Agilent OpenLAB Partner Program: VAR Benefits

EXTEND YOUR BUSINESS REACH WITH AGILENT OPENLAB

The Measure of Confidence

Agilent Technologies
GROW YOUR BUSINESS WITH INDUSTRY-LEADING AGILENT OPENLAB SOFTWARE AND CO-MARKETING OPPORTUNITIES

The Agilent OpenLAB Partner Program can help Value Added Resellers (VARs) enhance business success. With industry-leading OpenLAB software and unsurpassed Agilent co-marketing opportunities and support, you can extend your product offerings, market presence and increase marketing effectiveness.

Agilent’s industry-leading OpenLAB platform enables you to reach more customers

**Agilent OpenLAB: Built for today and the future**

The convergence of science and business is transforming information management within scientific enterprises. As the tools, techniques and workflows used by laboratories multiply, the data, data formats, and results needed to enhance decision-making speed and quality are also rapidly expanding.

To address these trends, Agilent Technologies developed OpenLAB – a suite of industry-leading software products for integrating and managing laboratory instruments and information:

- Chromatography Data Systems (EZChrom and ChemStation Edition CDS)
- Electronic Lab Notebook (ELN)
- Content Management (CM)

The OpenLAB suite is built on an open, scalable architecture that adheres to industry standards and uses common software components throughout, ensuring partners can leverage OpenLAB’s capabilities well into the future. As new technologies are introduced by Agilent and its partners, they can easily be integrated or layered on top of existing OpenLAB components.

**Agilent OpenLAB Partner Program**

The OpenLAB Partner Program features a specific set of benefits tailored to each partner type:

- **Value Added Resellers (VARs)** provide added value through the complementary software, support and services they offer in combination with the Agilent products they sell.

- **Original Equipment Manufacturers (OEMs)** combine Agilent’s OpenLAB software with their products, creating a unique solution they can label, sell and support as their own.

- **Developers** create and integrate software that expands OpenLAB’s capability to meet specific customer needs. These solutions are labeled, sold and supported by the developer.

Agilent’s OpenLAB Partner Program makes it easy for value added resellers to take full advantage of the OpenLAB suite, enabling you to augment your products and services while expanding your market opportunities. Agilent provides program participants with the tools, training, and other assistance needed to be successful. By leveraging OpenLAB, partners can offer solutions that unlock the full potential of scientific information throughout its lifecycle.
**VAR Partner Benefits**

**Increase marketing efficiency with co-marketing programs and support**

To ensure success, VARs gain access to Agilent’s marketing material and programs, training and training material, knowledgeable worldwide sales channel, and sales and order support for quoting special configurations and addressing specific customer situations. Agilent also offers VAR partners competitive discounts on the Agilent products and services sold.

Joint marketing programs can significantly boost demand, increase efficiency and reduce cost. Examples include:

- Listing VAR partner website links, capabilities and product information on the Agilent website
- Developing and distributing co-branded documentation, sales tools and sales collateral
- Creating and delivering joint sales training courses with selected VARs

The Agilent sales channel can help expand your sales coverage. For example, if a customer requires a tailored solution which Agilent does not offer, our sales channel can refer that customer to the VAR who has the solution available. In addition, the Agilent sales channel could present VAR solutions during discussions with their customers.

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**Protect your R&D investment**

The OpenLAB suite is built on an open, scalable architecture that adheres to industry standards—such as Microsoft .NET and XML—and uses common software components throughout, making it easy to install, use and support. Its architecture ensures that VARs can combine OpenLAB with their own solutions, quickly and easily. Because backward compatibility is the cornerstone of OpenLAB, add-ons made today will work with future OpenLAB releases.

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### CDS • ECM • ELN

#### Agilent OpenLAB Partner Program

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**Key Benefits:**

Expand market share • Accelerate time-to-market • Increase customer satisfaction and value

Agilent’s partner program features a collection of benefits designed to fit the needs of each of our three partner types.
Examples of VAR opportunities

Enhance OpenLAB CDS with customized reports to meet the needs of a specific market, regulatory requirement or unique application. OpenLAB’s powerful Intelligent Reporter makes it easy for VARs to create custom reports. OpenLAB CDS offers multi-vendor support, enabling VARs to develop and market drivers for analytical instrumentation.

Extend OpenLAB ECM’s ability to parse and store information. For example, extract data from a variety of sources, and store the data in OpenLAB ECM automatically. Alternatively, VARs may offer an automated application that collects reports from multiple analytical sources, evaluates the results against specifications, and then routes the reports for review.

Customize OpenLAB ELN by integrating data from single-data-point instruments, such as balances or titrators, into one or a group of experiments for tracking and reporting purposes.

Partner with the industry leader – Agilent

Agilent is the preferred company with which to partner. As an industry leader, Agilent maintains the largest installed base in the analytical instrument market. No other company offers an equivalent breadth of advanced instrumentation and software, and no other company has the equivalent experience in managing and integrating the quantity and breadth of scientific data produced by these systems. Our worldwide presence and market success enables our partners to reach customers and markets never thought possible.

Learn more
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