

Partner Opportunity Guide

[Simplify the future.

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About bpm'online

Bpm'online is a premium vendor of process-driven cloud software for sales, marketing, and service automation that has been successfully operating in the CRM market for more than 12 years. The beauty and core value of bpm'online products are the out-of-the-box processes that guide users through the most effective actions to boost results. Users love bpm'online's engaging interface with its social look and feel, free from redundant information that keeps them focused on what's relevant.



We at bpm'online are driven by a passion to create best-of-breed solutions for business process management. Employing 500+ experts and serving over 6,000 customers worldwide, bpm'online is committed to delivering exceptional value to our clients with cutting-edge technology.

Products

Bpm'online CRM is a fully integrated process-driven CRM comprised of seamlessly integrated products which connect the dots between marketing, sales and service. Bpm'online delivers end-to-end processes to manage a complete customer journey – from lead to order, through ongoing account maintenance.

bpm'online CRM

bpmonline marketing + bpmonline sales + bpmonline service

What is unique?

- Out-of-the-box processes

Bpm'online products include a set of referenced processes for sales, marketing and customer service. Ready-to-go processes guide users through the most effective actions and make it easy to jump start using the system and bring industry best practices to their work.

- A complete view of customer journey

Bpm'online delivers end-to-end processes to manage a complete customer journey. Connecting the dots between marketing, sales and customer service allows companies to effectively manage every stage of their customer interactions.

- Engaging interface that users love

Bpm'online applications have an engaging interface and a social look and feel, which makes working with the software easy and ensures an increase in overall user adoption rates.



Partner strategy

Innovative, flexible, barrier-free partner program developed to ensure sustainable business growth

We've listened to our existing and prospective partners and developed the program that helps our business allies meet the challenges of the cloud era and build sustainable businesses with recurring revenue.

The foundation for partners' success:

1

Recurring lifetime commissions

Up To 40%

Bpm'online partners earn high commission rates throughout the entire lifecycle of their client servicing, which provides a solid foundation for business growth.

2

Flexible engagement model

Allows you to focus on what you do best

Receive high margins by meeting one of the multiple sets of KPIs offered - you are free to focus on what you can do the best (KPIs range from number of attracted leads to closed deals or revenue growth). As a bpm'online partner, you start generating revenue and earning high commission payouts by leveraging your most productive business activities.

3

No boundaries to entry

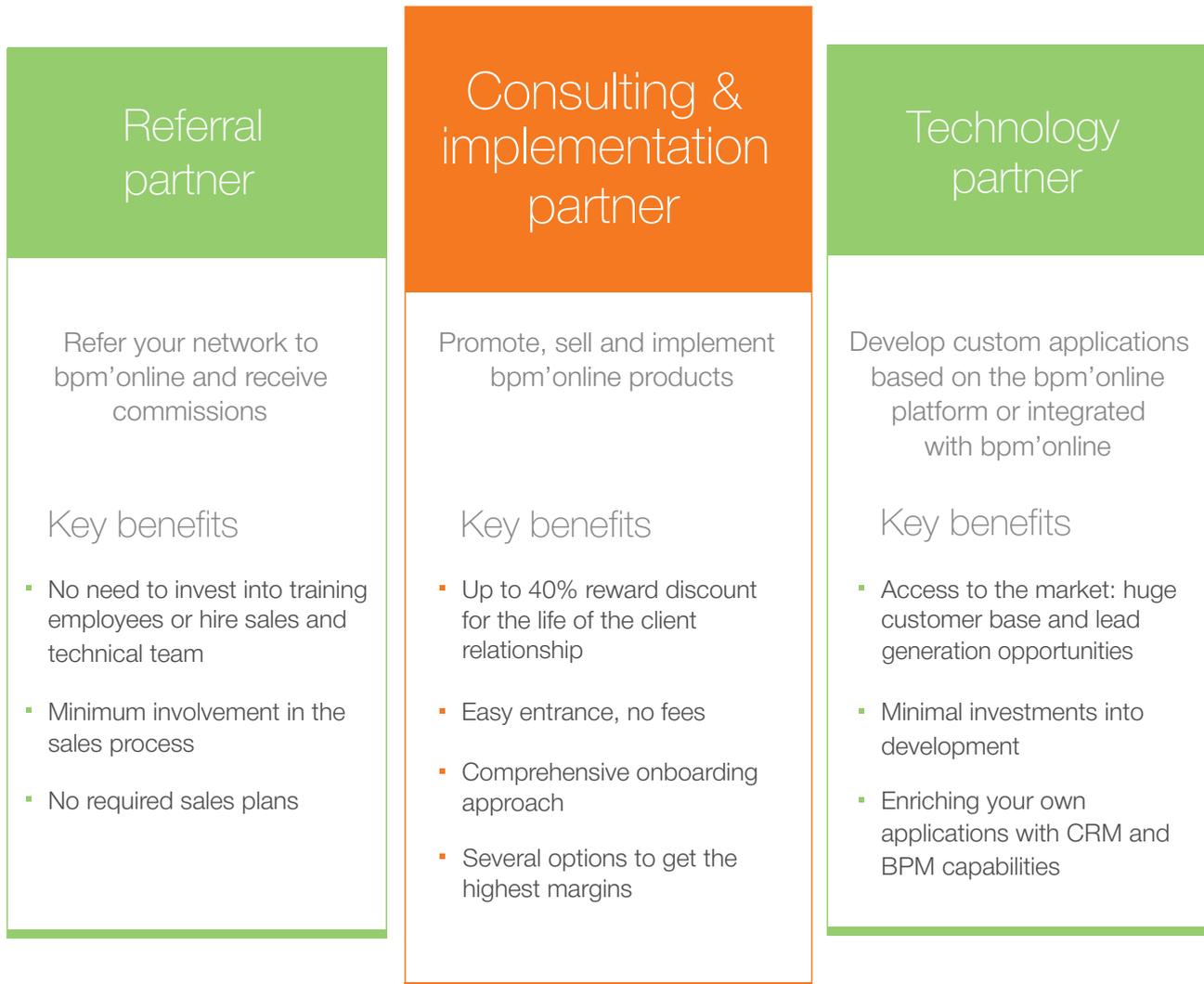
Endless opportunities with zero investment

There is no entry fee or certification costs to enroll in the bpm'online partner program, no hurdles, only the tools and focus to speed up partner engagement resulting in fast tangible results.

Partnering with bpm'online gives you an opportunity to add consistent meaningful revenue streams to your business.

Partnership opportunities

Partners types



Referral partners

10% Referral partnership reward

- Referral partnership reward is based and paid on initial first year contract value and is not recurring unless the partner is directly and substantially involved in following years' renewal.
- Referral rewards are limited to a maximum of \$ 50,000.

Consulting & implementation (C&I) partners

C&I Quarterly KPIs

Success level

A

B

C

Metrics

Sales volume (purchase volume excl. partner reward)

\$50 000

\$35 000

\$20 000

New opportunities

12

12

12

or

Number of new orders

5

4

3

New opportunities

12

12

12

or

New opportunities

36

24

12

Marketing campaigns

6

4

2

Reward

Partner commission

40%

30%

20%

- All newly signed partners will be automatically considered to be in the 'B' category and enjoy that level of benefits for the first two quarters of the relationship as they ramp up their practice. After this initial period, the above metrics will dictate their appropriate level. If the partner actually attains a higher level ('A') they will be awarded the full benefits of that higher level.
- If during the term of the relationship the partner is unable to deliver at the 'C' level, they will be considered similar to a referral partner and be compensated as such.

Innovative partner program
to help our partners build
a sustainable business
based on recurring
revenues

Benefits include:

- 1 Recurring lifetime commissions
- 2 Flexible engagement model
- 3 No boundaries to entry

Drive your business success
with bpm'online

[Become a partner >](#)

bpm'online

60 State St, Suite 3700,
Boston, MA 02109

www.bpmonline.com
info@bpmonline.com
+1 617 765 7997