

Board Marketplace Guidelines

1. WHAT IS THE BOARD MARKETPLACE?

Board Marketplace is a dedicated section on **board.com** where our selected partners will showcase Solutions developed on Board.

It is designed to give to our key strategic partners the opportunity to engage with clients and prospects, help build awareness and generate sales pipeline.

2. BENEFITS

- Raise **awareness** across 3,000+ Board customers worldwide
- Potentially **reach 50.000+** monthly visitors on board.com
- Be a **recognized** Board and subject-matter expert
- Benefit by Board Marketplace's **co-marketing** activities
- Local partners can reach a **global audience**
- **It's free of charge**

3. UPLOADING PROCESS



CREATE THE SOLUTION

Solutions should be related to a specific industry or process. No generic Solutions!
The Solution must be free from customer's data.
Solutions language is at partners preference, but all collateral material must be in English.



APPLY AND VALIDATE THE SOLUTION

Request to place the Solution in our Marketplace by contacting marketplace@board.com
Board will contact you to schedule the technical validation (please see Validation criteria section)
Board will abide to confidentiality and non-disclosure agreements.
Provide collaterals and marketing material, including a brief description of the Solution's functional scope and benefits. Screenshots are mandatory, and a brief video and whitepapers are strongly recommended.



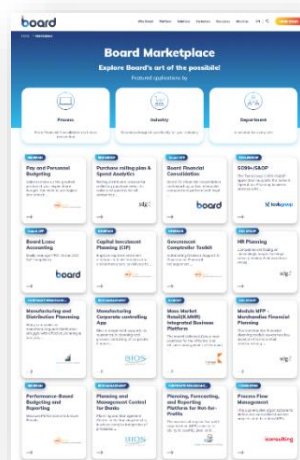
YOU'RE ON STAGE

Once validated, the collateral material will be published in the Board marketplace
The Solution **won't be directly downloadable**.
Requests will be forwarded to you after a contact form is filled in.



HARVEST

Provide us with your main Point of Contact.
We will send you all the leads coming through the marketplace and organize co-marketing activities.



Marketplace homepage



Solution Description Page

4. LEGAL T&C'S

The Board Marketplace is a shop window where partners' Solutions will be presented with a description, screenshot and videos.

Solutions won't be downloadable and will fully remain property of the partner.

In order to regulate the marketplace's process described above and the phases of Board's access to the Solution for validation, Board is in the process of creating an agreement (addendum to the existing partnership agreement) that protects your IP, regulates confidentiality, Non-Disclosure and the process from a legal standpoint.

5. SOLUTION VALIDATION CRITERIA

Board will not evaluate the functional capabilities and quality of the partner's Solutions. It is partner's responsibility to make sure business processes are supported in an efficient and effective way by leveraging partner's knowledge.

Board will evaluate that the Solution follows Board software's best practices.

A technical review by Board's Solutions team is mandatory and the partner must provide the Solution to the team to review it.

Validation criteria includes:

- Solution must be user-friendly, intuitive and facilitate a quick adoption by the business user
- Solution has reasonable performance (data rendering and/or calculation) and proportional to the business context, purpose and expectations
- Solution leverages relevant features in the latest version of the platform
- Solution is free from sensitive data
- Solution is packaged with minimum configuration instruction

The use of advanced Board features has such as predictive (BEAM, Analytics) or collaboration (presentation, chatting, broadcasting) is highly recommended.