

# CHANNEL PARTNER PROGRAM

## MULTIMEDIA CENTRE



### NASDAQ OMX MULTIMEDIA SOLUTIONS

Rely on webcasting and webinar solutions delivered on our reliable **Multimedia Centre** platform to increase the impact and cost-effectiveness of your client's business communications programs. Use our multimedia solutions for:

- + Marketing
- + Public Relations
- + Internal communications
- + Investor communications

NASDAQ OMX is the trusted multimedia solutions provider to clients around the world. We deliver over 20,000 multimedia events each year.

NASDAQ OMX can offer you:

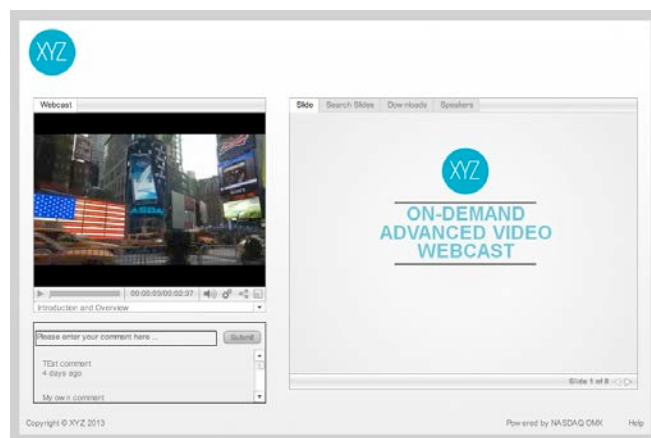
- + **A Comprehensive Suite of Solutions:**  
By partnering with NASDAQ OMX, you can consolidate vendors and rely on a single global provider to address the range of your multimedia communication needs. We offer the industry's broadest suite of solutions, from self-authoring and publishing tools to managed webcasts.
- + **Global Support with Local Expertise:**  
Supporting 5,000 companies worldwide, we are the only provider of webcasting and online video solutions with local service teams around the globe who understand regional requirements and best practices.

With NASDAQ OMX's **Multimedia Centre** it's simple to develop engaging live webcasts and on-demand presentations to help your clients reach their target audience.

### MULTIMEDIA CENTRE

**Multimedia Centre** is an easy-to-use, flexible platform that requires no download and uses Windows Media and Flash formats. Our feature-rich platform includes:

- + Customised branding and design to reinforce your clients' corporate identity or campaign
- + **Control booth** provides a single interface for coordinating presenters, monitoring audience attendance, viewing poll results & moderating inbound questions
- + **Interactivity** to gather audience feedback using real-time Q&A, polling and exit surveys
- + **Smartcodes** to track the URLs from which your clients' webcasts are being accessed
- + **Audience analytics** enables you to understand user behaviour (how long participants watched, questions asked etc.)
- + **Security settings** to control access to your clients' content
- + **Mobile access** on iOS- and Android-powered smartphones and tablets, including iPads
- + **Multi-language support** to meet the needs of your clients' global audiences
- + **Registration pass-through** and single sign-on to streamline access to your clients' content
- + **Customise passing requirements** for accreditation using a number of parameters
- + **Send certificates** automatically by email
- + **Add interactive checkpoints** to keep users engaged



Advanced Video Webcast using Multimedia Centre

### BRANDING & PRICING OPTIONS

BRANDING OPTIONS:

- + **Open partnership:** Partner is permitted to leverage and promote NASDAQ OMX brand
- + **Private label partnership:** NASDAQ OMX product and services are re-branded under the partner's brand; includes white labelling of the Multimedia Centre platform

## PRICING OPTIONS:

- + **Subscription Pricing:** Partners can leverage our monthly subscription pricing model to build a recurring revenue model for their business
- + **MultiPack Pricing:** Partners can also purchase multiple full service events at further reduced pricing for resale to clients maximised margins
- + **Customised Pricing:** Customised pricing is available to partners upon request



The NASDAQ OMX Channel Partner Team is available to support you on sales opportunities. We can act as a member of your team as required, and we will support reseller efforts on joint sales calls, RFI's, RFP's and pilot programs.

NASDAQ OMX's additional online marketing support services include:

- + **Channel Partner Support Portal:** Access a wealth of product marketing and best practices materials to help your team pitch webcasting. Access pitchbooks, sample events, and other helpful resources.
- + **Channel Partner Branded Sales Presentations:** Reseller branded sales presentations are available to resellers, as required.
- + **Joint Marketing Webcasts:** Live or On-Demand marketing webcasts to educate and create demand with reseller's customers and prospects.

Channel Partner sales support includes:

- + ongoing in-person training
- + online or archived training sessions
- + RFP or major deal support
- + pilot program setup

## SUPPORT

Regardless of whether you choose **Full Service** or **Self Configured** your team can rely on robust support from NASDAQ OMX:

- + Pre-Release training sessions & documentation provided by your Webcast Production Manager (WPM)
- + Support is available via email or phone:
  - Regional support email aliases ensure your request is responded to as soon as it's received
  - Your WPM will provide you a direct telephone number during on-boarding
- + During live events, support is provided via Chat in the Control Booth in Multimedia Centre.
  - Our team will proactively reach out if there are any issues with event setup or configuration
  - Use Chat during live events to connect directly with our service delivery team
- + Leverage a single point of contact for all operational and service requests
  - Your Channel Partner Representative will also perform a monthly check in/account review of upcoming features, feature requests and usage
  - Channel Partner Training includes the creation of a custom webcast player and delivery of a simulated live event as part of the two-day agenda

Conducted by the WPM who will serve as your main operational point of contact throughout the course of our partnership, Channel Partner Training is designed to provide continuity and support for your team as they learn to use Multimedia Centre.

## CONTACTS

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