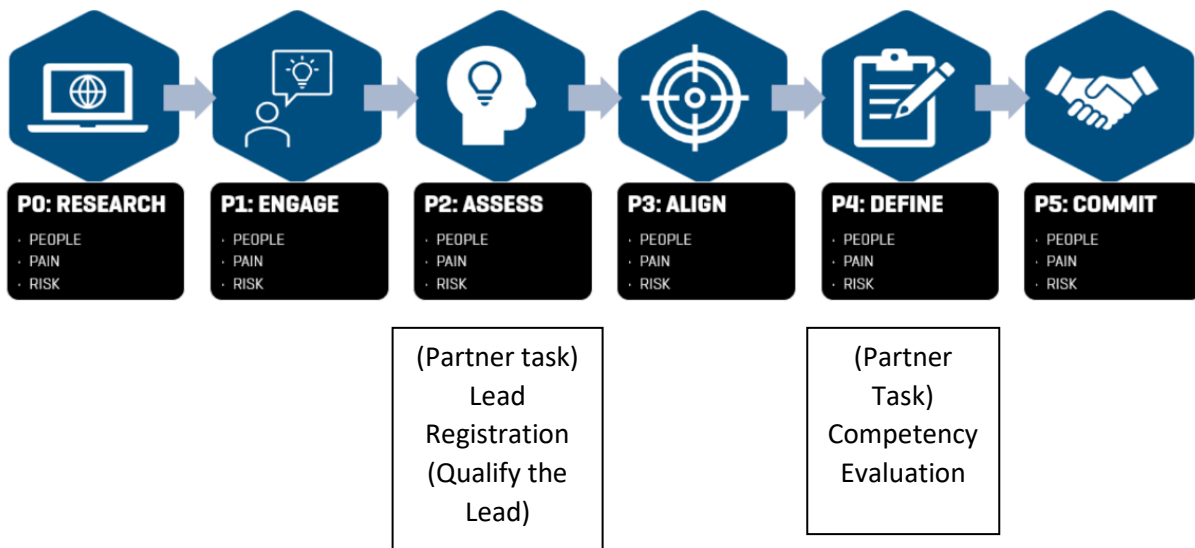


Lead Policy

Last updated: March 7, 2025

PROCESS STRUCTURE: STAGES

We VERB with the PROSPECT



OVERVIEW

This Lead Policy by Configura Sverige AB (“Configura”) describes and establishes the minimum procedures that must be followed by any Partner (also referred to herein as “You” or “you”) that desires to sell goods to or do business (“Services”) with CSAB, CSAB’s customers, Manufacturers and/or Developers customizing extensions, including any and all complimentary products, etc. (more than extensions) for the Configura CET Runtime Platform referred to herein as “Extensions,” or for any other business purpose.

To ensure clear expectations and effective market collaboration, we have established the following guidelines for account engagement:

- **Accounts with Annual Revenue below \$50 million:** Configura will refer these accounts to our Development Partners.
- **Accounts with Annual Revenue above \$200 million:** Development Partners should direct these accounts to Configura, as we will lead the initial development of extensions. For accounts between \$50-\$200M in annual revenue, the development partners should follow the process outlined below and register the lead when reaching stage P2.

Furthermore, Configura will provide certified Development Partners with a confidential bi-annual list of existing customers. We request that these accounts not be pursued as new business. If a listed Configura client contacts a Development Partner, please address their inquiry and then consult with us regarding next steps. This process will help maintain a positive and collaborative environment.

PO: Research the Prospect

Goal: Research for initial engagement with prospect, to know where the company fits into the Configura Ecosystem and who the influences might be.

P1: Engage with the Prospect

Goal: Engage the initial contact and deal mobilizer to uncover and qualify their pain.

P2: Assess with the Prospect

Goal: Assess the value of developing an extension to the prospect and to Configura based on license and solution requirements by quantifying the cost of their pain we can solve.

Task: Partner is to fill out Lead Qualification form at <https://www.configura.com/partner/lead-registration> **PWD:** ConfiguraPartners22

All Partners must register a lead to Configura once they have the introductory conversation with the Manufacturer.

You will complete the lead qualifying form, which will be shared with the partner manager of the development partner. The form includes the following:

1. Developer Partner Name
2. Developer Partner Email
3. Customer (Manufacture) Email
4. Customer (Manufacture) First and Last Name
5. Company Name (Manufacture)
6. Company (Manufacture) Domain Name
7. Industry
8. In a short paragraph, please explain what the company is looking to achieve with Configura's technology.
9. Types of Products
10. Are they currently using specification software to sell their products? If so, please specify.
11. Expected close date.
12. How did you get this lead?
13. What is your next step after registering this lead?
14. Do you need any assistance with the workshop from Configura?

Once the questions are submitted, they are reviewed by the Partner Manager and either locked to the partner first registering the lead or a discussion will be had with Partner Manager if lead annual sales is over \$50MUSD.

While in stage P2: Assess, the key for both Configura and Dev Partners is to ASSESS the value created by solving the Mobilizer's problem. Therefore, we should avoid submitting budgetary quotes or ROMs in this early stage. We should take the quantification of value we create and internally compare it to our estimate to state with confidence to the customer that it is indeed worth the effort to go into stage P3-ALIGN where we do more detailed analysis and submit a ROM and ROI to align to.

P3: Align with the Prospect

Goal: align on the prospects business needs, goals, schedule, budget, tech-stack and processes and align with them on how to work with you to build an extension or library, the value it would create for them and the value it would bring to the Configura Ecosystem.

P4: Define with the Prospect

Goal: Define collaboratively with the client the SOW, timeline, budget estimation, and ROI.

Task: If involvement from Configura is anticipated you need to contact your Configura sales contact to discuss. So proper anticipated forecast and talent allocation can be done.

P5: Commit with the Prospect

Goal: Mutual commitment and signatures on Initial SOW, Service & Collaboration Agreements.

To-do: Two agreement(s) may be signed: one between Configura and the Partner, and/or one between the Manufacturer and Partner. Partners are expected to go over pricing and the information below with the Manufacturer. This is to support those customers that are onboarding into the Configura ecosystem are highly educated.

It is the responsibility of the Partner to review the following with the Manufacturer:

- License Fees
 - CET Commercial Interiors
 - CET Material Handling
 - CET Kitchen and Bath
 - Developer License
 - Setting up CET Training
 - Beginner CET Training
 - Intermediate CET Training
 - Advanced CET Training
 - CET Certification
- Extension Migration
 - Minor Fall Upgrade
 - Major Spring Upgrade
- Extension Maintenance
- Conferences
 - CET Experience
 - Excelerate
 - Pace Check
- Extension Creation
 - Estimated hours
- Developer Training
 - Catalogue Creator Training
 - CET Developer Training
- Publishing Program

Updates or Changes to this Lead Policy

Configura may update or change the Lead Policy from time to time. Configura will notify You of any changes by posting the Lead Policy on this page.

You are advised to review this Lead Policy periodically for any changes. Changes to this Lead Policy are effective when they are posted on this page.

Your continued use of the Services constitutes your agreement to this Lead Policy and any updates.

Contact Us

If you have any questions about this Lead Policy, have questions or comments, You can contact us:

By email : partners@configura.com

By mail : Configura Lead Policy, Configura Sverige AB,
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