

# **HPP 3.0**

## **Program Guide**

### **for EMEA partners**

#### **v1.0**

**April 1st, 2019**  
**HPP Office**

**HULFT**

**One for All, All for Our Customers**

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# 1. Vision and Concept

*1. Vision and Concept*

# HULFT Partner Program

## Vision

- We provide our partners with superior data integration products to support your customers' critical business operations.
- We support our partners in providing superior value to customers.

## Concept

We always seek to understand things from our partners' point of view.

## Objectives

To continuously improve:

- Customer satisfaction,
- Product and service quality, and,
- The HULFT brand.

“HULFT” stands for Harmonious Universal Link File Transfer.

We seek to create harmonious links between all parties that come into contact with our products, including our valued partners, their customers, and business contacts.

# HULFT Partner Program (HPP)



HPP is a **global program** which we seek to adapt **to support each local market optimally**.

HPP of EMEA region launched in December 2017.

# HULFT Partner Program

**Sales  
Support**



**Information  
Resources**



**Marketing  
Support**



**Enablement**



By combining HULFT products into solutions provided by partners to customers, secure system integration can be realized. HPP will provide partners with the necessary support for that.

# HPP Membership Categories

**HULFT Sales Partner**  
(HSP)



**HULFT** Partner

Sales Partner Certified

**HULFT Collaboration Partner**  
(HCP)



**HULFT** | Joint  
Solution

Collaboration Partner

## 2. HULFT Sales Partner (HSP)



# HULFT Sales Partner (HSP)



- HULFT Sales Partners (HSP) are partners who provide HULFT products to end users or resellers.
- HSP membership provide information and a variety of benefits to partners who have the certified membership level.
- A partner may enroll as a HSP regardless if they purchase HULFT products directly from HULFT or via authorized distributors.
- Also partner may enroll as a HSP regardless if they directly resale HULFT products or indirectly contribute the deal.

# HSP Requirements & Benefits

		Registered	Certified
<b>Requirements</b> 	Submit HPP application form	<input type="radio"/>	<input type="radio"/>
	Assign two sales persons	<input type="radio"/>	<input type="radio"/>
	Participate in monthly meetings		<input type="radio"/>
	Agreement on Quarterly Sales Plan		<input type="radio"/>
<b>Benefits</b> 	HULFT Partner News	<input type="radio"/>	<input type="radio"/>
	Access to Partner Site	<input type="radio"/>	<input type="radio"/>
	Introduction on the HULFT website		<input type="radio"/>
	Use of partner logo/product logo		<input type="radio"/>
	Provision of marketing leads		<input type="radio"/>
	Use of Marketing Development Fund		<input type="radio"/>
	Participate to Deal Registration program		<input type="radio"/>

### 3. HULFT Collaboration Partner (HCP)

# HULFT Collaboration Partner



- "Collaboration partner" is a partner who provides a unique joint solution combining products or services of the partner and HULFT family products.
- The joint solution will be certified for each combination of partner's solution and our product.

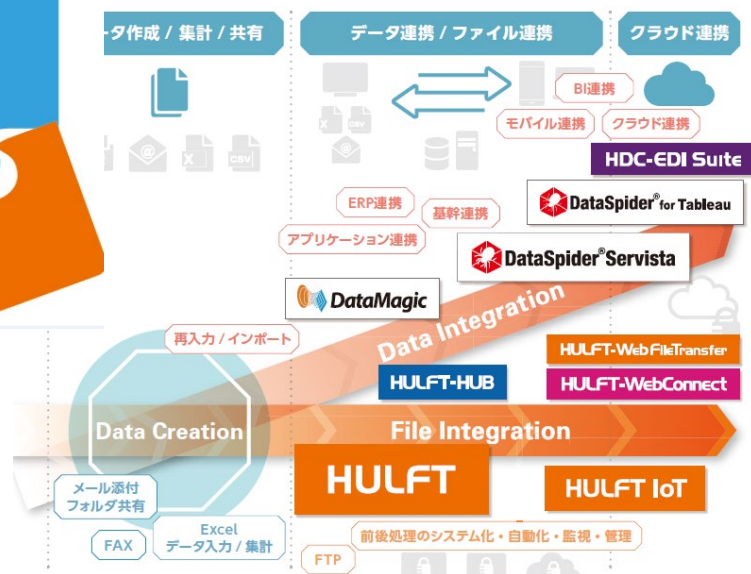


# Collaboration by “Joint Solution”

Partner's products, service



## HULFT products

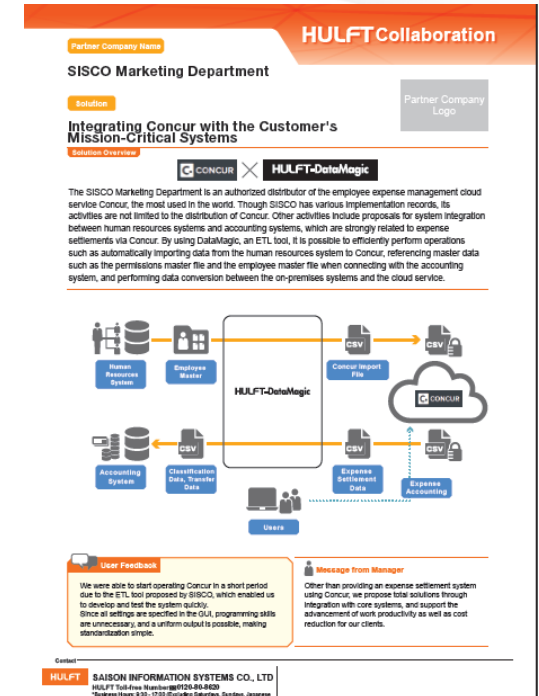


Create biggest synergy by optimal combination (joint solutions)



# Major benefit of Joint Solution

- Create brochure of the joint solution--- Based on a meeting with partner, the design and printing will be done by HULFT. Brochure is widely distributed at HULFT events or marketing activities.
- Post your company and joint solution on our website.
- Provide the “Verification License (Not For Resale)” --- applicable in the case partner executes verification test of the joint solution in cooperation with Saison Information Systems Co., Ltd. EMEA Office.



# Promote Joint Solution

Agreement to be/certify Collaboration  
partner (Partner and HULFT)



Meeting to determine the brochure  
contents (Partner and HULFT)



Submit draft (HULFT to Partner)



Review the draft (Partner)



Post joint solution on the website (HULFT)



# Verification Test (Optional)

Submit NFR Application Form

(From Partner to HULFT)



Provide verification license

(HULFT to Partner)



Pre-meeting to define the verification test  
method (HULFT & partner)



Execute verification test





Review meeting (HULFT & partner)





# HCP Requirements & Benefits

<b>Requirements</b>  	<b>Submit HPP application form</b>
	Present “Joint Solution” (Collaborative and repeatable solution)
	Verification Test (Optional)
<b>Benefits</b>  	HULFT Partner News
	Access to Partner Site
	Introduction on the HULFT website
	Use of partner logo/product logo
	Use of Marketing Development Fund
	Create Joint Solution brochure
	Use of Verification License (in case of executing verification test)

## 4. Information Resources

# HULFT Partner Program

Sales  
Support



Information  
Resources



Marketing  
Support



Enablement

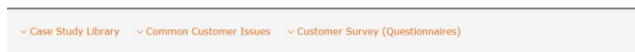
HPP provides valuable information to partners in various ways and listens to partners' voices in order to reflect them in a focused initiative.

# EMEA Japan HPP Site

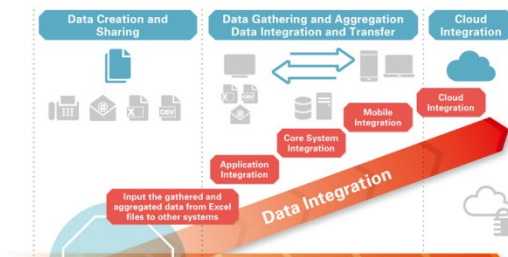


## Sales Content

### Sales Tools



How do your customers create, share, and aggregate data? How do they link that data to be used on other systems? By correctly understanding your customers' situations, you can discover business opportunities in areas such as data integration and data transfer. Then, by incorporating the solutions provided by our partners, you can propose even better solutions to your customers.



## Technical Content

### Tips

#### I Want to Confirm that Processes are Running on the Destination Host before I Transfer a File

##### Introduction

In this tip, we'll talk about the remote heartbeat monitoring command in HULFT.

You can confirm that the resident processes of HULFT on the host to which you want to transfer files are operating normally. This can help you isolate the cause of failures when sending and receiving cannot be successfully conducted.

##### Let's Try Using the Remote Heartbeat Monitoring Command

You can execute the remote heartbeat monitoring command by using the following procedure:

```
utallivecheck -h hostname -p portno
```

# Partner Site Sales Tools

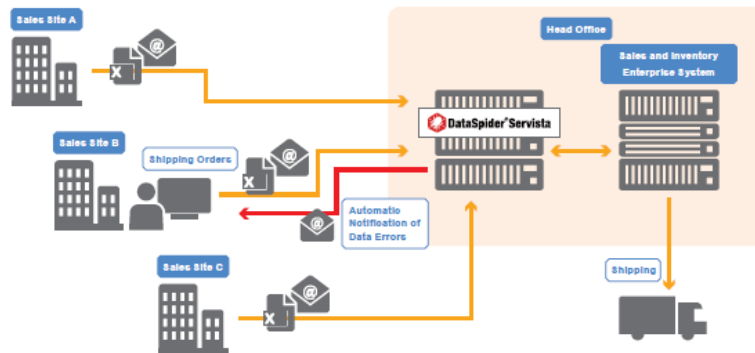
## Case Study Library

Use cases categorized by product and industry.  
You can examine cases similar to those of potential customers in order to identify business opportunities.

### Integration of the Mission-Critical System with Excel

Industry: Printing

DataSpider®/Servista



#### Purpose of introducing HULFT products

To improve efficiency and speed of shipping tasks by automating checks for whether the shipping order data in Excel spreadsheets attached to email is complete, and by automating input to the sales and inventory system.

#### Issues prior to introducing HULFT products

Because it was necessary for an employee to manually check the shipping order data sent in an Excel spreadsheet from each sales site, and to manually re-input the data to the sales and inventory system, the process took many labor hours.

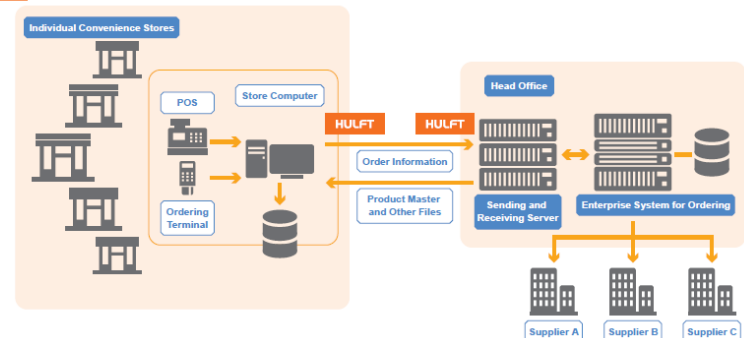
#### Effect of introducing HULFT products

Because it is now possible for thousands of shipping orders to be instantaneously input to the sales and inventory system, many labor hours previously spent on shipping work have been saved.

### Automating Order Processing between Stores and the Head Office and Product Master Updates

Industry: Retail (Convenience Store)

HULFT



#### Purpose of introducing HULFT products

To reduce the time and labor hours needed for stores to place orders with the head office and to update product master files, by eliminating manual tasks and systemizing the process, as well as to eliminate human errors.

#### Issues prior to introducing HULFT products

Because orders were manually sent from each store to the head office via email, placement of orders to the supplier was frequently delayed. In addition, because product master files were transported from the head office to each store on USB drives or in the form of a paper ledger, product master updates were time-consuming, and security was an issue.

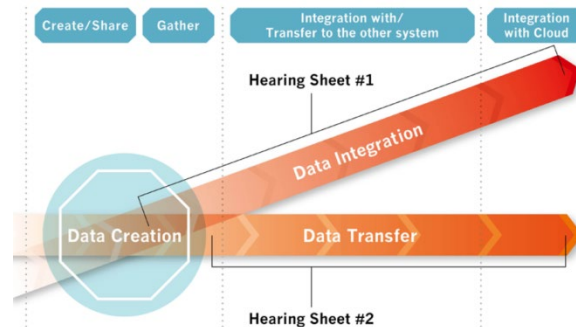
#### Effect of introducing HULFT products

The speed and accuracy of the transfer of order information is now ensured, and related costs were reduced. Delays in order placement have been eliminated, and business opportunities are no longer lost as a result.

# Partner Site Sales Tools

## Questionnaires

Helpful for meeting with customers to confirm their concerns and overall situation.



Questionnaires (Data Integration)		
Date of hearing		
Customer Name		
Customer PIC		
		ETL tool : DataMagic EAI tool : Data Spider Servista
	Questions	Answer
Confirmation of the tools and appeal points to be proposed	Q1 Have you developed a program for integrating data among the systems?	Y / N
	Q2 To what extent do you already integrate data or do you want to integrate data? (i) Code conversion (ii) Extraction and processing of data (iii) Direct application interface (DB update, etc.)	(i) / (ii) / (iii)
	Q3 Is the data integration system that you have developed or want to develop a dedicated or a general-purpose system?	\$ / year
	Q4 What are the development and maintenance costs for the data integration system that you have developed or want to develop?	Y / N
	Q5 How reliable is the data integration system that you have developed or want to develop?	Y / N
Labor hours and costs for daily operat	Q6 Do you have a need for the development of a data integration system every year? (If so, how many?)	Y / N systems
	Q7 Do you have people with the know-how to construct a data integration system? (If so, how many?)	Y / N people
	Q8 Are you capable of undertaking rapid development?	Y / N
	Q9 Are you capable of undertaking reliable development? (Do you have documents, etc. left?)	Y / N
Reasons and costs for Failure	Q10 Do you develop human resources to maintain the data integration system?	Y / N
	Q11 Has the developed data integration system ever experienced any problems? - Unable to send data or files - It is suspended - Data becomes garbled	Y / N
	Q12 How often do problems occur each month and how many hours does each one last?	times / hours

**Do you have a budget for this term?**

No: Maintaining the status quo. Examine the proposal for the next term.

Yes, but small: Taking simple measures. Propose the ETL tool, develop some data integrations systems using the tool and evaluate productivity and reliability.

Yes: Taking overall measures. Reexamine the data integration systems in a fundamental manner and construct a highly productive and reliable system by using the EAI tool to stabilize the operations.

Propose what should be done regardless of whether or not there is a budget, aiming at upselling in the next term. Since it is possible that the partners have multiple choices of security products, aim to lead to the proposal of security products.

**Future measures:** While enhancing the security functions of the tools for the servers that exchange files, introduce data conversion and processing tools such as Script and ETL tools to further promote the automation of the jobs.

Questionnaires (Managed File Transfer)		
Date of hearing		
Customer Name		
Customer PIC		
		MFT tool : HULFT Script tool : HULFT-Script ETL tool : DataMagic
	Questions	Answer
Confirmation of the tools and appeal points to be proposed	Q1 Are files exchanged (transmitted and received) between the servers? Do you double-input or attach files?	Y / N
	Q2 Are the operating systems, products and versions of the servers and DB all the same?	Y / N
	Q3 How do you exchange (transmit and receive) files between the servers? - Shared disks (manual copy) - Attachment to electronic mail - Media such as CD-ROM	Y / N
	Q4 Is the data being exchanged (transmitted and received) in file, DB (IMPORT, EXPORT) or EXCEL format?	Y / N
	Q5 Do you exchange (transmit and receive) data every day?	Y / N
Labor hours and costs for daily operat	Q6 How many hours does manual exchange (transmission and reception, or EXPORT) take per day?	Y / N
	Q7 How many files do you exchange (transmit and receive)?	file
	Q8 Who is in charge of exchange (transmission and receipt)?	Y / N
	Q9 What workload does the person in charge have?	Big / Mid / Small
Reasons and costs for Failure	Q10 Have problems ever occurred? - Unable to send data or files - It is suspended - Data becomes garbled	Y / N
	Q11 How often do problems occur each month and how many hours does each one last?	times / hours
	Q99 Do you exchange (transmit and receive) data regarding payroll with the bank or any data with the accounting/tax accountant office?	Y / N

**Do you have a budget for this term?**

No: Maintaining the status quo. Examine the proposal for the next term.

Yes, but small: Taking priority measures. Introduce the MFT tool to the main servers that exchange files to assure the safety of the important files at the minimum cost and automate the jobs (exclude dependency on people.).

Yes: Taking overall measures. Introduce the MFT tool to all of the servers that are exchanging files, to promote the standardization of system operation, aiming for safe and stable operation. Moreover, introduce the Script and ETL tools to automate the jobs and exclude the operation's dependency on people and reduce the costs.

Propose what should be done regardless of whether or not there is a budget, aiming at upselling in the next term.

**Future measures:** While enhancing the security functions of the tools for the servers that exchange files, introduce data conversion and processing tools such as Script and ETL tools to further promote the automation of the jobs.

If you do, it is recommended that you should make arrangements with the bank or the accounting/tax accountant office (recommend that the partner should work on it on its own).

# Partner Site Sales Tools

## Presentation Videos

The presentation videos can help you explain HULFT products to your customers.

Introducing HULFT (6 min)



Link for use in emails: [https://youtu.be/VF5f\\_RPkReg](https://youtu.be/VF5f_RPkReg)

HULFT Basics (14 min)



Link for use in emails: <https://youtu.be/gzHME68i9A>

HULFT-WebFileTransfer Basics (6 min)



Link for use in emails: <https://youtu.be/MG58oWZXFJs>

Introducing DataMagic (5 min)



Link for use in emails: <https://youtu.be/HmXUXWnEMLw>

## 5. Sales Support



# HULFT Partner Program

**Sales  
Support**



**Information  
Resources**



**Marketing  
Support**



**Enablement**



HPP will offer materials to help partners identify opportunities and offer system integration solutions.

# Deal Registration Program (DRP)

- HPP Deal Registration Program (DRP) is intended to reward contributions from partners that have found, registered, and concluded contracts for **new deals** of HULFT family products.



# DRP overview

- A new deal refers to a deal with a customer that has not purchased HULFT family products before or a deal made by proposing a new product to an existing customer.
- The following partners can participate in the HPP DRP:  
Partners certified as HPP category “Sales Partners”
- Applicable Products are
  - ◆ HULFT
  - ◆ HULFT-WebFileTransfer
  - ◆ HULFT HUB
  - ◆ DataSpider Servista
  - ◆ DataMagic
- The minimum DRP deal is 5,000 USD (excluding tax) at the listed price for an applicable transaction. Deals less than 5,000 USD are not included.
- The DRP reward rate is Five(5) percent of the total list price of applicable products in an applicable transaction (excluding tax).

**For full details, please refer to the DRP program guide at our Partner Website.**

## 6. Marketing Support

# HULFT Partner Program

Sales  
Support



Information  
Resources



Marketing  
Support



Enablement

HPP supports partners' marketing activities.

# Official Logos

HPP partners can use our logo exclusively for the purpose of selling, marketing, or providing technical support for HULFT products.

Product Logo

**HULFT** **HULFT IoT**

**HULFT-WebFileTransfer**

**HULFT-HUB**  **DataMagic**

 **DataSpider® Servista**

HPP Logo

**HULFT Partner Program**

Membership Logo

**HULFT** Partner

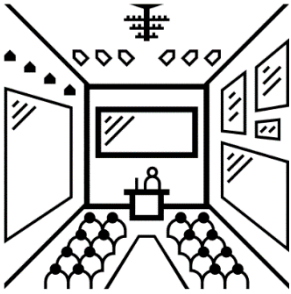
Sales Partner Certified

**HULFT** | Joint  
Solution

Collaboration Partner

# Marketing Development Fund (MDF)

MDF is a program to support part of the marketing expenses of partners who promote HULFT products.



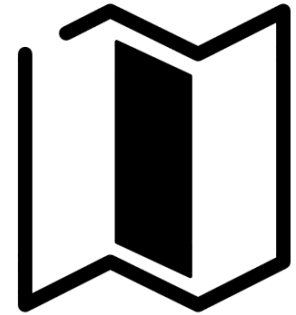
**Seminars**



**Telemarketing**



**Giveaways/  
Swag**



**Marketing  
Collateral**

**And more!**

- Covers up to 50% of the total cost (capped at \$4,500).
- Further details on the MDF can be found at our Partner Website.

# 7. Enablement



# HULFT Partner Program

Sales  
Support



Information  
Resources



Marketing  
Support



**Enablement**

HPP will offer technical contents to partners to use HULFT family products most effectively.

# Partner Site Technical Content

## | What Do You Want to Do? (HULFT)

- > How to back up or restore management information without suspending HULFT's operations
- > I want to back up and restore management information without stopping HULFT.
- > I want to be notified by email when a HULFT transfer error occurs.
- > I want to know about the keyboard shortcuts that can be used in the HULFT management screen.
- > I want to automatically transfer the data.
- > I want to upgrade HULFT. See all 22



### Tips

## | What Do You Want to | How to back up or restore management information without suspending HULFT's operations

- > I want to install DataMagic.
- > I want to merge multiple files.
- > I want to add up multiple rows of data.
- > I want to swap rows and columns of data.

### Introduction

While operating HULFT, many of you may have been concerned about backups. It seems a little unrealistic to suspend HULFT to make a backup. The following explains the method how to make a backup of management information and how to restore it without suspending HULFT.

\* With the method explained in these TIPS, you can make a backup only for management information.

The functions and commands used in this method are:

- The scheduler function
- The command for generating a parameter file of management information (utligen)
- The command for batch registration of management information (utliupdt)

# Thank you.

*Thank you.*

This guide is maintained by the HULFT  
Partner Program Office.  
Please send any comments or questions to  
[HPPA@hulft.com](mailto:HPPA@hulft.com).

**HULFT Partner Program**