Qt Partner Program

Kristen Tveter
Senior Manager, Qt Partnering
Digia
About Kristen Tveter

- Responsible for Qt partnering at Digia
- 11 years in Trolltech / Nokia / Digia business roles
- Previous experience from software development and business strategy
- M Sc, MBA
Presentation content

- Qt ecosystem and customer facts
- What creates success for Qt?
- Qt partner program
  - Partner categories
  - Partner benefits and obligations
- How to join the Qt Partner Program
The Qt ecosystem
Qt Project visitors

- 2,500,000 unique visitors last 12 months
- 360,000 unique visitors in October 2012
- 30% new visitors
Qt Project contributions

Source: Thiago Macieira at www.macieira.org
How customers heard of Qt

- Technical article
- Bundled with Linux distro
- During studies
- Search for programming tools on web
- Use or development of Open Source Software
- Friend or colleague
- Cannot remember / other
How customers heard of Qt

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What creates success for Qt?
Qt user base growth

Commercial

Qt user base

Open source
Digia’s activities to grow Qt

- Qt contribution
- Qt marketing and sales
- Qt Project administration and infrastructure
- Qt professional services
- Qt certification and training
What partners can do to grow Qt

- Contribute to Qt
- Integrate technologies with Qt, create add-ons etc.
- Promote Qt technology
- Contribute to community events
- Provide Qt training and professional services
The Qt Partner Program
Qt Partner Program Objectives

- Showcase the strength of the Qt ecosystem
- Facilitate creation of new Qt solutions
- Promote Qt adoption in new areas
- Create value for the whole Qt ecosystem
Partner categories

- Technology providers
- Service providers
- Vertical specialists
- Software resellers
- Community
<table>
<thead>
<tr>
<th>Benefit</th>
<th>Technology</th>
<th>Service</th>
<th>Vertical</th>
<th>Reseller</th>
<th>Community</th>
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<td>X</td>
<td>Qt-Project</td>
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<tr>
<td>Qt logo &amp; trademark</td>
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<td>X</td>
<td>X</td>
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What the benefits mean for your business

- Exposure to 500K monthly visitors to qt.digia.com
- Promotion towards professional Qt user base
- Visibility towards Digia’s Qt sales organization and defined leads sharing process
- Information about Qt news before your clients
- Involvement with Digia Qt’s marketing team for events and marketing material
- Association with the Qt brand
## Partner obligations

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October:

- Nokia’s partner program ended

November:

- Partner program public presentation
- Partner interest online signup

December:

- Partner program presentation at Qt Developer Days US
- Partner agreement ready
- Partner catalogue on qt.digia.com
- Partner newsletter
Go to qt.digia.com/partners and register!

Upon notification from Digia:
1. Review program details
2. Update company information
3. Sign up!

Questions? - Contact me at: kristen.tveter@digia.com
Thank you!