

Global Partner Program Overview

Working Together to Deliver Unparalleled Value to Customers

Partner Categories, Achievement Levels, and Benefits





As one of Northern Europe's leading Customer Relationship Management (CRM) software providers, Elmer Systems enables organizations to effectively enhance enterprise performance. Elmer Systems provides CRM solutions that offer organizations increased visibility and productivity into their business operations, reduced operating costs, optimized supply chains, increased productivity, improved financial performance, and a greater ability to acquire and retain profitable customers. Our solutions leverage enterprise information across multiple corporate databases and enterprise resource planning (ERP) and customer relationship management (CRM) systems

Partnering with Elmer Systems

At Elmer Systems, we recognize the essential need for partners. To us, partners are a critical element for delivering unparalleled value to our customers. These long-term strategic business partnerships are pivotal to our go-to-market strategy and fundamental to our success. That's why Elmer Systems is driven to cultivate key relationships with leading technology, OEM, volume and value-added reseller (VAR), and system integrator (SI) partners. And our partner program is continuously growing and improving to meet the needs of our partners and ensure their success and our customers' success.



Our Value Proposition

A partnership with Elmer Systems represents a mutually beneficial relationship. Our program provides a predictable and clearly defined environment for you to work within. We ensure that your investment levels are aligned and you have the necessary resources to immediately focus on superior execution of the partnership. Our dedicated teams and flexible relationship options also help you to customize a partnership arrangement that best reflects your business.

Our leadership position within the CRM market provides you with an established brand equity that you can leverage worldwide. With one of the most comprehensive CRM technologies available today, you can create market-driven solutions that enhance the value of your core offerings and allow your customers to reap significant benefits.

As a valued partner, you can also achieve greater market exposure and expand your business and revenue opportunities through access to our broad and growing customer base.

Partner Categories



The Elmer Systems Partner Program is designed to meet the complete spectrum of our partners' needs - from sales and technical support to education and marketing. Our partner program provides you with tailored benefits depending on the type of partnership and your commitment to Elmer Systems.

There are five ways in which companies can partner with us - value-added reseller, volume distributor and reseller, OEM, technology, and system integrator. Within this program structure there are up to five achievement levels depending on the partner category - Global Alliance, Platinum, Gold, Silver, and Bronze. Some partners may fit into a combination of level and partnership type.

Partner Categories

Value-Added Reseller:

Value-added resellers typically have the domain, vertical, or application expertise to offer their customers customized solutions that incorporates Elmer Systems technology to meet customers' business needs. VARs primarily focus on driving license revenue through the resale of all or part of the Elmer Systems product suite. Additionally, these partners provide professional services to support the deployment of our technology.

Top performing VARs are also eligible to participate in our Authorized Education and Authorized Consulting partner programs managed by our professional services organization. To learn more about these programs please visit www.elmersystems.dk.

Volume Distributor and Reseller: Distributors and volume resellers resell all or part of the Elmer Systems product suite and derive their primary revenue from license sales. This partner type

includes those organizations that act as the primary distributors or master resellers in particular regions or countries. The geographical presence of these partners is complementary to that of Elmer Systems and their work with resellers provides breadth for selling our products and services.

OEM: OEM partners integrate CRM software technologies from Elmer Systems with their own product offering for commercial resale. These partners may add on, bundle, host, or embed our software.

Technology: Technology partners have optimized the integration of their technology with our products to provide additional value to our customers through enhanced functionality or ease of deployment.

System Integrator: Elmer Systems collaborates with our system integrator partners to deliver a broad range of services including consulting, implementation, and integration. These services enable our customers to realize more value from their investment in Elmer Systems. Our SI partners provide customers with leading domain, industry, and technology expertise and are typically engaged in complex, strategic, enterprise-wide deployments. These partners also have application and/or industry expertise that complements our solution offering.



Our tiered program structure enables partners to build stronger partnership levels by achieving specified requirements within predetermined timeframes. Partner benefits and requirements are a function of both partnership level and partner type. Partners are provided incentives to work harder for Elmer Systems and they receive substantial rewards for their investment. The five partner achievement levels are Global Alliance, Platinum, Gold, Silver, and Bronze.

Global Alliance: These partners are characterized as global leaders across technical, marketing, sales, and/or service capabilities and typically represent the standard in their industry, specialty, or vertical market. Global Alliance partners are also generally multinational with significant presence in multiple geographic regions. Membership within this level is by invitation only with the expectation that partners within this category will contribute millions of dollars in direct and influence revenues.

Platinum: These partners are typically large national or international organizations and are often industry leaders with significant operations. They have considerable market share, technology, or services leadership and engage in a comprehensive business relationship and make a higher level of investment with Elmer Systems.

Gold: These partners are strong national or regional organizations that consistently provide industry-leading solutions and services to their customers. Elmer Systems and Gold partners are strongly committed to each other with membership to our partner program based on substantial, stated revenue expectations.



Silver: These partners are characterized as medium-sized organizations with regional or local presence and/or specialized domain expertise. The membership requirements and benefits available at this level are moderate and with appropriately matched revenue expectations.

Bronze: These partners are generally small companies that interact with Elmer Systems through minimal investment and program requirements. Revenue expectations and corresponding benefits are very modest at this level. Bronze partners interact primarily with Elmer Systems via an online, automated, self-serve system.

Partner Benefits



Elmer Systems supports you in the most effective way possible by providing you with everything you need to achieve a winning business relationship with us. Partner benefits are a function of both partnership level and partner type.

Sales Support

Account Planning and Management: Partnership account management varies in intensity from dedicated senior account managers, key account managers, account management teams or a self-managed process, depending upon partnership achievement level.

Sales Tools: Elmer Systems partners have access to online sales tools that assist in the sales cycle. These tools include sales presentations, templates, data sheets, technical white papers, sales demos, business collateral, and sales guidelines.

Pricing Discount Program: Depending upon achievement level, pricing discounts on Elmer Systems software are provided to partners to help them achieve designated sales volume levels. Additional discounts are available based on their degree of integration and branding.

Marketing Support

Elmer Systems provides partners with marketing support through a variety of dedicated outbound programs including public relations, packaged marketing campaigns, and invitations to our partner summit and other various events throughout the year. Additional support includes marketing collateral, the marketing development fund (MDF), Elmer Systems merchandise, and access to a dedicated partner extranet.

Market Development Fund: Elmer Systems and our partners jointly commit euros and resources to fund external joint marketing programs that benefit both parties by creating demand and helping to attract new customers. The amount each party commits to the MDF program varies upon partnership achievement level and program guidelines for a given year and/or is determined during the business planning and contract stage of the partnership formation. MDF availability is discretionary and may not be available in all our markets or programs.

Elmer Systems Partner Logo: Elmer Systems partners may use the Elmer Systems partner logo for promoting the partnership. As examples, you can use the logo on your web site and throughout marketing materials, stationery, signage, direct mail, and advertising initiatives. We provide all partners with logo standards and guidelines, while also monitoring for correct usage.

Access to Partner Extranet: Elmer Systems partners benefit from access to a customized, password-protected partner extranet site that provides a wealth of valuable information that is tailored specifically to partner category and achievement level. The latest industry, product, sales, marketing, and technical tools and information are continuously updated and made available to you on the partner extranet. The extranet site assists partners on an operational level by providing automated ways to access tools and communicate with Elmer Systems



Partner Benefits

Technology and Technical Support

Approved partners have access to Elmer Systems not-for-resale (NFR) software for educational, technical, and integration purposes. With industry-leading technical support services, partners receive support through web, telephone, and email channels.



Becoming a Partner

At Elmer Systems, we are continuously striving to build strong relationships with industry leaders who complement our service offerings and are committed to providing maximum value to our customers. We welcome opportunities to explore new partnerships and invite you to find out more by visiting our web site at www.elmersystems.dk/partners, contacting your local Elmer Systems office, or phoning us at +45 4369 3169.

Product Education

Elmer Systems offers an exclusive robust training and certification fast-track education program. It is devised to ramp up new and existing Elmer Systems partner organizations and to deliver the highest level of technical competency on our solutions. Taught by Elmer Systems certified instructors, the program provides advanced, in-depth technical training with flexible study options. Partners also benefit from ongoing access to our certified educators, technical support, and beta software.

About Elmer Systems



About Elmer Systems

Elmer Systems partners with other market-leading organizations to provide our customers with CRM. Our CRM/ERP and productivity enhancement tools help improving business processes and improving customer satisfaction.

With the right CRM-tool, customers can do a better job servicing their customers and managing their business. They can bring together all of their information and data - while improving CRM costs through standardization.

Improve Enterprise Performance

Elmer Systems can improve all processes related to increasing customer satisfaction

Manage Business

Elmer Systems can provide the tools to manage business more effectively. Productivity will increase with our CRM products and intelligent information delivery.

CRM Standardization

Elmer Systems helps manage the complexity and cost of CRM technology through standardization. Our customers can significantly improve end-user efficiency and lower total cost of ownership by consolidating the number of CRM tools and technologies, as well as reducing duplication in their back-end infrastructure.

Elmer Systems provides a powerful set of end-user CRM-tools and ERP/eBusiness solutions.

Customers can use these products in different ways for different CRM projects and still enjoy the benefits of a complete set of tools on a common infrastructure.

The Elmer Systems product line provides the industry's leading suite of CRM products.

CRM/Sales is the tool to improve the selling-processes and supporting customers.

Marketing tools allow end users to interact with customer information and create campaigns.

Performance Management products help users track and analyze key business metrics via management dashboards, scorecards, and alerting.

Bonus Handler / MLM allow end users to manage Multi Level Marketing organisations.

Super Mailer provides automatic distribution of personalized reports to subscribers –Bonus Reports etc.

Supply Change products improve the processes related to fulfillment of orders.

Bonus Handler 



Europe

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