

As a Propalms partner, you have access to all of the resources you need to integrate Propalms products and services into your portfolio.

Propalms will provide you with sales and marketing tools, training, technical support and ongoing campaigns to help you optimize business opportunities. With 2 levels of partnership, accredited and non-accredited, you can choose which level best suits your business model.

Sales & Marketing

Sales Support:

Propalms channel sales organization is fully committed to supporting you our partners. Our channel sales team will be on hand to assist with business development plans, lead qualification, and any other general enquiries such as pricing or license key issues.

Sales Tools:

As a channel partner you will have access to a number of sales tools including:

- Demonstration software (NFR).
- Product collateral.
- Cheat sheets and how to sell guides.
- Sales presentations.
- New product launch information.
- Sales training.
- Sales Incentive Campaigns.

Marketing Support:

Our marketing support will take the form of many different functions, offering a whole host of resources and joint marketing activities:

- We will work with you to achieve maximum results from any marketing activity you undertake, and can assist with telemarketing and follow up campaigns.
- Seminars and events; we can either co-host or assist with financing of any events you might be looking to do.
- Mail Shots and Email marketing.
- Inclusion on Reseller Locator on our website.
- Authorized use of our Logo.
- Product data sheets.
- On-line customer Webinars via Webex.

Customer Leads:

Leads will be allocated to our channel partners, dependant on suitability and geographic location. All leads will be tracked by Propalms to ensure optimum results.

Technical Support:

1st Line support for all resellers will be available via your chosen regional distributor. 2nd Line support will be available direct with Propalms via our email support alias support@propalms.com or on-line support directly with one of our representatives via Webex.

The following additional technical resources will be available via our website www.propalms.com:

- Product downloads
- Searchable knowledgebase
- Press releases
- Case studies
- Public newsgroup

Product roadmaps will be published to keep your technical staff up to date with our product development plans and progress.

Pre – sales support is available via your regional distributor or via info@propalms.com.

Training

Sales Training:

Dependant on your chosen level of accreditation, resellers will be expected to have a designated number of Certified Sales Professionals. Training will be provided by your regional distributor or Propalms via the web, therefore flexible and available at any time.

Technical Training:

Resellers will be required to have a designated number of Certified Technical Administrators, dependant on their level of accreditation. Training can be arranged via your regional distributor and is 2 day instructor led.



PARTNER BENEFITS AND REQUIREMENTS

PARTNER REQUIREMENTS	NON-ACCREDITED PARTNER	ACCREDITED PARTNER
Partner Application Approval	-	Yes
Number of Certified Technical Administrators	-	1
Number of Certified Sales Professionals	-	2
Business Development & Marketing Plan	-	Yes
Pre Agreed Sales Targets	-	Yes
PARTNER BENEFIT	NON-ACCREDITED PARTNER	ACCREDITED PARTNER
Discount off List Pricing	Yes	Yes
Access to Propalms Channel Team	-	Yes
Access to Leads	-	Yes
Technical Support	-	Yes
Technical Training	-	Yes
Access to Technical Resources	-	Yes
Access to Product Roadmap	Yes	Yes
NFR Software	Yes	Yes
Product Collateral	Yes	Yes
Cheat Sheets & Sales Guides	Yes	Yes
Sales Presentations	Yes	Yes
Sales Training	Yes	Yes
Sales Incentive Campaigns	-	Yes
Authorized use of Propalms Logo	Yes	Yes
Marketing Support	-	Yes
Business Development Support	-	Yes
Inclusion on Web Site Reseller Locator	Yes	Yes