



# Partnership general

Partnerships can come in several forms:

Reseller and VAR partners are applicable to any industry whether it's hardware or software, or a product or a service. Any company that needs to grow without the overhead of a large sales force can set up a program for other companies to resell their product.

**Technology partners** are an integral part of the software world. These partnerships augment your sales teams, broaden your reach, and can provide your customers with a complete solution if the technology is vetted, tested, and adds value to your ecosystem.

Services partners support implementations, installations, support, consulting, or product training. Services partners generally augment the professional services department of a company as opposed to the sales teams.

An OEM partnership is a bit more involved, requiring white-labelling (i.e. rebranding) a product or embedding it into another product, generally necessitating more contracts and billing requirements.



# Benefits of creating such a complex structure

Accelerated growth

Higher brand awareness

Increased revenue

Presence in new markets and verticals

# Ideal partner



Ready

Willing

Able

Fit for us

Qs

*Major growth drivers of our business?*

*Our unique value proposition to the customers?*

*We are struggling with?*

*Our best customers?*



Part of our unique universe.

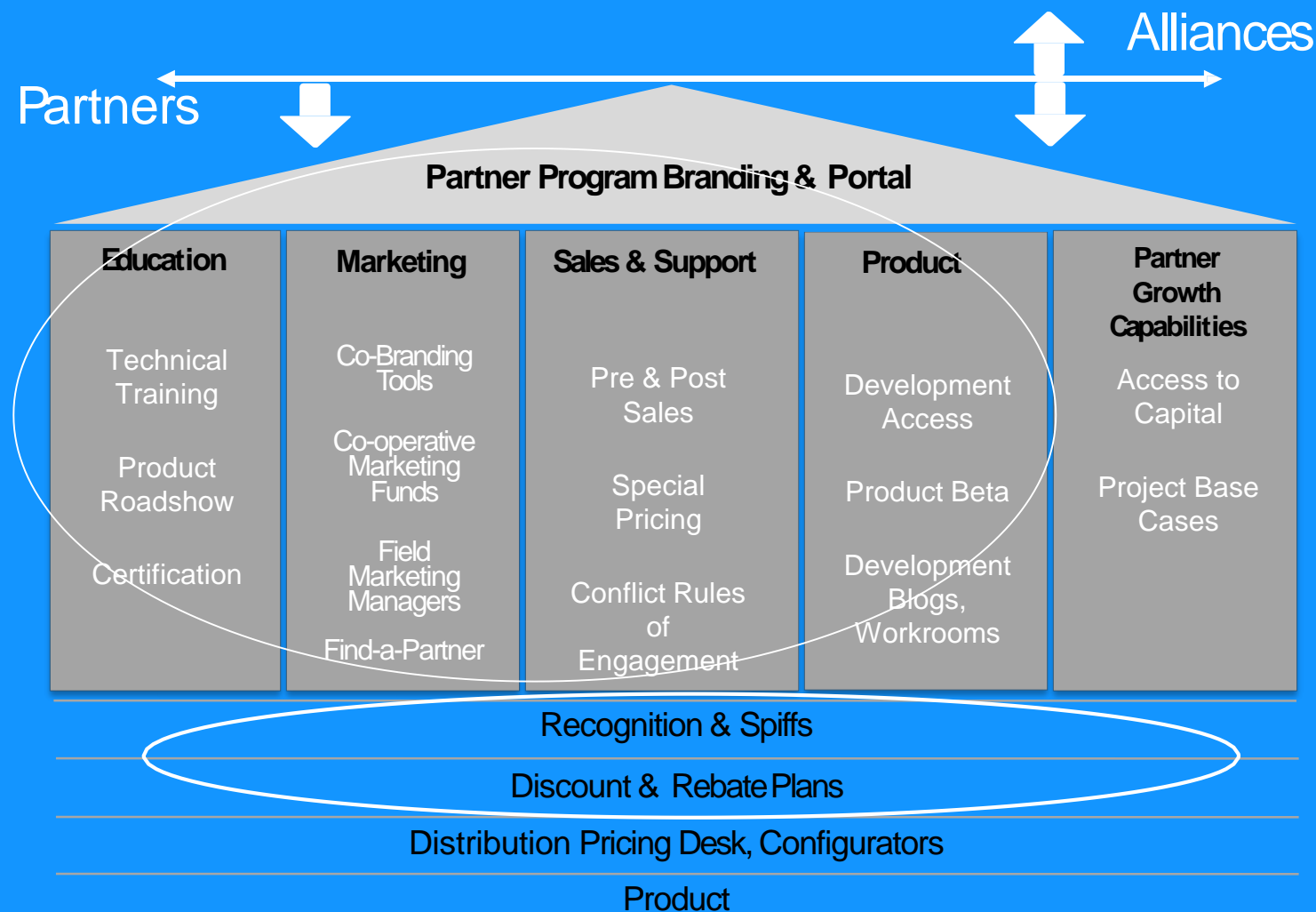


# Technology solution

- Powerful technologies integrated with Clients technology
- Build differentiated software products for customers
- Leverage Clients partners to reach customers around the world
- Focus on building great product. Allow Client to focus on the platform



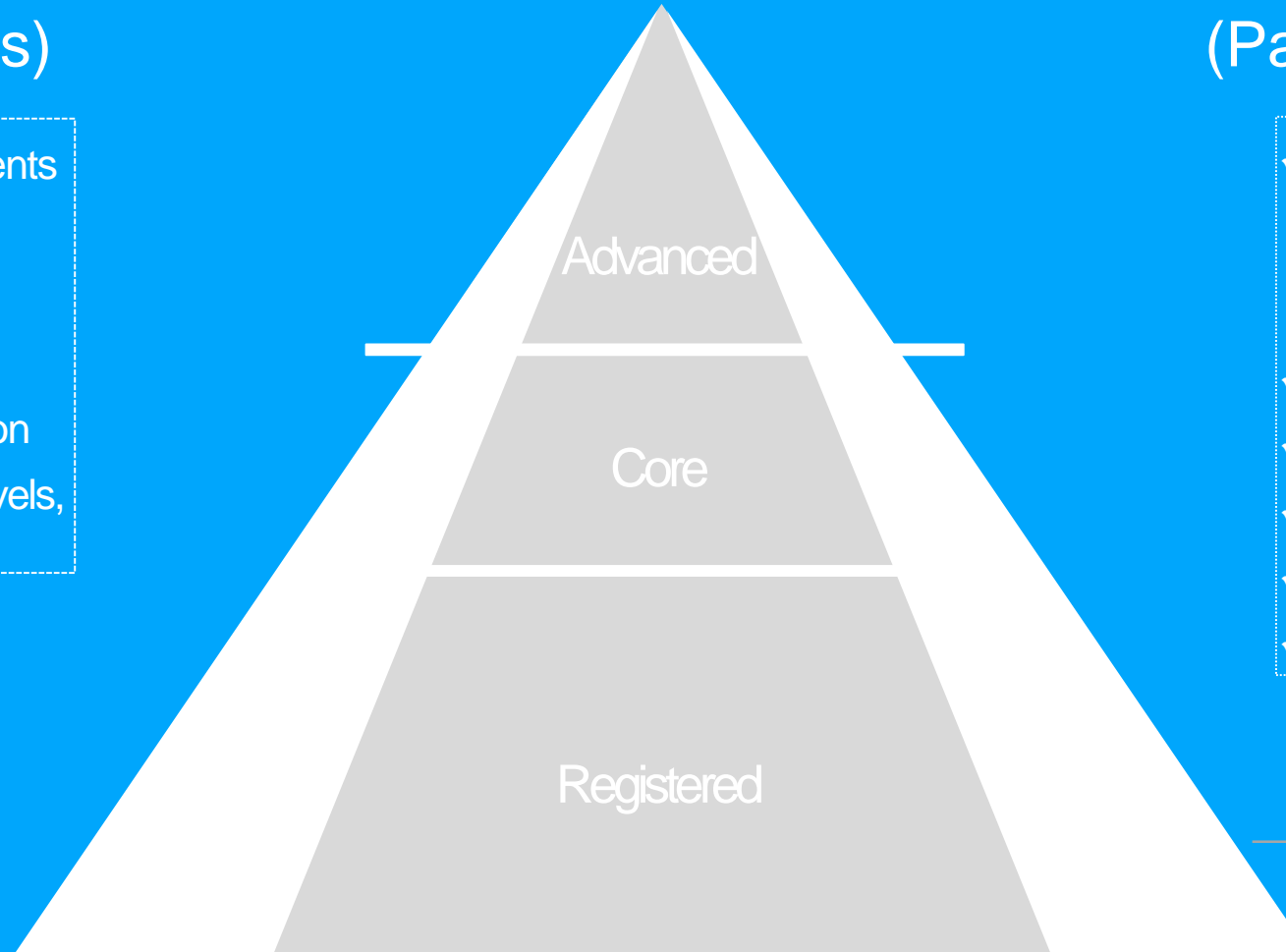
# Partner Program Benefits



# Program model development

## Program Requirements (Partner GIVEs)

- ✓ Specialty Requirements
- ✓ Certifications
- ✓ Revenue
- ✓ References
- ✓ Customer Satisfaction
- ✓ To Earn Points to Levels, etc.



## Program Benefits (Partner GETs)

- ✓ Access to development credits with our Partners within Client's Partner Ecosystem
- ✓ Rebates
- ✓ Sales support
- ✓ Training
- ✓ Marketing support
- ✓ Etc.

← BUSINESS MODEL  
BASED ON TRACK RECORD

# After We Say Yes

Just Because We All Signed Up Doesn't Mean We're Ready to Go ... Or Likely to Produce Revenue Anytime Soon

Programs invest millions of dollars in recruiting ... much of it wasted on partners who never become productive

Once a partner is in the program, it's almost entirely up to the Program Manager to cause that partner to become productive

The concept of "buyer's remorse" universally applies once the buzz of the recruiting process wears off

**30-Day Fast  
Start Plan**

**90-Day  
Engagement Plan**

**6-Month  
Acceleration Plan**

**12-Month  
Business Plan**





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# Reach Out...



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