

eXchange EDI

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This new module is now into our formal beta program. The beta program is designed to provide a fast feedback loop from customers through to the development team. This allows for any early problems to be ironed out and also results in quickly satisfied customers, who are then willing to provide testimonials to support further sales.

A key component of the program is to work closely with partner consultants. This provides immediate on-the-job training in the new module, and also allows the participating reseller to be fully equipped to support the customer, as well as engage with new ones. This process will allow us to develop and refine training materials which can be used for the broader consulting audience once the product goes into general release.

There are some conditions for participation in the beta program;

- The customer must sign a beta agreement
- The beta program will be undertaken in the customers test environment until proven
- The customer will provide a product testimonial on successful completion

Please contact Graham if you have interested customers or for more details on the beta program please refer to the next page.

Greentree Software Beta Program

Beta Programs can be one of the most critical factors in the success or failure of a product. An effective Beta Program can provide us with valuable information, such as whether our product is truly ready to ship, what features should be in the follow-on release and how satisfied customers will or won't be with the product.

If done right, it can also set Greentree for critical launch and marketing deliverables such as success stories, customer quotes and references for the press.

Why participate in our Beta Programs?

Not only does Greentree benefit from customer feedback while completing development of its new products, but beta customers also find there are many good reasons for participating in our Beta Programs.

- Competitive advantage** You are exposed to new releases of software months before available, giving you a leg up on your competition and the opportunity to provide feedback to Greentree with suggested changes to the product.
- Ensures quality** Ultimately, you will benefit because your efforts will contribute to the development and release of a good product. It will also contribute to ensure our support organisation is well prepared.
- Beneficial license** On successful completion of your Beta Program commitments, Greentree will offer you beneficial pricing on the purchase of the General Release license for the new product.
- Greentree relationship** Our experience from working closely with customers in Beta Programs has shown that these relationships can forge strong ties which can prove beneficial to both organisations.

How does the Beta Program work?

Once you are accepted as a Beta Program participant, we will appoint a Senior Greentree consultant as your nominated Beta Program Co-ordinator. It is their responsibility to ensure that your participating beta test personnel are equipped with the appropriate information to effectively conduct the beta test and report on beta test outcomes.

Armed with this knowledge you are then required to undertake rigorous testing and document the outcomes and problems and submit these to your Beta Test Co-ordinator.

From time to time during the Beta Program, there will be updates provided to the beta software. These must be applied to your beta test environment to ensure that all testing is performed on the latest software version.

Beta testing should take place in a test environment to avoid any impact to your production systems or business.

Related Documents:

- Greentree Beta License Agreement
- Greentree Beta Log Form
- Greentree International Licence Agreement