

Qt Partner Program

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- Responsible for Qt partnering at Digia
- 11 years in Trolltech / Nokia / Digia business roles
- Previous experience from software development and business strategy
- M Sc, MBA

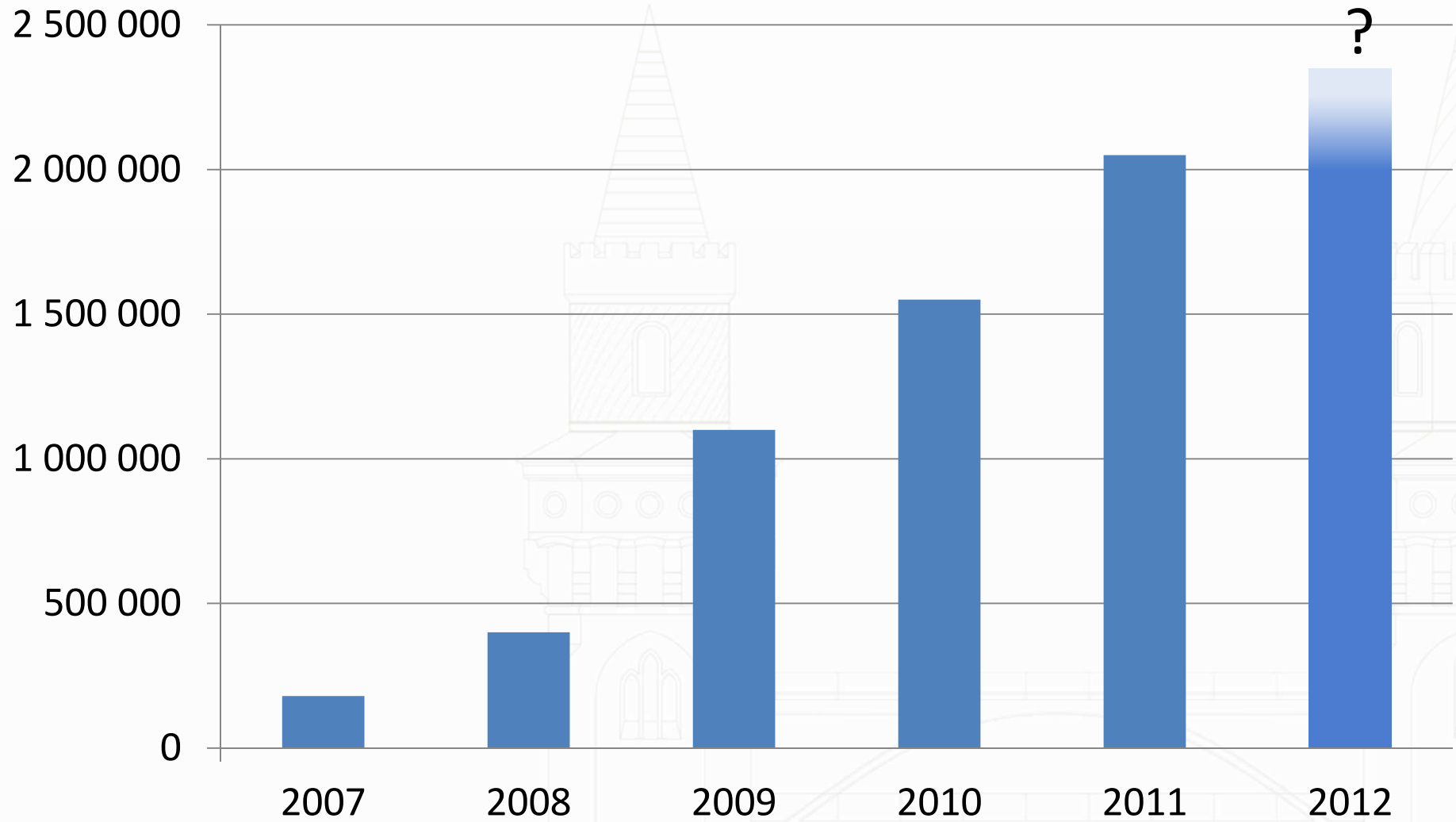
- Qt ecosystem and customer facts
- What creates success for Qt?
- Qt partner program
 - Partner categories
 - Partner benefits and obligations
- How to join the Qt Partner Program

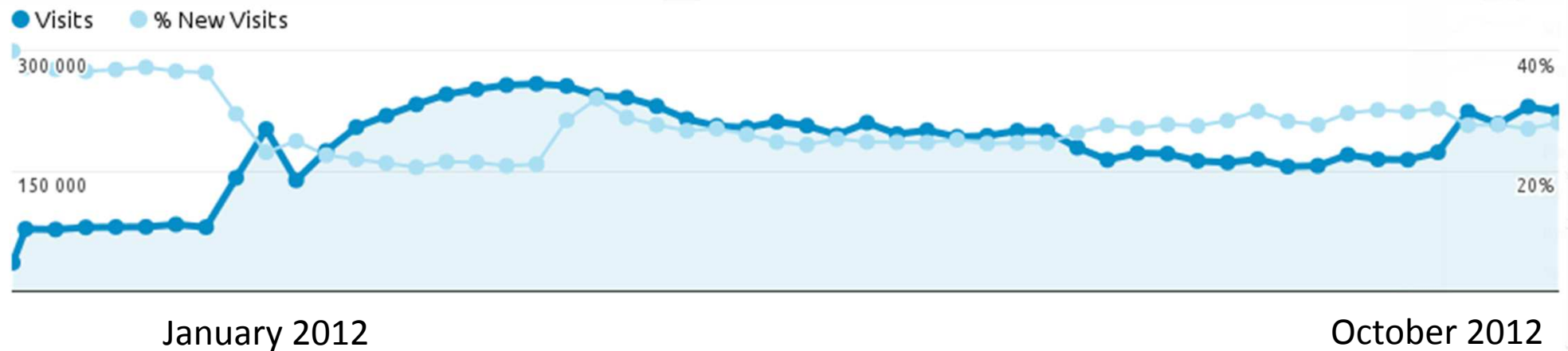
The Qt ecosystem



Qt downloads

Qt DeveloperDays
2012

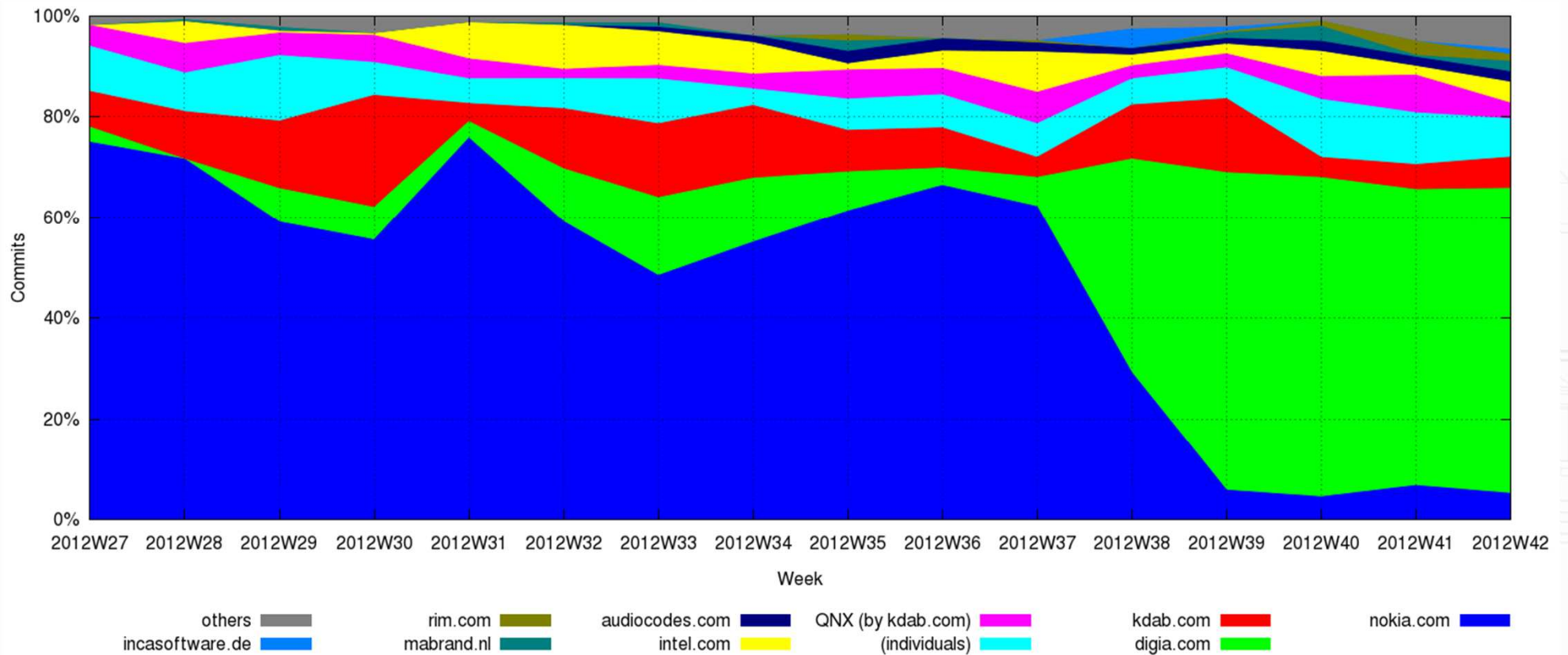




- 2,500,000 unique visitors last 12 months
- 360,000 unique visitors in October 2012
- 30% new visitors

Qt Project contributions

Qt DeveloperDays
2012

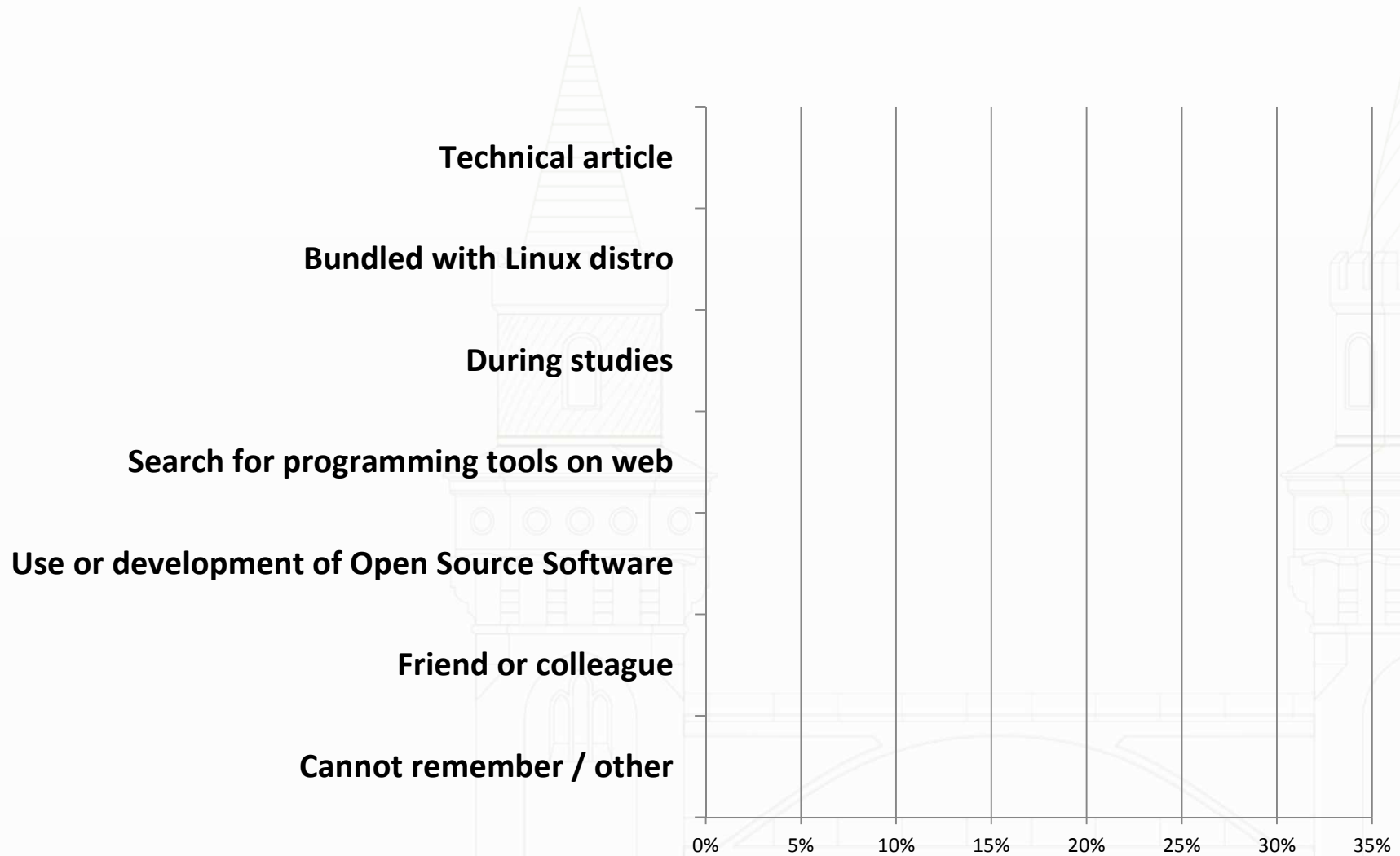


Source: Thiago Macieira at www.macieira.org

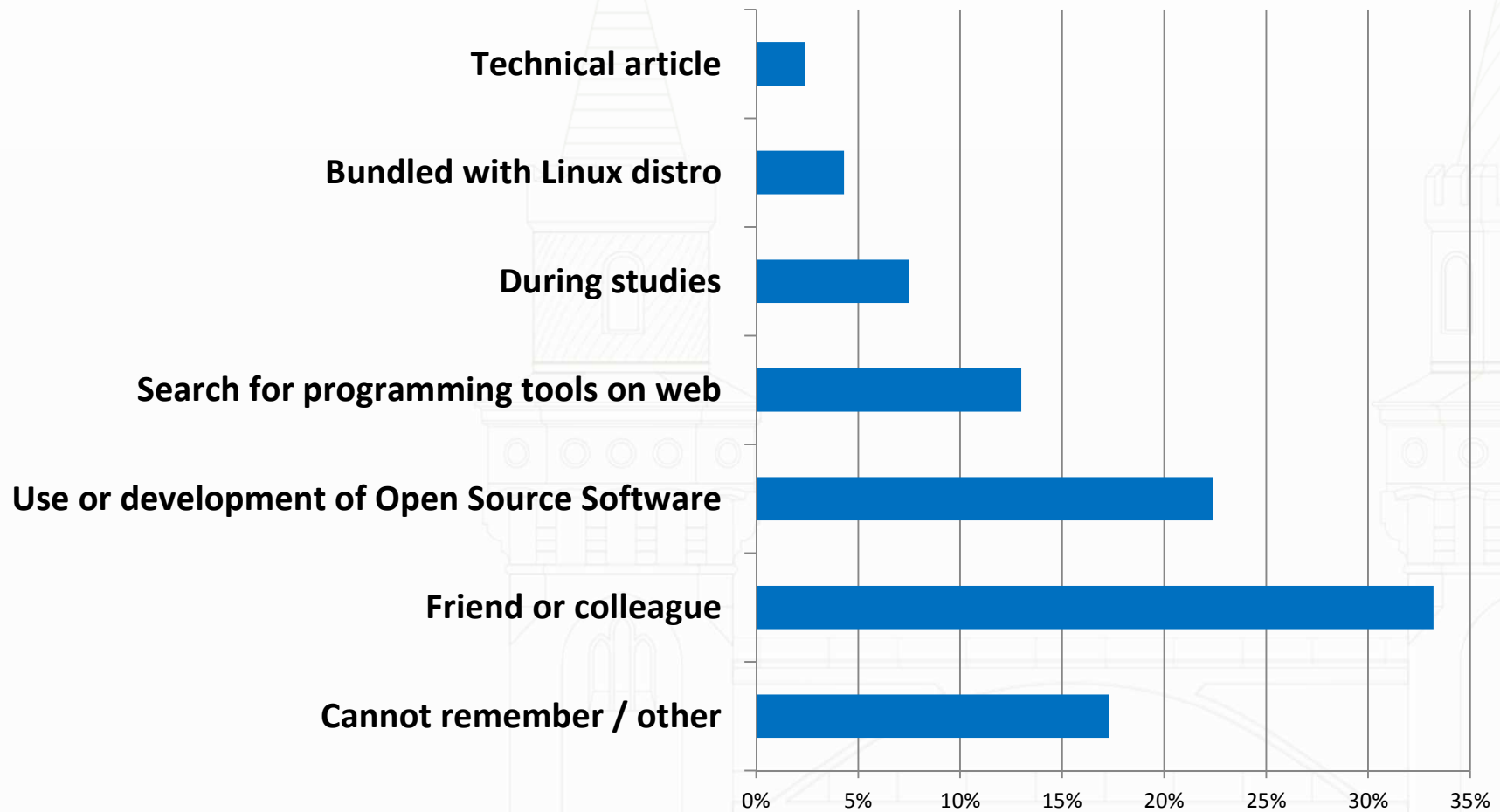


How customers heard of Qt

Qt DeveloperDays
2012



How customers heard of Qt

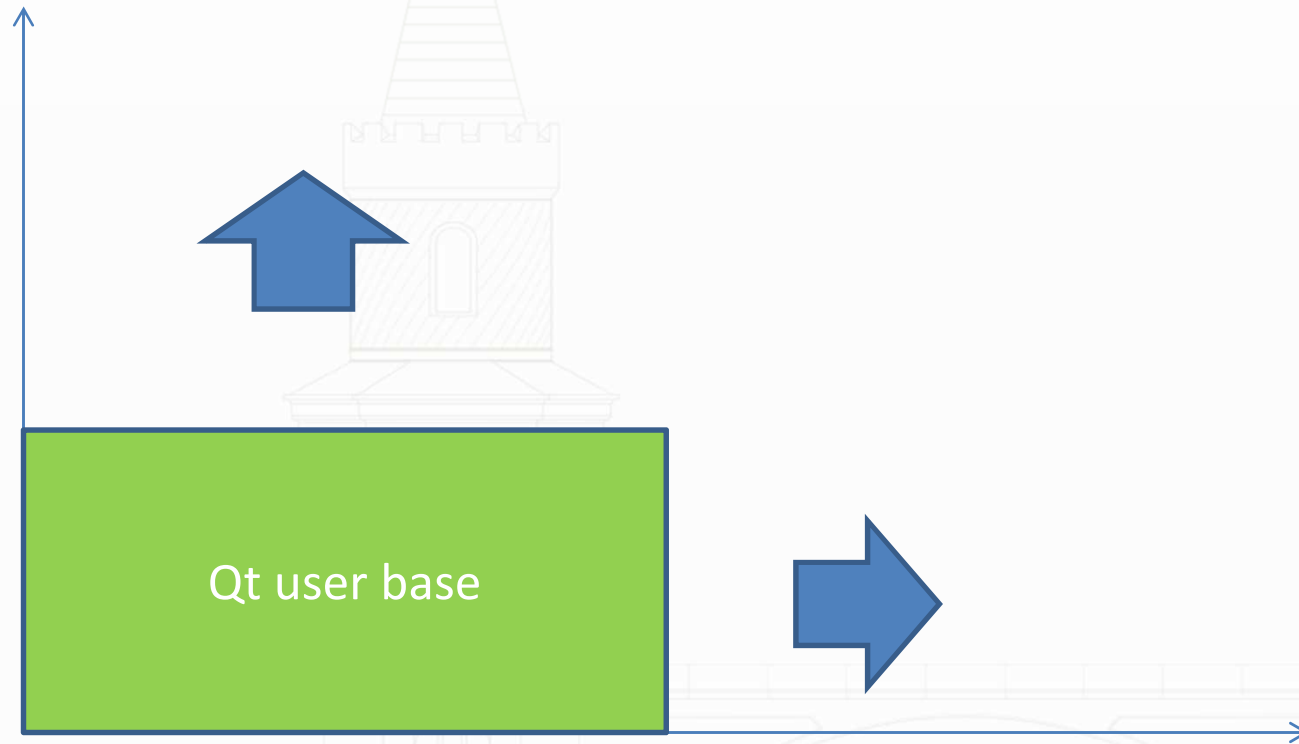




What creates success for Qt?

Qt user base growth

Commercial



Open source

- Qt contribution
- Qt marketing and sales
- Qt Project administration and infrastructure
- Qt professional services
- Qt certification and training

- Contribute to Qt
- Integrate technologies with Qt, create add-ons etc.
- Promote Qt technology
- Contribute to community events
- Provide Qt training and professional services

The Qt Partner Program



- Showcase the strength of the Qt ecosystem
- Facilitate creation of new Qt solutions
- Promote Qt adoption in new areas
- Create value for the whole Qt ecosystem

- Technology providers
- Service providers
- Vertical specialists
- Software resellers
- Community

Partner benefits

Benefit	Technology	Service	Vertical	Reseller	Community
Web exposure	X	X	X	X	Qt-Project
Qt logo & trademark	X	X	X	X	Community
Leads sharing	X	X	X		
Event cooperation	X	X	X	X	X
Custom tech. support	X		(X)		
Partner news service	X	X	X	X	
White papers and webinars	X		(X)		
Qt roadmap review	(X)	(X)	(X)		

What the benefits mean for your business

Qt DeveloperDays
2012

- Exposure to 500K monthly visitors to qt.digia.com
- Promotion towards professional Qt user base
- Visibility towards Digia's Qt sales organization and defined leads sharing process
- Information about Qt news before your clients
- Involvement with Digia Qt's marketing team for events and marketing material
- Association with the Qt brand

Partner obligations

Obligation	Technology	Service	Vertical	Reseller	Community
Web exposure	X	X	X	X	Qt-Project
Logo & trademark rights for Digia Qt	X	X	X	X	X
Leads sharing	X	X	X	X	(X)
Event cooperation	X	X	X	X	X
Qt license model compliance	X	X	X	X	X
Qt product contributions	X	X	X		X
Qt marketing contributions	X	X	X	X	X

October:

- Nokia's partner program ended

November:

- Partner program public presentation
- Partner interest online signup

December:

- Partner program presentation at Qt Developer Days US
- Partner agreement ready
- Partner catalogue on qt.digia.com
- Partner newsletter

Qt Partner Program signup process

Go to qt.digia.com/partners and register!

Upon notification from Digia:

1. Review program details
2. Update company information
3. Sign up!

Questions? - Contact me at: kristen.tveter@digia.com



The Qt ecosystem

Thank you!