

## KEY ADVANTAGES

- Acumatica's award-winning partner program sets the framework for your engagement with Acumatica and your go-to-market success.
- Acumatica offers the industry's best margins and terms to its partners.
- Acumatica sells 100% through the channel, and we will never compete with our partners.
- A comprehensive onboarding and enablement program to build your skills and close deals quickly.
- Acumatica is the easiest ERP platform to customize and extend, allowing you to deliver specific customer or vertical industry solutions.
- Acumatica's Partner Account Managers champion your interests and ensure your success.
- Our leads are your leads. The Acumatica marketing team works for you.
- Acumatica University offers free online training to help partners learn how to sell and implement.
- Our partner portal is the one-stop shop for partner resources, offering marketing material, product documentation, support, lead registration and much more.

# THE ACUMATICA PARTNER PROGRAM

## A True Partnership That Allows You To Do What You Do Best

### PARTNER PROGRAM OVERVIEW

Acumatica offers you true partnership and a market-leading ERP solution. Acumatica is the only Cloud ERP vendor who sells 100% through the channel. We offer the most generous margins and terms in the industry and we never sell direct, so we never compete with our partners. We're fully committed to a successful partnership.

Whether your focus is on selling and delivering an award-winning business management solution or developing innovative applications on top of a leading cloud development platform, Acumatica is the vendor of choice for forward-looking partners.

**"This partnership delivers! With no cost barriers, Acumatica empowers us with technical training, marketing tools and talented resources, allowing us to succeed and thrive by building value in our consulting and development services. We are better together; the opportunity is all ours."**

**Mary Abdian, The Macabe Associates**

### CUSTOMER BENEFITS

Organizations of all types choose Acumatica. Acumatica empowers small and mid-size businesses to unlock their potential and drive growth.

- Choose a subscription plan, or buy the license.
- Acumatica can live on-premises or in a private or public cloud — in a multi-tenant or multi-instance environment.
- Acumatica and its complementary solutions are automatically ready to run across multiple web and mobile application platforms.
- Unlike other vendors who lock you in to per-user costs that escalate as customers grow, Acumatica allows customers to add unlimited users at no additional cost.

**"Acumatica's 'all in one' platform gets us to the cloud. The Acumatica differentiator is the value of 'all in one' — financial, operational, customer management, workflow and document management all in one platform with an industry-leading development framework."**

**Dan Schwartz, NexVue Information Systems**

### THE PERFECT PARTNERSHIP OPPORTUNITY

Your success is our success. Our business model depends on fantastic relationships with our partners. We are 100% committed to our partners' success and profitability. Combine this commitment to partners with industry-leading technology, and you have the perfect partnership opportunity.



## PARTNER PROGRAM

BENEFITS	REGISTERED <sup>1</sup>	SILVER	GOLD
Access to Partner Portal	✓	✓	✓
Free Access to Acumatica's Online University	✓	✓	✓
Free Acumatica Perpetual License for Internal Usage	✓	✓	✓
Free Acumatica Demo Licenses	✓	✓	✓
Free use of Acumatica Cloud xRP Platform	✓	✓	✓
Use of the Acumatica Logo	Partner	Silver Certified	Gold Certified
Eligible to Receive Acumatica Leads		Limited	✓
Promotion on Acumatica Website		Silver Certified	Gold Certified
Access to Co-op Marketing Funds		✓	✓

REQUIREMENTS	REGISTERED	SILVER	GOLD
Minimum Satisfied Customers <sup>2</sup>		1 Per Year	3 Per Year
Certified Business Consultant <sup>3</sup>	1	1	2
Certified Sales Consultant <sup>3</sup>	1	1	1
Certified Application Engineer <sup>3</sup>		1	1
Certified Application Specialist <sup>3</sup>			1
Promote Acumatica on Website and Social Media	✓	✓	✓

## MARGIN LEVELS

BENEFITS	LEVEL 1	LEVEL 2 <sup>1</sup>	LEVEL 3	LEVEL 4
Subscription and License Margin	10%	40%	50%	50%
Maintenance Margin	5%	15%	25%	25%
Professional Services Discount			10%	15%
Free Support Program <sup>4</sup>	Standard	Enhanced	Premier	VIP
Partner Account Manager	Shared	Shared	Dedicated	Dedicated

REQUIREMENTS	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
Minimum New Customers Per Year <sup>5</sup>		1	2	4
Total New Customers and Subscription Renewals Per Year <sup>6</sup>		2	5	10

- (1) All new partners are "Registered" partners in the partner program and receive Level 2 margins for first 12 months.  
 (2) Annual compliance is required; partners select Acumatica customers for satisfaction survey. See the partner portal for more information.  
 (3) Annual compliance is required; refer to the Acumatica Training document in the partner portal for required classes per badge.  
 (4) See the partner portal for Support Program benefits. All new partners receive "Enhanced" support for the first 12 months.  
 (5) Internal production usage of Acumatica software as Corporate ERP qualifies as a new perpetual customer.  
 (6) Subscription customers purchased SaaS or SoP Acumatica licenses.