for quality, including use of the BMC Marks and BMC Offerings in connection with unlawful activities, or in conjunction with materials that are inconsistent with the standards of quality that BMC maintains;
 - (h) not alter, modify, or distort the BMC Marks, including their colors, or the logo elements, save to resize the BMC Marks where necessary;
 - (i) advise BMC promptly of any challenge to, potential violation of, or suspected or actual infringement of the BMC Marks of which Partner becomes aware, and cooperate with BMC in any such action;
 - (j) if the Partner acquires any rights in the BMC Marks, by operation of law or otherwise, assign immediately to BMC and at no expense to BMC all such rights, registrations, or applications, along with associated goodwill;
 - (k) provide any responsible non-financial assistance requested by BMC in connection with the protection, enforcement, and potential violation of or suspected or actual infringement of the BMC Marks; and
 - (l) Indemnify and hold harmless BMC from all third-party claims and damages in the event that Partner misrepresents the BMC Offerings or in the event that Partner's use of the BMC marks is in breach of this Agreement.

Partner may be provided access to certain BMC websites, including but not limited to, the Solutions Partner Portal, BMC EPD Site, and BMC Customer Support Site (the "BMC Websites"). All information on the BMC Websites is considered confidential to BMC, provided "AS IS" and is subject to change at any time at BMC's sole discretion. Partner's use of the BMC Websites and the material provided through them is subject to the terms of this Agreement and the Terms of Use on the BMC Websites.

PROPRIETARY RIGHTS

BMC, or its affiliates or licensors, retains all right, title and interest in the BMC IP, copies thereof, and the BMC Marks. BMC neither grants nor otherwise transfers any rights of ownership in the BMC IP, copies thereof, or the BMC Marks. The BMC IP copies thereof or the BMC Marks are protected by applicable copyright and trade secrets laws, and other forms of intellectual property, informational and industrial property protection. BMC reserves all rights in and to the BMC IP copies thereof, and the BMC Marks, not expressly granted in this Agreement.

Appendix C: Program Fees and Investment

Accredited Support Engineer Curriculum

The Accredited Support Engineer Curriculum is defined as follows (pricing example below is in USD as at January 2014):

Course	Format	Duration	Cost
BMC Remedy IT Service Management 7.x: Application Administering Essentials (WBT)	Web Based	3 hours	\$460
BMC Remedy Service Desk 7.6.04 Using	Web Based	5 hours	\$575
BMC Remedy Change Management 7.6.04: Using	Web Based	4 hours	\$460
Totals:		12 hours	\$1,380

- Above prices based quoted from the USD price book
- Courses are purchased from the then current local price book per geography
- Partner discounts for the purchase of the Accredited Support Engineer Curriculum may apply.
- Prerequisites to the above courses may apply
- Credit for courses already completed by the Engineer apply

Accredited Support Engineer Online Assessment

Individual Engineers will be required to pass an Accredited Support Engineer Online Assessment. Individuals have two (2) attempts to pass the Accredited Support Engineer Online Assessment.

The cost to sit the Accredited Support Engineer Online Assessment is one (1) Learning Pass Credit (LPC) per attempt. Should a candidate decide to retake the Accredited Support Engineer Online Assessment for a second time, the cost of that second attempt is one (1) LPC.

PC's are purchased from the then current local pricing sheet. Please contact BMC Education Services for the applicable regional Program pricing and usage. Standard Learning Pass Credit terms and conditions apply:

(http://www.bmc.com/education/customer-service/LearningPassTerms.html?cmp=redirect_lpcterms).

. Partners are entitled to buy LPCs at their standard contractual discounts off the then current list price. LPCs and other fees associated with technical training and enablement for accreditation under this program can be subsidized by Marketing Development Funds (MDF) earned by the Partner, subject to current rules and regulations governing the usage of MDF funds.

Other Estimated Program Related Fees

Partners fund the costs associated with training their individual consultants. Training fees, lab books, travel and expense and development lab maintenance are some of the incremental expected costs associated with the BMC Support Accredited Partner Program.

Appendix D: Other Terms & Conditions

The Program Guide contains information such as program descriptions, benefits, requirements, marketing program overviews, and technology program overviews. All information in the Program Guide is considered confidential to BMC, provided "AS IS", and is subject to change at any time per BMC's sole discretion. Consulting Support Partners must comply with all terms of the Program Guide at all times.

Appendix E: Quick Links

Informational Links

BMC Support Central: <http://www.bmc.com/support/>

BMC Education Services: [BMC Education Services Website](#)

BMC Consulting Services: [BMC Consulting Services](#)

BMC Communities: <https://communities.bmc.com/communities/index.jspa>

BMC Legal: <http://www.bmc.com/legal>

BMC Solution Provider Portal:

[https://communities.bmc.com/communities/community/solution_provider_program_\(spp\)](https://communities.bmc.com/communities/community/solution_provider_program_(spp))

Program On-boarding & Support Links

BMC Academy Registration:

https://bmc.okta.com/login/login.htm?fromURI=%2Fhome%2Fcornerstone%2F0oayyuhguNU_LFQERLPSZ%2F327

Business runs on IT. IT runs on BMC Software.

Business runs better when IT runs at its best. That's why more than 25,000 IT organizations – from the Global 100 to the smallest businesses – in over 120 countries rely on BMC Software to manage their business services and applications across distributed, mainframe, virtual and cloud environments. With the leading Business Service Management platform, Cloud Management, and the industry's broadest choice of IT management solutions, BMC helps customers cut costs, reduce risk and achieve business objectives.

