SYSPRO™
Simplifying your Success

PARTNERING WITH SYSPRO USA
10 Winning Reasons for Reseller Success

THE SYSPRO PARTNER PROGRAM PHILOSOPHY

SYSPRO's Channel Partner Program is characterized principally by our commitment to a partnership in the truest sense of the word: a two-way collaboration to achieve great results. The Program is designed to expand the SYSPRO community to include a worldwide network of Resellers who share innovative, visionary and dynamic qualities that are at the core of the SYSPRO business practice. SYSPRO engages a respected Reseller-centered business practice and identifies with those who take lasting value and commitment as seriously as we do.

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1 SYSPRO IS COMMITTED TO OUR CHANNEL

SYSPRO is committed to selling our world class solutions through our Partners- an elite, select group of key strategic organizations who recognize the opportunities and rewards of a mutually beneficial, long-term relationship with one of the most stable and highly reputable software companies in the industry. SYSPRO is proactive in our efforts to help our Channel build revenue and return on investment. SYSPRO views our Resellers as Business Partners and provides competitive margins and the ability to build wealth through product sales, implementations, value added services and annual license revenues.

The core success of the program is a belief in the power of the relationship; SYSPRO is committed to a dedicated, personalized and collaborative relationship with our Partners. As a result, our Partners benefit from a program that is incredibly successful and rewarding.

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SYSPRO DELIVERS A WINNING SOLUTION

SYSPRO is committed to enterprise software with leading technologies that businesses expect. SYSPRO e.net solutions is built on Microsoft .NET architecture to provide a cost-effective way for SYSPRO customers and Partners to integrate best-of-breed applications, facilitate e-Commerce and leverage Web services.

- SYSPRO supports Microsoft SQL with all of its robust features
- Databases can reside on a Windows file server
- System upgrades are easily implemented
- Third party software further expands SYSPRO inherit functionality

SYSPRO remains an industry leader in innovation and development. The resulting richness of functionality, technical expertise and business support are some of the reasons why SYSPRO USA is one of the most awarded and modern software companies in the Industry, with many major honors including "Software Company of the Year" from the Technology Council and "Private Technology Company of the Year" by Tech America.

3 SYSPRO OPTIMIZES PARTNER TRAINING

Well-educated Resellers have the competitive edge to out-perform the competition. SYSPRO Partners receive thorough training and assistance on an ongoing basis.

Partner Training includes:

- Business Processes
- Product
- Implementation
- Technical
- Demonstration
- Strategy
- Sales
- Competitive Positioning
- Technology

The SYSPRO USA Partner Training Program utilizes the latest technology-enabled training tools, as well as traditional classroom and one-on-one sessions. The program is designed to benefit our Partners by providing a complete understanding of the features, facilities and functionality available within the solution and how to apply the product across all business environments. Collaborations and direct advisement from Sales and Channel Relations also focuses on best practices for selling and demonstrating the SYSPRO product.

SYSPRO PROVIDES END-TO-END PARTNER SUPPORT

SYSPRO's Partner Program provides an array of support services, including:

- Dedicated Channel Development Strategist (CDS)
- Sales training and Boot Camps
- 24/7 access to the Interactive Partner Portal, as well as the International Support Zone
- 24/7 access to the SYSPRO Learning Channel (SLC) with sales training

- Access to the SYSPRO USA Application Development Team
- Access to a team of knowledgeable technical software support staff
- Demo training and assistance
- Deal-by-deal strategy sessions

5 SYSPRO's IMPLEMENTATION METHODOLOGY BUILDS REFERENCE SITES

SYSPRO recognizes that software must be correctly implemented and utilized for customers to realize a stronger ROI and for Partners to succeed. To support this initiative, SYSPRO has developed an award-winning implementation methodology that is based on years of experience and industry best practices.

STARS (Structured Technique to Achieve a Rapid Solution) Quantum Edition is a powerful methodology and set of project tools that specifically focus on the crucial post-sale implementation. STARS QE assists implementers in getting customers up and running quickly and optimizing efficiencies of their operations to achieve a rapid ROI.

This proven methodology:

- Helps structure the implementation process
- Encourages responsibility, accountability and action to help keep budgets and time scales on track
- Gives customers greater confidence in a Partner's implementation capability

The SYSPRO Implementation Methodology has received widespread praise and recognition with honors like "Installation/Channel Methodology Quality Award", "Technology Innovator" and a People's Choice Award for "Favorite New Computer Service."

SYSPRO FOCUSES ON MANUFACTURERS AND DISTRIBUTORS

While other ERP vendors lose focus by trying to address all types of industries, SYSPRO provides an end-to-end comprehensive solution and focuses primarily on manufacturers and distributors. SYSPRO consistently enhances its software to meet the needs of this challenging market and vertical segments with product-specific capabilities. SYSPRO achieves a competitive advantage by addressing a variety of business models, including:

- Make-to-Order
- Make-to-Stock
- Engineer-to-Order
- Configure-to-Order
- Assemble-to-Order
- Quick Turn
- Process/Batch

As a foundation for single and multi-site business growth, SYSPRO software appeals to a wide spectrum of Tier 1, 2 and 3 organizations. The SYSPRO solution features outstanding scalability and flexibility, enabling customers to transparently add users while utilizing the full power of the software. SYSPRO's Service Oriented Architecture utilizing SYSPRO e.net solutions and allowing communication through Web services and WCF services enable mobile connectivity, as well as an easy, efficient platform for integration and customization. Bolstered by SYSPRO Espresso, a full device independent mobile platform, SYSPRO can be accessed anywhere- by any device - while maintaining operator security and interfaces.

7 SYSPRO BUILDS PARTNER REVENUES AND PROFITS

The SYSPRO Program helps eligible Partners build a steady revenue stream year after year. The stable and competitive margins provide SYSPRO Partners with the reliability and financial security sorely lacking in many prominent software companies. Since SYSPRO Software encompasses powerful, feature-rich accounting, manufacturing and distribution modules that consistently outperform the competition, it often gives Resellers a larger than average sale.

The flexibility of the software makes it a great fit for a wide range of manufacturing and distribution environments, growing your target market. This enables SYSPRO to address a much broader market place with fully-integrated applications for Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Business Analytics, Advanced Planning and Scheduling (APS), e-Commerce, Warehouse Management (WMS) and Logistics.

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SYSPRO ACCELERATES PARTNER SUCCESS

SYSPRO Business Partners are assisted in ramping up and closing their first SYSPRO deals quickly. This "kick start" assistance includes:

- Dedicated Channel Development Strategist (CDS)
- Sales training and Boot Camps
- 24/7 access to the sales-focused Interactive Partner Portal, as well as the International Sales Zone
- 24/7 Access to the SYSPRO Learning Channel (SLC)
- Access to Solutions Engineers for demo assistance
- Access to the SYSPRO USA Application Development Team
- Demo training and assistance
- Deal-by-deal strategy sessions

Authorized Partners receive a "live" unrestricted SYSPRO system. This fully functional, not-for-resale version of the software enables Resellers to fully explore SYSPRO, competently demonstrate the software and use it to internally run the business. Using the system in-house provides practical, hands-on experience.

9 SYSPRO WORKS WITH PARTNERS TO WIN BUSINESS

SYSPRO believes that a proactive approach to partnerships is a positive force in generating and winning business for Channel Partners. These services include:

- **Market Exposure**- Product reviews, product certifications, industry memberships, print and web advertisements, trade shows, websites, press releases, social media, articles, direct mail, telemarketing and interaction with the top industry influencers

- **Lead Management**- SYSPRO Partners can rest easy knowing that each lead provided is given to only one reseller. SYSPRO also assists in the tracking and follow- up of all leads

- **Marketing Materials**- A wide range of collaterals, including brochures, direct mail pieces, magazine reprints, customer success stories and quarterly newsletters

- **Reference Sites**- Access to reference accounts and on-site visits for prospects

- **Pre and Post-Sale Support**- This includes assistance with product demonstrations and technical issues

- **Structured Implementation Methodology**- This is critical for both pre and post-sale usage and helps safeguard SYSPRO Partners in providing fully implemented solutions

- **PR Support**- SYSPRO will assist in drafting press releases and articles pertinent to the Partner's region/vertical

SYSPRO VALUES LONG TERM RELATIONSHIPS

Manufacturers and distributors want to work with successful companies. They want the confidence that success breeds and the leadership that it implies. Therefore, when you partner with SYSPRO, you gain:

- An organization and product with a 35+ years of experience and a quality reputation
- A company and product that continually rank very high in customer satisfaction polls

- A company that achieves success via a market focus that delivers what customers want- technology, functionality and ease of use
- A company that epitomizes confidence through software certifications that serve to verify product claims
- A company with a vision that leads to excellence

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Join our team!

If you're established in your local community, have software sales knowledge, proven technical competency, industry experience and unbridled enthusiasm, you owe it to your future to talk with SYSPRO about becoming a Channel Partner.

Contact SYSPRO for more information on our award-winning Channel Partner Program:

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