

PROCESS FUSION PARTNER PROGRAM

WHY PROCESS FUSION?

Whether you are selling virtualization solutions such as Microsoft, Citrix and VMware View, VDI, or physical desktops, Process Fusion is the ideal printing solution for your organization. Selling our solution you can readily expand your product offering to enhance customer satisfaction by addressing new print challenges in cloud and mobile that few currently have the ability to solve.

As the recognized leader in printing for virtual environments, Process Fusion provides a patented PDF-based universal print driver (UPD) in the award-winning Process Fusion Infinity Suite. It provides fast, flexible and secure printing from end-point or mobile devices, and allows for on-demand printing in seconds, wherever and whenever – all while reducing your overall printing costs.

WHY BECOME A PROCESS FUSION PARTNER?

- Challenge and educate your customers – address new customer challenges with Cloud, Mobile and Secure printing
- Increase your revenue base – sell more solutions with additional value and substantial margins
- Registering deals to secure and protect margins
- Sign into the Partner Portal to access on-demand training, as well as sales and marketing resources
- Provide your customers industry-leading enterprise print management solutions
- Earn Rewards – participate in Spiff programs to gain additional benefits

PARTNER PROGRAM BENEFITS

The Process Fusion Partner Program is designed to provide partners with the tools and resources to maximize their Process Fusion selling power.

- Deal registration margin
- Sales training and certification
- Technical training and certification
- Marketing resources
- Demand generation assistance
- Sales support for partner generated opportunities
- NFR license (5 user Infinity licenses) for internal/demo use (provided by Process Fusion)
- Free tools available online for download
- Technical support for customer issues
- Partner Directory Listing

PARTNER PORTAL

The partner portal contains important information about Process Fusion. It is updated regularly so come back often to see what's new. You will find sales, marketing and technical documentation to assist you with promoting your Process Fusion business.

- Price Lists
- Sales Tools
- Case Studies
- Videos
- Partner Information
- Training
- Marketing Resources
- User & Admin Guides

To get started, create your partner account (activated in 24 hrs) at: <http://reseller.ProcessFusion.com/PartnersProgramGuest.aspx>

DEAL REGISTRATION GUIDELINES

Deal Registration exists to allow partners to earn extra discount for registered deals that are successfully closed. It is designed to reduce channel conflict as well as to reward and protect partners.

To be eligible a Partner must:

- Complete the Deal Registration Application via the Partner Portal. All relevant information about the deal must be disclosed and included in the form.
- Receive approval via email from a Territory Manager that the deal is registered and approved. Process Fusion will evaluate the deal registration and make a determination based on our established deal criteria (BANT). In addition, we will verify that no other partner has previously registered the opportunity, and that Process Fusion is not already working on the account.
- To maintain the status as an approved registered deal, the Partner also agrees to the following:
- The Partner will lead the engagement, stay active, maintain progress and drive each step of the sales cycle.
- The Partner will regularly update the Process Fusion Territory Manager regarding the progress of the deal.
- Deal registrations have a 180-day time limit from the date of registration/approval. Extensions will be made at the sole discretion of the Territory Manager.
- Partners that offer competitive proposals or competing alternatives will be disqualified from deal registration.

MARKETING

The Partner Program also provides marketing tools and support to help generate leads from the market. These include:

- Access to Process Fusion collateral (images, logos, copy)
- Access to email marketing templates for end user campaigns
- If required, assistance with creating campaigns
- Opportunity to participate in lead generation activities including webinars and seminars
- Participation in end user case studies on successful deals
- Assistance with other bespoke channel marketing promotions

PARTNER PROGRAM REQUIREMENTS

- 1 sales rep - Process Fusion certified to level 1
- 1 sales engineer - Process Fusion certified to level 5
- Promote and add Process Fusion partner/product logos and information to your website as part of your product offering.

ONLINE TRAINING

Our partner training portal will give you access to get fully trained on Process Fusion Infinity. Complete all 5 modules to be fully certified:

Module 1 – covers the core components of Process Fusion Infinity v9 as well as two add-on features PRINTPAL and Print Profiles.

Module 2 – focuses on the features included in Process Fusion Infinity v9, such as SecurePrint, vPads, Statistics and Archiving, Print Stream Compression, iOS/OSX Printing

Module 3 – covers advanced setup and configuration for Infinity v9 as well as security and deployment considerations like software maintenance and backups.

Module 4 – focuses on designing and implementing a Process Fusion Infinity solution, including collecting relevant info from customers, creating a design, stages of implementation, and support

Module 5 – only available to those who complete modules 1 – 4. This module covers Process Fusion Infinity v9, including new features, HA setup, stages of implementation and support of implementation

Exam - At the end of each module you will be able to take an online exam consisting of 20 questions. A pass mark of 80% will be required to proceed to the next module. You will be allowed three attempts to pass each module.

Once a module is passed you can generate a certificate and a record of your pass will be created for others to validate your certification. As a platinum partner, you are also eligible to receive a platinum partner plaque and an official Process Fusion Certified Partner logo. Certificates are valid for 3 years.