



The Harmony Partner Program ***Important Stuff to Know***

Second Annual Novas Partner Conference
May, 2007
George Bakewell

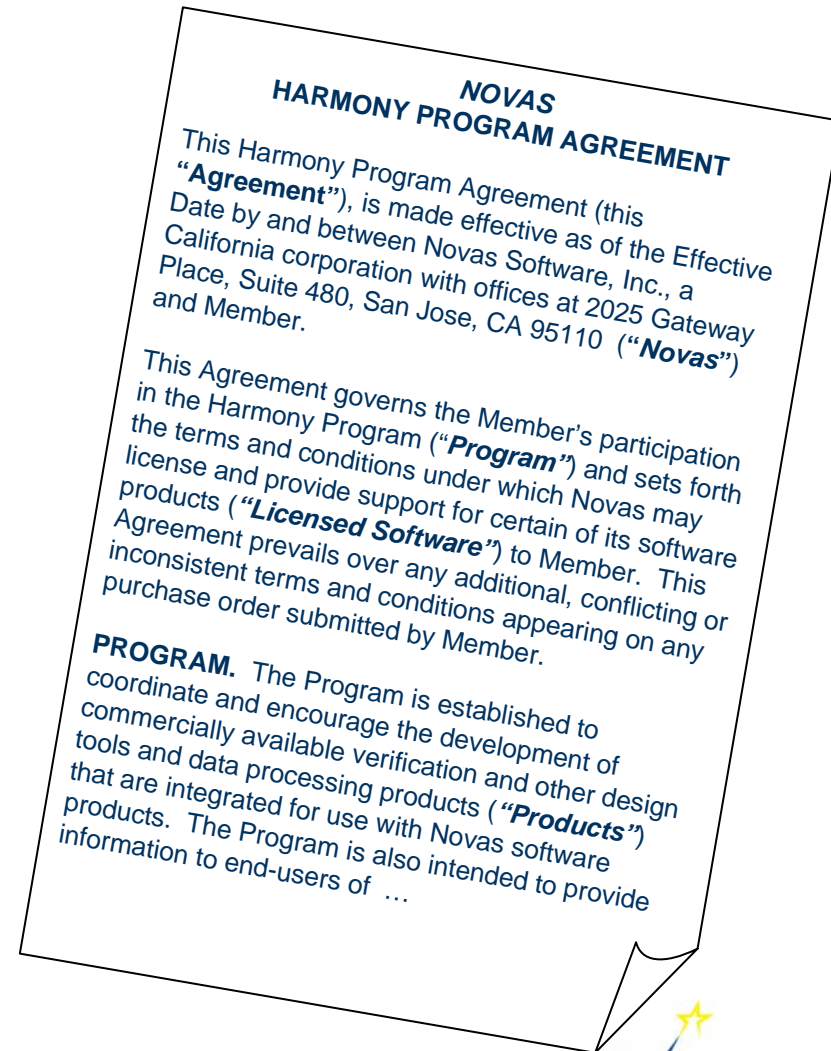
Harmony Partner Program



- How to apply and renew
- Product licenses
- Contacts
- Joint opportunities

Joining the Program

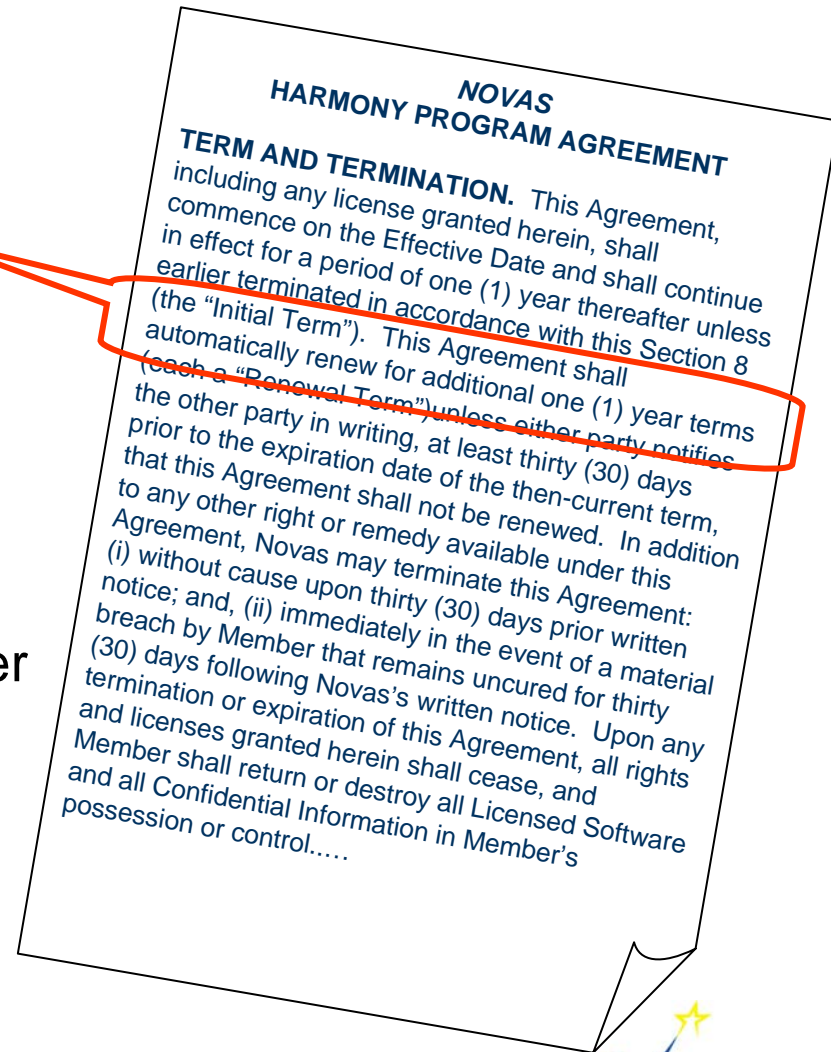
- Sign the simple Agreement
- Submit nominal license fee
- No customer references required
- No committee approval



Staying in the Program



- Automatically renews every year
- License payment still required
- Available on new agreements and renewals signed August 2005 and later



Product Licenses



- Annual fee based on number of licenses requested
- Specify hostids when you join the program
- Update/change hostids as needed any time
- Update licenses to latest version on support website
- Checkpoint hostids/licenses at renewal

NOVAS
HARMONY PROGRAM ORDER FORM

This Order Form shall evidence the licenses granted to the Member identified below pursuant to the terms and conditions of the Novas Software, Inc. ("**Novas**") Harmony Program Agreement (the "**Agreement**"), the terms of which are hereby incorporated by reference. Where applicable, the defined terms in the Agreement shall have the same meaning in this Order Form. All monetary denominations shall be in United States dollars. This Order Form and Agreement shall be effective as of the date executed by Novas (the "**Effective Date**").

Member Name: _____
(*"Member"*)

Member Address: _____

Licensed Software: Verdo™ Debug System

Number of Licensed Copies (check one)	Annual License Fee
<input type="checkbox"/> Up to 5....	\$1,000
<input type="checkbox"/> Up to 15	\$5,000
<input type="checkbox"/> Up to 30	\$10,000
<input type="checkbox"/> Up to 50	\$15,000

A purchase order for the applicable Annual License Fee must accompany this Order Form.

Accepted and Acknowledged:
Member: (Company Name) **Novas Software, Inc.** Signature: _____
Signature: _____ Name: _____ Name: _____
Title: _____ Title: _____ Date: _____
Date: _____

Contacting Us – Key names



- George Bakewell, Director of Product Marketing
 - Email: george@novas.com
 - What: initial contact, general partner discussions, integration issues, renewal discussions
- Rob van Blommestein, Marketing Communications Manager
 - Email: rob@novas.com
 - What: press releases, editorial opportunities, joint events
- Bill Shepard, Vice President of Sales
 - Email: bill@novas.com
 - What: mutual customer evaluation/purchase interest



Contacting Us – Technical support



- Product integrations issues
 - Contact George
- Standard technical support
 - Email: support@novas.com
- Access to downloads (product, application notes, knowledge base, other) and license updates for latest version
 - Web: <http://support1.novas.com>



Exchanging material



- Send to us
 - Logos, product integration descriptions, slideware
- Novas will send you
 - The same within the first two weeks after receiving the agreement
 - Contact us if you have not received any update
- Please reference our flagship debug Verdi™ product
 - ...and Siloti™ if applicable
- Updated logos/description/slides are incorporated 2-3 times/year

Opportunities



- Marketing
- Technology development
- Sales

Opportunities - Marketing



- Articles
- Conferences/Trade Shows
 - Papers
 - Panels
 - Joint presentations
- Seminars
 - Multi-venue
 - Large customer specific

Opportunities – Articles/Papers



- Lots of opportunities – published 30+ articles & papers last year!
- Suggested topics
 - Languages/Assertions – SystemVerilog – SVA, SVTB, etc.
 - Transactions
 - Power, clock, and other implementation analysis
 - Emulation/silicon debug (Siloti)
 - Joint customer case studies
- Placement
 - Conference paper
 - Publications
 - Newsletters
 - Yours
 - Novas – published monthly to over **8000 subscribers**



Opportunities – Technology and Sales



- Technology development
 - Create new types of integration
 - Test new integration on common test cases
 - Test flows at specific customer sites
- Sales
 - Present/demo to mutual customers
 - Deliver mini-seminars to specific customers

Summary of the Harmony Program



- Join today – it's easy to do
- Lots of integration opportunities
- Lots of marketing and sales opportunities
- Our mutual customers benefit, too - A win-win-win!

