



## **FactoryNOW "Certified Application Provider" Program**

The "Certified Application Provider" program provides for the certification of third-party software applications, which extend and enhance the FactoryNOW architecture by providing specific solutions to end-user data management and reporting needs.

A FactoryNOW Certified Application has capabilities in three areas:

- 1) The application can take its raw input data from the FactoryNOW database and/or web services;
- 2) The application provides a useful set of business information/analysis tools meeting specific end-user needs;
- 3) The application has the capability of running on centralized servers in a distributed user environment, making it's capabilities available to users on a lease/rental basis. (ASP - Application Service Provider model).

Certified Application Providers provide a licensed copy of their application to FactoryNOW, which is then set up to run on the FactoryNOW servers. FactoryNOW provides the support, maintenance, and infrastructure to collect the data for the application, and make it available in a database. FactoryNOW also provides the server infrastructure maintenance. The Certified Application Provider maintains and administers the application (remotely) so that FactoryNOW users can access the application via subscription service. FactoryNOW maintains the customer accounting, and provides the Certified Application Provider with a revenue stream based on the number of FactoryNOW users who subscribe to the Application.

Alternately, the Certified Application Provider may host its own applications, deal direct with the customer, and use the FactoryNOW services as a means of collecting distributed input data. The Certified Application Provider may provide a FactoryNOW system interface, so that customers who purchase the application can independently subscribe to the data collection services of FactoryNOW.

Benefits of the FactoryNOW Certified Application Provider Program:

- 1) Allows a large distributed customer base access to your application, promoted by FactoryNOW marketing;
- 2) Allows technically challenged or budget-challenged customers access to the features and benefits of your application, who may not be able to purchase and implement it themselves;
- 3) Provides entry level or try-before-you-buy access to your software in a full-featured, stable operating environment;
- 4) Provides an ongoing revenue stream based on subscription/usage of your product, not based on package sales;
- 5) Provides a migration path to direct sales, support, or hosting contracts for your software.