Qt Partner Program

Kristen Tveter
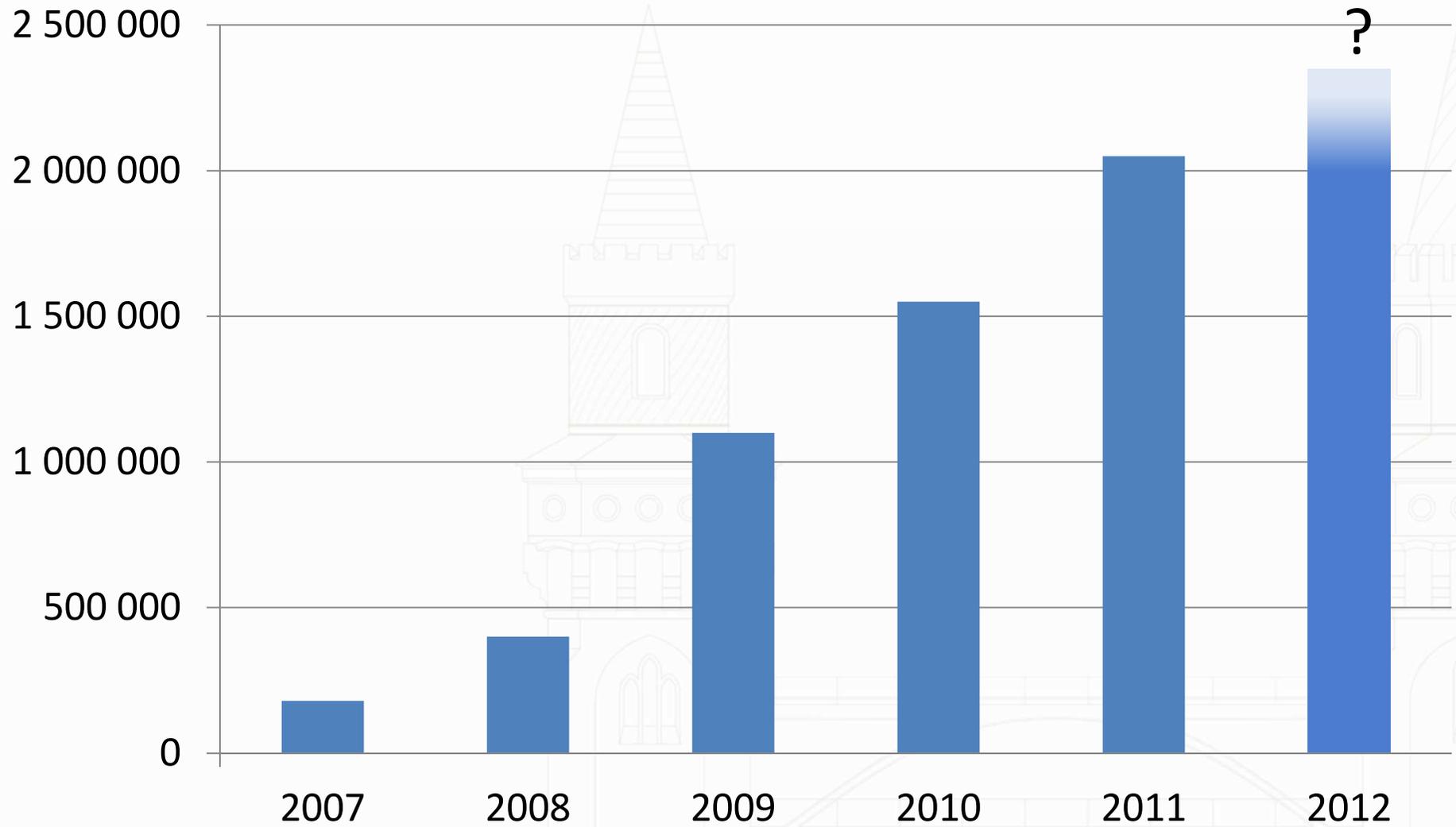
Senior Manager, Qt Partnering

Digia

- Responsible for Qt partnering at Digia

- 11 years in Trolltech / Nokia / Digia business roles

- Previous experience from software development and business strategy
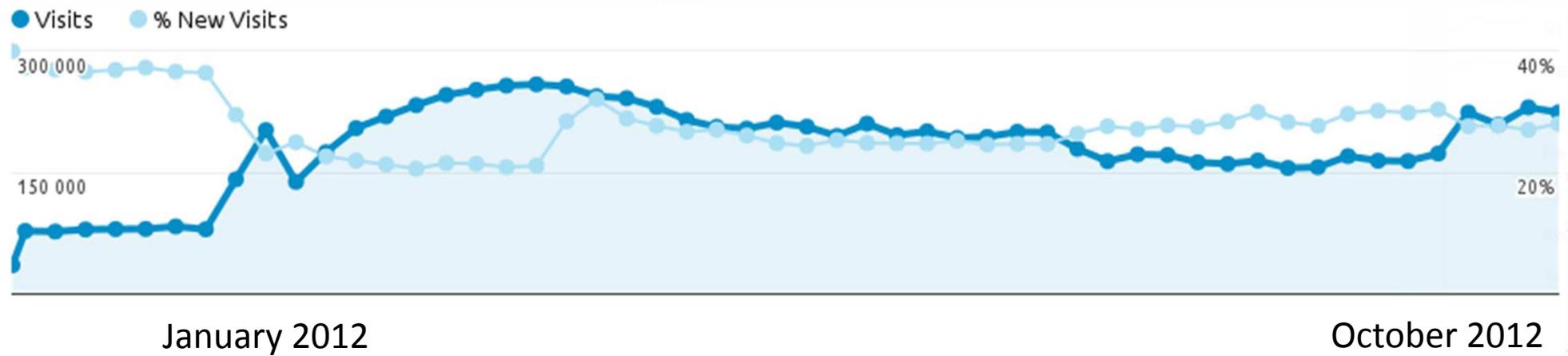
- M Sc, MBA

- 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
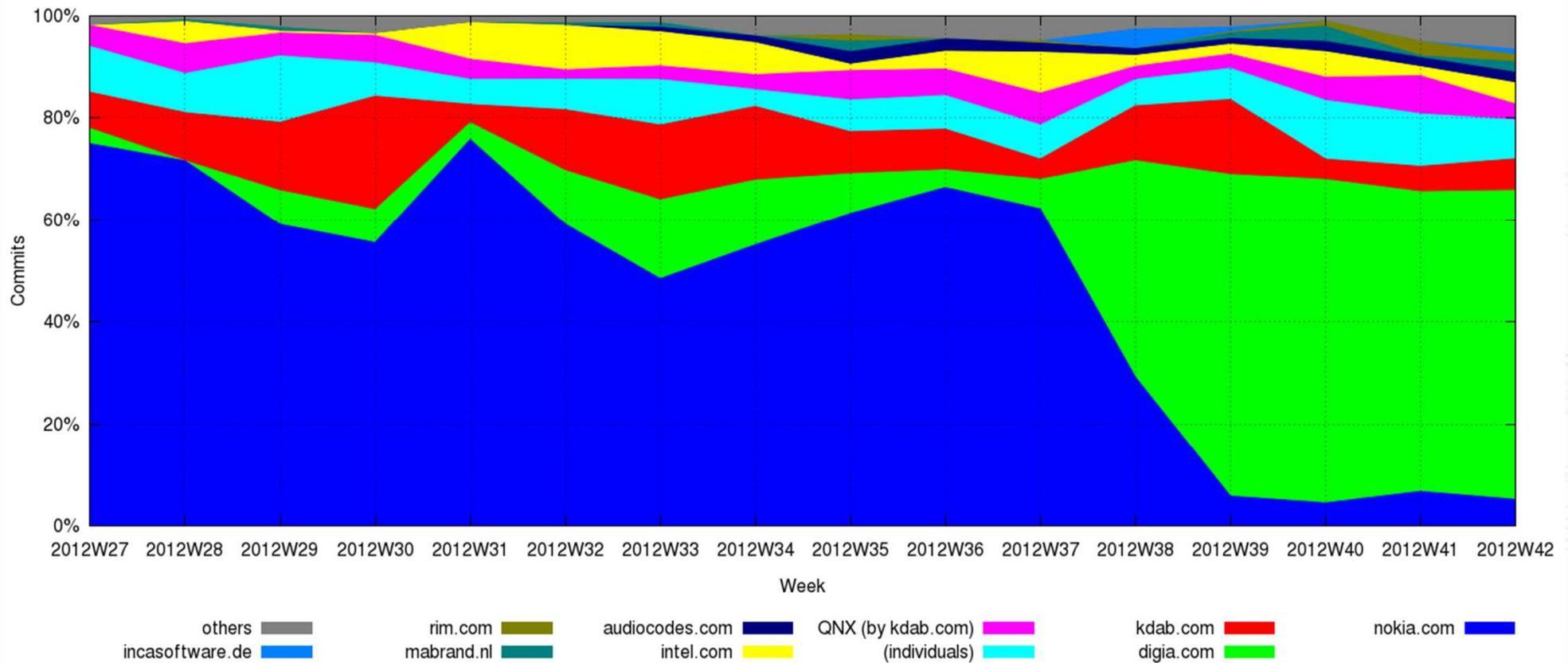
The Qt ecosystem

Qt downloads

Qt Project visitors

Visits   % New Visits

300 000   40%

150 000   20%

January 2012   October 2012

- 2,500,000 unique visitors last 12 months

- 360,000 unique visitors in October 2012
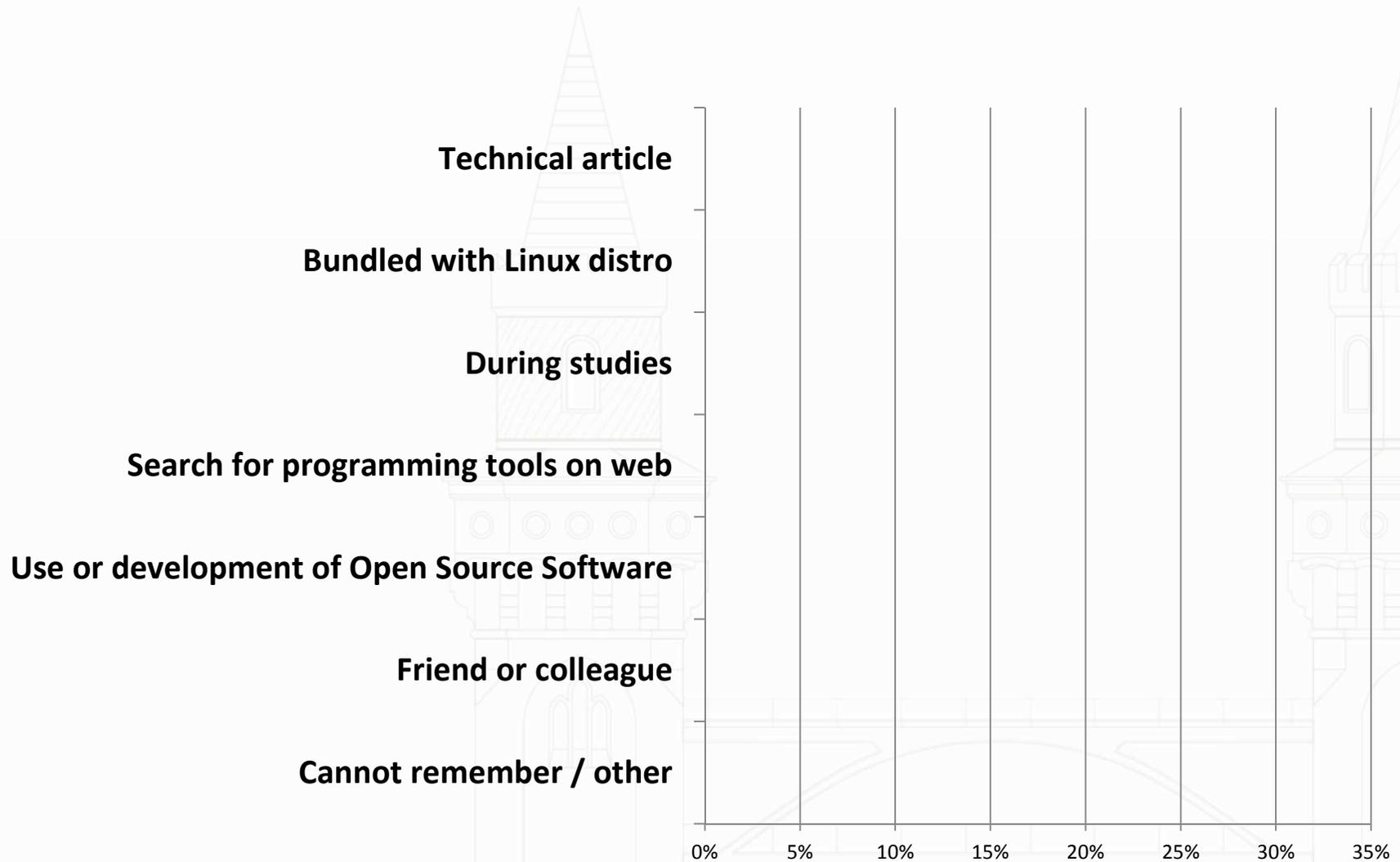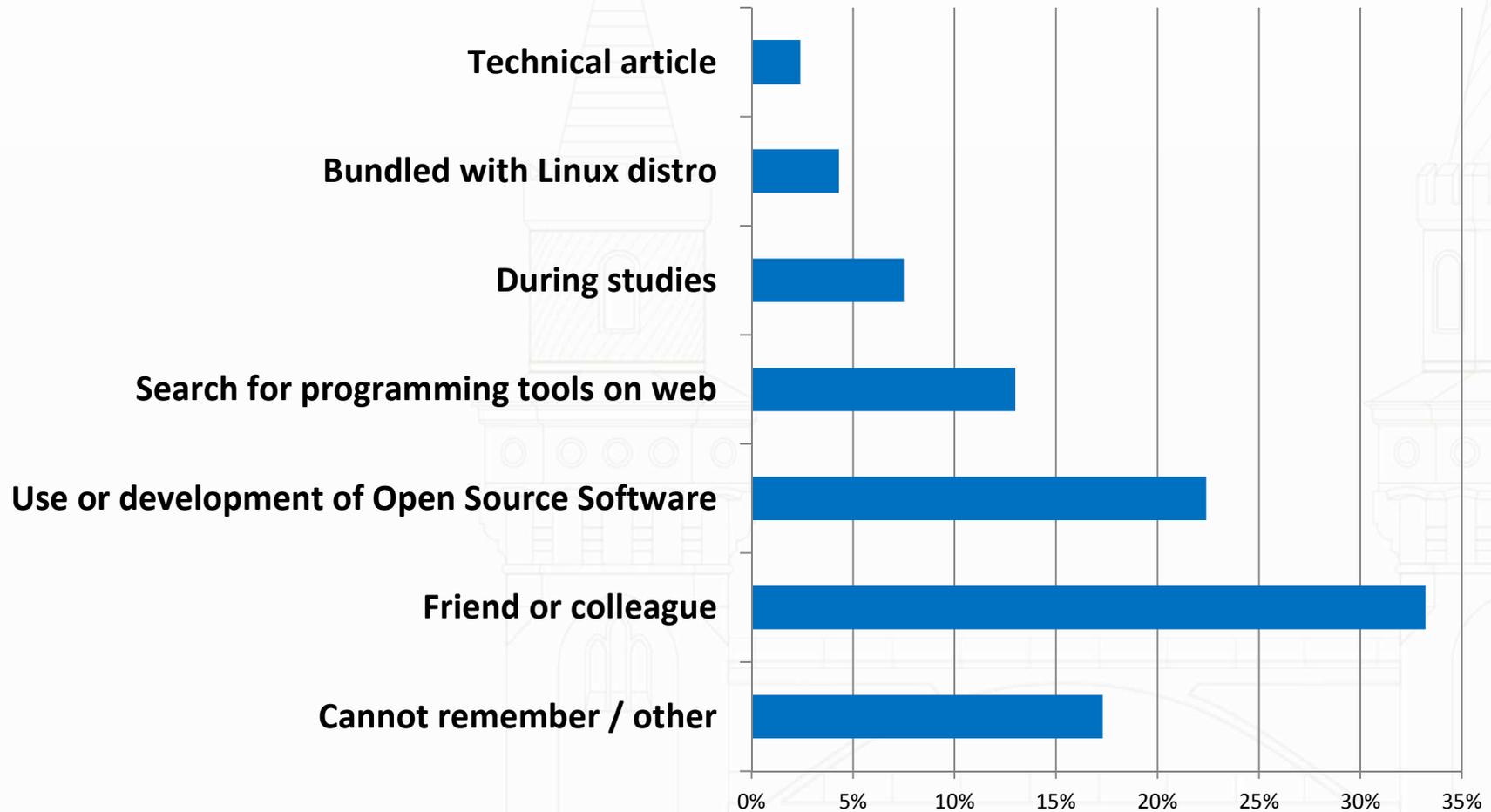
- 30% new visitors

Qt Project contributions

Source: Thiago Macieira at www.macieira.org

How customers heard of Qt

Technical article

Bundled with Linux distro

During studies

Search for programming tools on web

Use or development of Open Source Software

Friend or colleague

Cannot remember / other

0%   5%   10%   15%   20%   25%   30%   35%

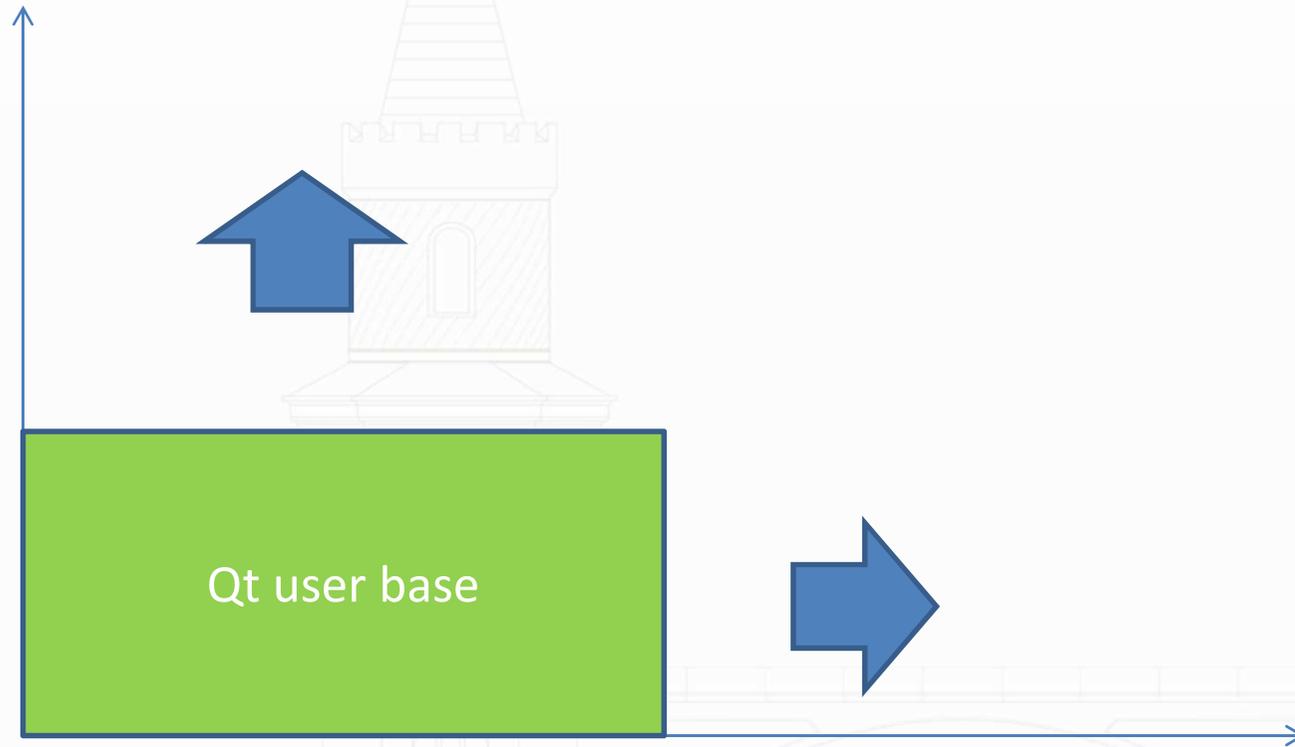# How customers heard of Qt

What creates success for Qt?

Qt user base growth

Commercial

Qt user base

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

- 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

- 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

Qt Partner Program launch plan

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

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

Thank you!