



## **AUTHORIZED PARTNER PROGRAM**

At Applianz Technologies Inc., we're always looking to enhance our current relationships with loyal partners and create new ones for the future. We attribute much of our success to the strength and knowledge base of our strong partner community, as we know that each reseller plays an instrumental role in our progress.

With this in mind, we've structured our partner program to reward our dedicated resellers with profitable benefits while they sell and support our AppEazy platform.



## IT PAYS TO BE A PARTNER

### What You Have To Gain From Being In Our Program

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With our recently revised Partner Program (January 2011), we're making sure we reward our resellers for their hard work like never before. Our team at Applianz wants your business to be profitable when selling AppEazy, so we have organized our new partner program to make this easier.

Applianz understands that selling hardware is typically not profitable for your business and often creates a second layer of challenges in selling software. We're here to change that for you.

To the right, you'll find the details of all the benefits our partners have by being in our program.

#### **Resale of New AppEazy Systems**

- Increased margins on all new AppEazy system sales (no longer have to buy from Sage - can buy directly from Applianz)
- Generating extra margin on every sale
- See AppEazy Partner Price document for additional details

#### **CompleteAssurance Annual Service Renewal**

- Each AppEazy System sale is packaged with 12 months of CompleteAssurance services (<http://www.applianz.com/SalesCompleteAssurance.html>)
- Partner margins on the renewal of services are increased in year two and beyond, creating larger downstream service revenues/commissions on top of the initial sales profit

#### **Dedicated On-line Sales & Technical Training Events**

- Dedicated web training sessions geared towards product understanding, identifying opportunities, overcoming objections and presenting and selling the AppEazy system.
- Dedicated online technical training sessions providing you and your consultants with the knowledge, skills and confidence to successfully implement & install both your software and the AppEazy system into your customer's environment.

#### **Online Prospect/Customer Software Demos on you Website**

- Applianz provides our partners the ability to run live software demos directly from their website using the technology and tools we've developed
- This allows for quick, easy demonstrations of both your software and the AppEazy client software
- Allows for lead generation and marketing initiatives directed straight to your website
- Provides reporting features for any user who signs up on your web page and the time a user accesses the demo over their 30 day trial period
- For an example or to register for a demo please log on to [www.Applianz.com/demo](http://www.Applianz.com/demo)
- We can also lead webinars for any of your customers wanting to know more about the ins and outs of the product

#### **Promotions, Incentives & Rewards**

- Periodically, Applianz Technologies provides sales incentives, rewards and contests to help motivate our partners and keep them excited about reselling our solutions

#### **Not For Resale Partner System Prices**

- We allow our partners not only to run their own business off an AppEazy system, but also have the ability to demo their own software add-ons without the limitations of the standard web demo

For access to our pricing documents and more specific information on our program, please contact [sales@applianz.com](mailto:sales@applianz.com) or 316-263-4800

## PARTNER REQUIREMENTS

To gain all the benefits of the Applianz Authorized Partner Program, you must complete only the following requirements:

- All Sales Staff must complete a one hour sales webinar on selling AppEazy
- One member of technical team must complete a technical webinar with our support & engineering team
- Sell and maintain at least one new AppEazy System annually
- Register all your AppEazy leads at [www.Applianz.com/leads](http://www.Applianz.com/leads)
- Complete our partner agreement located at [www.Applianz.com/AuthorizedPartnerAgreement.html](http://www.Applianz.com/AuthorizedPartnerAgreement.html)

If you have any questions regarding our Authorized Partner Program, please don't hesitate to give us a call at 316.263.4800 or send us an email at [sales@applianz.com](mailto:sales@applianz.com).

