

Partner Brand

November 17, 2021



Brand Foundation and Alignment

UNIFYING THEME

Vena Means Growth

BRAND POSITION

Vena is the leader in complete planning—inspiring confidence, teamwork, and enthusiasm across the business.

VALUE PROPOSITIONS

Inspire Confidence



Champion Teamwork



Cultivate Enthusiasm

POSITIONING STATEMENT

For growth-minded businesses who are dissatisfied with complex finance and planning platforms, our promise is to be the transformative business and technology partner who provides industry expertise and tailored solutions that enable businesses to pivot fast and accurately plan for tomorrow.

What are the attributes that make up the Vena partner experience?

How do we want partners to feel?
What makes this experience unique?

- Intuitive
- Community
- Thoughtfully considered
- Attention to detail
- Personal
- Valued
- Clear
- Transparent
- Cohesive journey
- Encouraged

Better Together

Connection

Connecting with like-minded Partners allows you to work toward the common goal of solving problems for each other—and for your customers.

Community

Achieving mutual understanding on common ground gives you a sense of community and the ability to exchange ideas, knowledge, insights and goals with other Partners.

Contribution

As a Partner, you're focused on the greater good, working as part of a team to provide solutions that help individuals and organizations grow.

**Together, we inspire
the way people and
businesses grow.**

Vision Statement

Together, we inspire the way people and businesses grow.

The Vena Partner Program is your source for growth—for you and your business. As thoughtful as it is personal, the Vena Partner Program is built to provide you with constant support and white-glove service along your business journey.

Within our Vena Partner community, you'll have access to new ideas, knowledge and insights from peers and Vena experts. You'll have the strength and support of an entire group to help solve problems for your business and customers. And best of all, you'll celebrate every success and keep moving forward—together.

Message Framework

UNIQUE CAPABILITY	VENA GROWTH ENGINE (CPM, BPM, EPM)					
CONFIGURATION & PRODUCT CATEGORY	FINANCE-LED PLANNING (FP&A)		EXTENDED PLANNING (XP&A, ICM)		BEYOND PLANNING (FCM)	
UNIQUE BENEFIT	The Vena partner community inspires and accelerates your growth with shared knowledge, support, and a shared journey.					
CORE CAPABILITIES	SIMPLE		SECURE		COLLABORATIVE	
	VENA DOES THIS BEST BECAUSE IT'S...					
PLATFORM ATTRIBUTES	FAMILIAR	ACCESSIBLE	CONNECTED	HOLISTIC	FLEXIBLE	EASY

VENA DOES THIS BEST BECAUSE IT'S...

VENA DOES THIS BEST BECAUSE...

Together, we inspire the way people and businesses grow.

As a Vena partner, you are elite members of a community dedicated to connecting like-minded individuals who collectively impact how customers and businesses grow.

(VALUE) PROOF POINTS	CONNECTION	CONTRIBUTION	COMMUNITY	TIER 3: <name>	TIER 2: <name>	TIER 1: <name>
	Connecting with like-minded individuals allows partners to work toward the common goal of solving problems for each other—and for customers.	Partners are focused on the greater good, working as a team to provide solutions that help individuals and organizations grow.	Achieving mutual understanding on common ground gives partners a sense of community and the ability to exchange ideas, knowledge, insights and goals.	As a <i>Tier 3 member</i> of the Vena partner program, you'll become a dedicated and fully integrated part of the Vena Team. From opportunities to speak at Vena Nation to accessing Vena's expertise to go to market as a team, you'll be an integral part of our shared success.	As a <i>Tier 2 member</i> of the Vena partner program, you can take your trusted relationship with Vena even further, inspiring change, igniting business opportunities and driving momentum at every turn.	As a <i>Tier 1 member</i> of the Vena partner program, you'll collaborate with an entire community of like-minded professionals and experts who can help your business thrive. From onboarding to implementation, you'll receive white glove service along the way with Vena at your side.

≤10 Words

The Vena partner community is built around sharing, support, and celebrating your success.

~30 Words

Within the Vena partner community, you're in good company with like-minded professionals, exchange knowledge and celebrate your successes while delivering better experiences for the customers we serve.

≥100 Words

The Vena partner community is your source for growth—for you and your business. Within our community, you can share ideas, knowledge and insights with your peers. You can simplify your journey with a program that's as thoughtful as it is personal. You can solve problems for each other and for customers. And best of all, you can celebrate each success and keep moving forward—together.

Partner Nomenclature

TIER 3

Official

TIER 2

Advanced

TIER 1

Distinguished

GUT CHECK:

"Hi, I'm Natasha from ABC Company and we're a(n) Distinguished partner with Vena."

Advanced

Official

Tier Values and Structure



Make It Official

TIER 3

Official

When you join our community as an *Official Vena Partner*, you've arrived. Gain exclusive access to a community of knowledgeable peers and Vena experts who provide dedicated support, so your business can grow and succeed.



Growth in Advance

TIER 2

Advanced

As an Advanced Vena Partner, you're ready to take your business to a whole new level. Building upon the trusted relationships you share with peers and Vena experts within our Partner community, you can accelerate your success, inspiring change and igniting new business opportunities along the way.

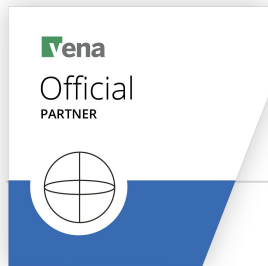


Distinctly Distinguished

TIER 1

Distinguished

As a Distinguished Vena Partner, you will achieve a unique position within our Vena Partner community. From exclusive opportunities to speak at Vena Nation week to partnering with Vena experts on go-to-market opportunities, enjoy remarkable success with Vena right at your side.



- Partner Community Access
- Access to Content Portal
- Participation in Plan To Grow Events
- Access to Vena Experts for Event Participation
- Access to Sales Training Materials
- Promotion of Expertise to Vena Customers
- Partner Development Manager
- Access to Self-Paced Training
- Access to Vena Subject Matter Experts for Marketing Initiatives



- Vena Nation Promotion
- Vena Nation Sponsorship Preference
- Joint Product-Led Campaigns
- Access to Content Portal
- Participation in Plan To Grow Events
- Access to Vena Experts for Event Participation
- Promotion of Expertise to Vena Customers
- Partner Success Manager
- Annual Business Review
- Preferential Engagement for Services
- Preferential Engagement for Sales Teams
- Access to Self-Paced Training
- Access to Vena Subject Matter Experts for Marketing Initiatives



- Vena Nation Promotion
- Vena Nation Sponsorship Preference
- Joint Product-Led Campaigns
- Access to Content Portal
- Speaking Opportunities at Plan To Grow Events
- Access to Vena Experts for Event Participation
- Promotion of Expertise to Vena Customers
- Partner Success Manager
- Annual Business Review
- Quarterly Business Review
- Preferential Engagement for Services
- Preferential Engagement for Sales Teams
- Access to Self-Paced Training
- Access to Vena Subject Matter Experts for Marketing Initiatives



Partner Experience Benefits



Vena Partner Program

Together, we inspire the way people and businesses grow

The Vena Partner Program is your source for growth—for you and your business. As thoughtful as it is personal, the Vena Partner Program is built to provide you with constant support and white-glove service along your business journey.

Within our Vena Partner community, you'll have access to new ideas, knowledge and insights from peers and Vena experts. You'll have the strength and support of an entire group to help solve problems for your business and customers. And best of all, you'll celebrate every success and keep moving forward—together.

Grow further together



When you join our community as an Official Vena Partner, you've arrived. Gain exclusive access to a community of knowledgeable peers and Vena experts who provide dedicated support, so your business can grow and succeed.



As an Advanced Vena Partner, you're ready to take your business to a whole new level. Building upon the trusted relationships you share with peers and Vena experts within our Partner community, you can accelerate your success, inspiring change and igniting new business opportunities along the way.



As a Distinguished Vena Partner, you will achieve a unique position within our Vena Partner community. From exclusive opportunities to speak at Vena Nation week to partnering with Vena experts on go-to-market opportunities, enjoy remarkable success with Vena right at your side.

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Refer to our colleagues as Vena Partners, great ideas grow with our experts who share your business growth plans and can help make them a reality. With the Vena Partner Program, you don't have to go it alone.

CONNECTION

Connecting with like-minded Partners allows you to work toward the common goal of solving problems for each other—and for your customers.

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COMMUNITY

Achieving mutual understanding on common ground gives you a sense of community and the ability to exchange ideas, knowledge, insights and goals with other Partners.

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CONTRIBUTION

As a Partner, you're focused on the greater good, working as part of a team to provide solutions that help individuals and organizations grow.



Benefits are just the beginning

Benefit	Official	Advanced	Distinguished
Sales			
Partner Development Manager	●	—	—
Partner Success Manager	—	●	●
Annual Business Review	—	●	●
Quarterly Business Review	—	—	●
Preferential Engagement for Services	—	—	●
Preferential Engagement for Sales Teams	—	●	●
Marketing			
Priority Placement on Website and Marketplace	—	●	●
Access to Content Portal	●	●	●
Public Announcement of Partnership/Joint Initiatives	—	●	●
Vena Nation Sponsorship and Advertising Opportunities	—	●	●
Go-to-Market Engagement			
Speaking Opportunities at Plan To Grow Events	●	●	●
Multiple Joint Product-Led or Value-Led Campaigns	—	—	●
Single Joint Product-Led or Value-Led Campaign	—	●	—
Access to Vena Subject Matter Experts	●	●	●
Other			
Priority Placement in Vena Internal Directory	—	—	●
Partner Community Access	●	●	●
Access to Sales Training Materials	●	●	●
Access to Self-Paced Training	●	●	●

Business made better together

We're in this together. As a Vena Partner, you'll team up with our experts who share your business growth plans and can help make them a reality. With the Vena Partner Program, you don't have to go it alone:

CONNECTION

COMMUNITY

CONTRIBUTION

Vena Nation Week 2021

THEME	STRENGTH IN NUMBERS								
UNIQUE BENEFIT	Vena Nation Week will create a unique experience that inspires innovation and growth.								
GUIDING PRINCIPLES	RESILIENCE		COLLABORATION		CREATIVITY				
	VENA DOES THIS BEST BECAUSE...								
When you have an entire community on your side, you can do anything. From leveraging insights to innovating the way you do business, it all starts with reliable numbers—and reliable people. With Vena's trusted community of partners and experts, you get data you can feel confident about and collaborators you can always count on. That's the strength in numbers.									
PARTNER MESSAGES	PARTNER (OVERARCHING)		ATTEND VENA NATION WEEK		SHARE YOUR EXPERTISE	SPONSORSHIP BRAND AWARENESS	PLAN TO GROW COMMUNITY		
	Better Together		Grow Together		Talk Growth	Grow Your Audience/Visibility	Thought Leaders Inspire Growth		
Community has never been so important. Join us at this year's Vena Nation Week to continue to learn, collaborate, and exchange insights and stories that will empower our mutual customers with timely and relevant content to inspire their people and businesses to keep growing.		You just have to show up! This is an opportunity for you to be present, collaborate with attendees on your own time, and hear from keynote speakers and experts without making a sponsored financial commitment.		Make your presence known! The best way to build trust with customers is to provide unique value. Showcase your expertise with a dedicated partner-led session. Access top of the line Vena promotion for both your booth and speaking session including sponsorship messaging and logo visibility in every keynote and session.		Join the partner community sponsors! Host your own virtual booth, but let us help make sure it's successful. We'll provide a marketing promo kit, pre-conference email mentions, lead collection services, logo visibility, and more opportunities for you to make lasting connections that keep you growing.		Be confident that your content and expertise will live on. Grow your visibility and business by contributing your innovative work in the Plan to Grow community. Whether you're speaking at Vena Nation week or simply sharing best practices in an article on Plan to Grow, your content will stick around and continue to inspire this unique community of Finance, Operations and Business leaders who are committed to growing together.	

To the Power of Growth

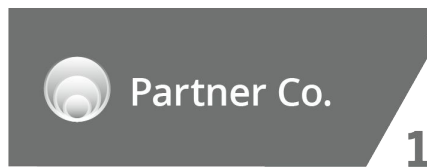
Vena's partnership program provides an opportunity for exponential growth and community.

This year's 'Strength in Numbers' theme inspired us to highlight the strength in growing numbers and tie that into the power of the partnership community.

Each sponsorship tier represents a level of power and growth that Vena and our partners can provide for customers as we work to keep growing together.



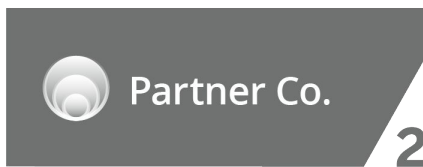
Power your partnership at Vena Nation



VENA NATION • LEVEL ONE • SPONSOR

Level 1 Sponsor

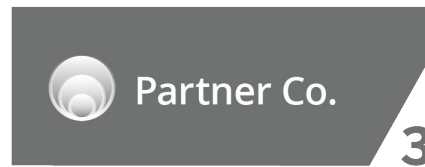
Take the first step to power your partnership at Vena Nation week. Reserve a virtual booth, be included in pre-show email promotions, get access to lead collection services, and let the team at Vena make sure you have what you need to be successful with our marketing promo kit.



VENA NATION • LEVEL TWO • SPONSOR

Level 2 Sponsor

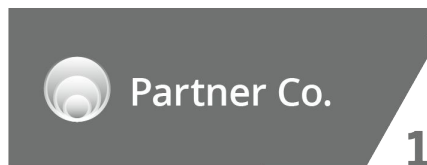
Power a new kind of partner experience at Vena Nation week. This package will focus on building community while showcasing your expertise. Let Vena take care of your customized event promotion and unique booth drivers paired with an opportunity to collaboratively speak with Vena at a product-focused session.



VENA NATION • LEVEL THREE • SPONSOR

Level 3 Sponsor

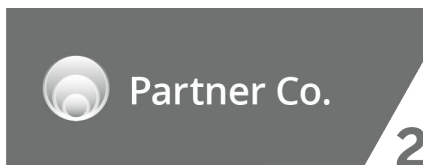
Maximize your presence and expertise at Vena Nation week. This unique sponsorship will place you as a thought leader at the event. Host a dedicated session of your own, have your sponsorship messaging and logo highlighted in all keynotes and sessions, and enjoy Vena's marketing promotional kit and booth drivers tailored to your business.



VENA NATION • LEVEL ONE • SPONSOR

Level 1 Sponsor

- Reserve a virtual booth
- Inclusion in pre-show emails (e.g. sponsored by)
- App visibility
- Scanners or lead collection at virtual booth (request a demo/meeting button in virtual booth)
- Digital/sustainable item in swag bag
- Logo visibility on registration page — flip through the sponsorship tiers
- Marketing promo kit

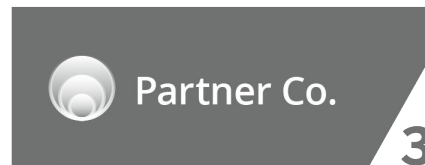


VENA NATION • LEVEL TWO • SPONSOR

Level 2 Sponsor

Everything included in Level 1, plus:

- Post and in-event promotion email (e.g. at break go visit...)
- Conference platform logo visibility
- Included in gamification (booth driver)
- Special talk or session at booth (partner-driven)
- Opportunity to speak with Vena at session (product sessions)
- Pre-session advert video (booth driver)
- 1 promotional push notification (booth driver)

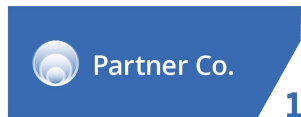


VENA NATION • LEVEL THREE • SPONSOR

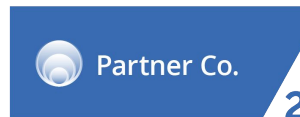
Level 3 Sponsor

Everything included in Level 2, plus:

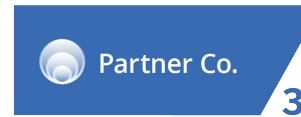
- Dedicated partner session
- Keynote opening slide sponsorship nascar slide (visit and thank them at their booth)
- In-session sponsorship messaging and logo visibility
- Conference BIG booth prize promotion (booth driver)



VENA NATION • LEVEL ONE • SPONSOR



VENA NATION • LEVEL TWO • SPONSOR



VENA NATION • LEVEL THREE • SPONSOR



VENA NATION • LEVEL ONE • SPONSOR



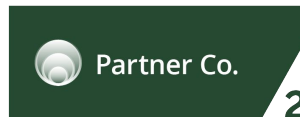
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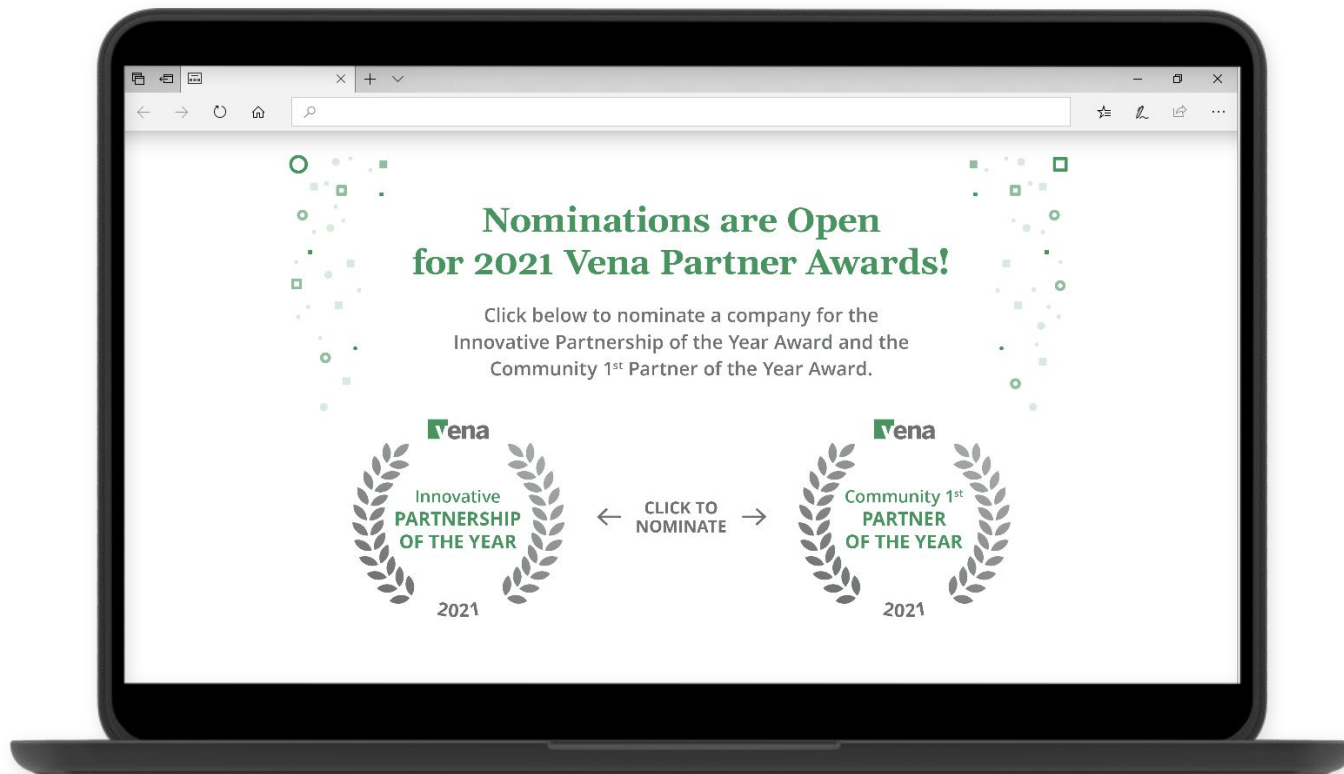


VENA NATION • LEVEL TWO • SPONSOR



VENA NATION • LEVEL THREE • SPONSOR

Vena Nation Week Partner Awards





FRONT



BACK

(POSSIBLE ANIMATION FOR EVENT AT VNW)



