



Openbravo Launches Quality-Based Fresh and Innovative Partner Program

Leading open source ERP specialist has revamped its value proposition replacing its old 'Friendly Partner' program with a new best-in-class partner program

Pamplona, Spain – 9 April, 2007 – Openbravo, the company currently leading the open source ERP space, has launched its new best-in-class partner program. This innovative global partner program, together with Openbravo ERP, constitutes a unique value proposition for partners.

Manel Sarasa, CEO of Openbravo said: “Several factors make Openbravo business partners unique: our solution leads the open source ERP space, our community is one of the most active in SourceForge, our company is managed following a very professional approach across all departments and demand is so high that Openbravo ERP is far easier to sell than other proprietary solutions. This new quality-based partner program adds a significant further milestone to this list”.

Openbravo’s comprehensive new partner program initially provides three different levels - bronze, silver and gold - for a flat annual recurring fee that is among the lowest in the market.

Lluís Llavina, channel manager for Openbravo explained: “We wanted to reduce the entry barrier so third-parties interested in doing business in the ERP open source space could easily partner with us and reap the benefits. Partners jump from one level to the next by gaining experience around the solution and building success stories. They do not get upgraded just by paying a higher annual recurring fee. In our partner program ‘gold’ means ‘gold’. We are building a best-in-class partner network following a rational growth strategy. Thus, while there will be partners being upgraded due to excellent performance, there will be also partners being downgraded – or even signed-out because the specific requirements for the program level they belonged to were not met. This enables new parties to demonstrate their abilities and capabilities and have a chance to do business around our solution.”

In terms of value proposition, Openbravo provides a mix of product and services included within the annual recurring fee, plus others that are fee-based. This value proposition includes among others things: a set of professional tools, lead referrals, materials of all kinds, second level support, specialized consulting, several training courses and special packages.

The new program framework also includes a non-partner category called 'Affiliate Party', which allows companies interested in becoming partners of Openbravo to properly evaluate this partnership.

Llavina said: "We have defined a new innovative and fresh framework to a categorized approach for the sales channel that will ensure quality of service and will significantly help partners to build success stories and a profitable business practice".

Parties interested in becoming partners of Openbravo may find more detailed information and apply through the Partner area of www.openbravo.com or directly refer to the Sales team by sending an e-mail to partners@openbravo.com.

About Openbravo

Openbravo is the leading professional open source enterprise management (ERP) solution for small and midsize enterprises (SMEs). Driven by open source philosophies and best-in-class services, it delivers a fully integrated, web-based ERP system tailored to the needs of any company, regardless of size or industry sector. The functionality of Openbravo is in continual growth thanks to an expanding international community of users, partners and developers. Openbravo helps companies to manage daily operations, optimize business processes, enhance customer satisfaction and ultimately increase profitability. And because it is open source, Openbravo puts the customer in full control without the overheads of contracts or licenses. In January 2006, Openbravo secured a €5 million (\$6.4m) financing agreement with Sodena - record funding for an open source ERP company - to fuel further software development and international growth.

Openbravo is a founder member of the Open Solutions Alliance – an independent consortium launched in 2007 to educate and inform businesses deploying open source, while promoting best practice and interoperability among vendors. Openbravo is a winner of a 2007 'Red Herring 100 Europe Award'.

www.openbravo.com

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