



SYNTHETIC TEST DATA AUTOMATION WHITE LABEL SOLUTION

Deliver a Branded Self-Service Platform Based on the Industry's
Most Advanced Synthetic Data Generation Technology



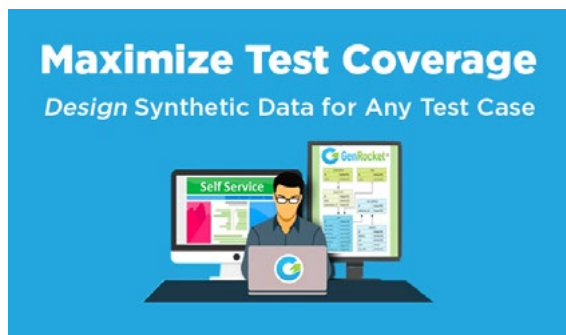
TAP INTO THE EXPLOSIVE SYNTHETIC DATA MARKET

The transition from production data to synthetic data has become an industry megatrend for enterprise software engineering and quality assurance. That's because *Synthetic Test Data Automation* offers compelling advantages over traditional *Test Data Management*.

Synthetic Test Data Automation brings powerful new capabilities to DevOps and Agile teams:

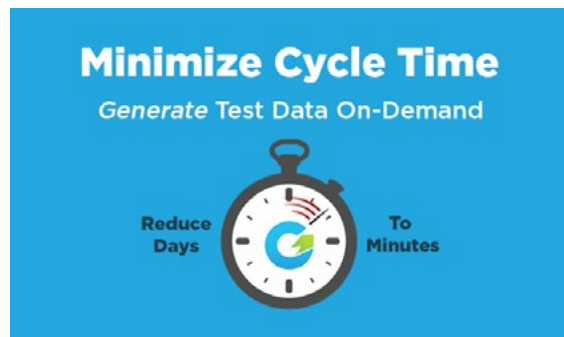
- Deploy a self-service platform that allows testers to generate data on-demand
- Provision secure, private data without accessing a production database
- Control the variety and volume of data needed to achieve full coverage
- Accelerate test data provisioning time from days to just a few minutes
- Simulate any data environment (simple, complex, structured, or unstructured)
- Integrate with test automation tools in CI/CD software release pipelines

Technology That Delivers Maximum Customer Benefits



Every business that relies on software cares about quality. The cost of poor software quality has been estimated at \$2 trillion in the US alone. That's because most QA organizations struggle to achieve 30-50% test coverage. GenRocket solves this problem with the ability to generate test data covering 90-100% of test case requirements.

Software release cycles are accelerating. As more organizations adopt Agile and DevOps practices, they need QA teams to keep pace. GenRocket reduces test cycle time from days to minutes with real-time test data that can be generated in any volume or variety using an on-demand self-service platform.



Expand Your Market and Grow Your Business

GenRocket's industry-leading Synthetic Test Data Automation platform is available as a white label solution that can be deployed by certified GenRocket partners as a branded solution and integrated with virtually any test automation tool or framework. Leverage Synthetic Test Data Automation to expand your market, win more business, and generate new and profitable revenue streams.

GenRocket can solve any test data challenge with the industry's most extensive portfolio of intelligent data generators and output data formats. It's a scalable platform that will increase the power and productivity of any test environment. And it provides an ideal foundation for bundling professional and managed services to serve high-value market segments of any kind, around the world.



ENTERPRISE SYNTHETIC TEST DATA AUTOMATION

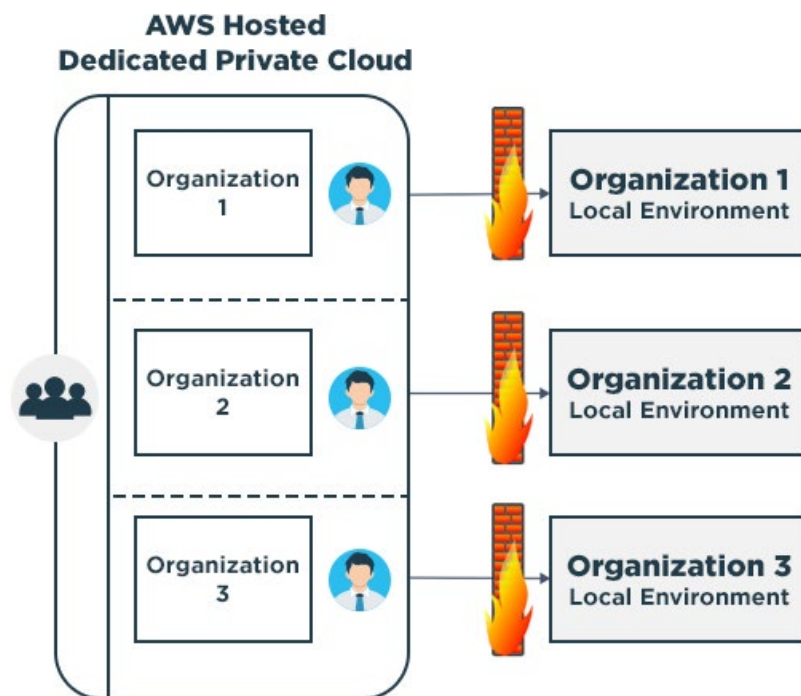
Powered by **GenRocket**

GenRocket's white label solution allows channel and technology partners to deliver the industry's most advanced synthetic data generation platform as a branded SaaS solution. The same powerful platform that allows GenRocket to meet the most demanding customer requirements can be tailored to operate as an integral component of your test automation toolset.

The white label solution can be delivered with the partner's branding and incorporating a *Powered by GenRocket* sub-brand. This establishes the partner as the primary brand for the overall solution and GenRocket as an ingredient brand for the underlying technology.

Secure and Scalable Service Delivery Architecture

GenRocket will deploy the white label platform on a Dedicated Private Cloud (DPC) hosted on secure Amazon Web Services (AWS) virtual infrastructure.



The partner can deploy multiple organizations on the DPC, with each organization defined by the Org Admin as a secure and private team. Each team is isolated from every other team.

Access to all GenRocket resources is centrally controlled by the partner's Org Admin to prevent the members of one organization from accessing the projects of another organization.

All test data projects created in the GenRocket Cloud hosted on the DPC are downloaded and generated locally by the GenRocket Runtime Engine on the customer's local environment.

No actual test data is stored in cloud.

Flexible Customer Deployment

The partner maintains total flexibility over the size and scope of each customer's deployment. As part of the white label agreement, the partner will purchase a pre-determined block of test data projects. These resources represent pools of capacity that can be allocated to each customer as required. The partner may package, bundle or price these resources in any manner they choose to meet the needs of small, medium, or large customers.

Address Any Customer Requirement

Small Customer
5 Test Data Projects

Medium Customer
25 Test Data Projects

Large Customer
200 Test Data Projects

Very Large Customer
1000 Test Data Projects

SHARED RESPONSIBILITIES FOR SHARED SUCCESS

The GenRocket white label solution isn't just a product and technology partnership, it's also a business partnership. Together, we'll establish and coordinate shared responsibilities for our mutual success. GenRocket is committed to providing superior products and escalated support to the partner before, during and after the sale. We also expect our partners to be committed to proactively promoting, selling, and supporting the solution with a fully trained and knowledgeable staff. We've outlined the shared responsibilities that GenRocket and its partners are committed to perform to maximize success.

GenRocket Responsibilities

- Deliver, enhance, and maintain a high availability synthetic test data generation platform
- Regularly add new features to the platform as they become available to the general market
- Provide extensive documentation on product capabilities, best practices and use cases
- Offer extensive training through online Flight School and knowledge base resources
- Deliver Tier 1 (first level) support for the first 120 days of the partner's white label deployment
- Provide Tier 2 (GenRocket Solution Engineer) and Tier 3 (GenRocket engineering) support
- Appoint a Customer Success Manager to act as a liaison between GenRocket and the partner
- Provide no-cost POC setup services for the first 120 days (maximum of three engagements)
- Offer guidance and best practices for how to set up and demonstrate POCs to new prospects
- Assist in integrating the platform with the partner's in-house test automation tools
- Conduct regular check in calls (facilitated by the customer success manager)
- Proprietary features requested and accepted for development will be priced separately

Partner Responsibilities

- Purchase blocks of GenRocket Test Data Project licenses with Dedicated Private Cloud hosting
- Designate 3 to 6 team members to become GenRocket system Org Admins
- Assign 6 team members to complete GenRocket Certified Engineer (GCE) Level 1 Certification
- Ensure team members are re-certified annually
- Provide Tier 1 support and escalate only Tier 2 or Tier 3 support tickets to GenRocket
- Use GenRocket's online ticketing system to manage Tier 2 and Tier 3 ticket escalations
- Demonstrate and manage all POCs
- Market the solution with the partner's branding as a Powered by GenRocket sub-brand
- Establish a license and support agreement that meets GenRocket's minimum requirements
- Setup and implement services by GCEs within 90 days of white label launch
- Install and regularly update any required GenRocket software components
- Conduct regular engagement with the GenRocket customer success manager
- Deploy a minimum of 10 active Test Data Projects during the first year

PARTNER MARKETING SUPPORT AND PRICING

Follow a Proven Go-To-Market Model for Success

GenRocket has over 10 years of first-hand experience solving enterprise-class test data challenges. We've seen it all and we are ready to share our go-to-market success model with our partners. During the on-boarding phase, we'll guide you through the best way to identify new opportunities, perform an efficient discovery process, formulate a POC and manage the process to a successful outcome.

Here are just a few of the ways we can support the GenRocket white label solution and our partner's go-to-market activities with materials that can be branded with your logo.

- Battle cards to equip the pre-sales team with key messages to convey
- Field-tested customer presentations tuned for specific vertical industries
- Training on how to present our value proposition and competitive advantages
- Case studies and solution briefs that tell the GenRocket story in practical terms
- Standard introductory email that can be customized with the partner's own messaging
- Advice for answering common technical questions or overcoming customer objections
- Regular review through a customer success manager of the opportunity pipeline as needed



Annual Software License and Support Fees

License fees are based on the number of Test Data Projects. Projects are purchased in blocks of 50 and discounted based on an annual volume commitment or as they are added during the contract year.

Dedicated Private Cloud (DPC) \$17,500/Year (required)

Project Volume Discount Table

MINIMUM PROJECTS	MAXIMUM PROJECTS	DISCOUNT LEVEL	PRICE PER PROJECT	MINIMUM TOTAL	MAXIMUM TOTAL
50	500	NA	\$1,000	\$50,000	\$500,000
550	1000	10%	\$900	\$495,000	\$900,000
1050	1500	15%	\$850	\$892,500	\$1,275,000
1550	2000	20%	\$800	\$1,240,000	\$1,600,000
2050	2500	25%	\$750	\$1,537,500	\$1,875,000
2550	3000	30%	\$700	\$1,785,000	\$2,100,000
3050	3500	35%	\$650	\$1,982,500	\$2,275,000
3550	4000	40%	\$600	\$2,130,000	\$2,400,000
4050	4500	45%	\$550	\$2,227,500	\$2,475,000
4550	5000	50%	\$500	\$2,275,000	\$2,500,000

Included with Annual License:

- Access to all GenRocket self-service features
- Current and future intelligent data generators
- Current and future output formatting receivers
- Full lifecycle management capabilities
- Team permission provisioning
- Flight school, Knowledge Base, CSM and 5X24 support

Additional Options:

- Current and Future Accelerators (e.g., EDI Accelerator)