

ACUMATICA PARTNER REFERRAL PROGRAM

KEY ADVANTAGES

Perfect for partners who wish to add additional value to their existing alliance or other partner programs

Access to more sales qualified leads

Potential to expand lead generating eco-system

Access thousands of organizations that choose not to resell Acumatica, but who have prospect that could benefit from a world-class ERP solution

Provides option to engage with influencer communities

Reduced customer acquisition costs

Program rewards are consistent with the subscription-based business model

Another way for Acumatica partners to differentiate themselves



2015 2017 2018 2019 2020



THE POWER OF PIPELINE

Acumatica is focused on maintaining a partner friendly eco-system where lead generation and distribution drives our collective growth. Due to Acumatica’s commitment to an indirect business model, all sales qualified leads are distributed to our value-added resellers (VARs). The Acumatica Partner Referral Program provides Non-Certified Acumatica Referring Parties a formal, organized and lucrative option for their customers looking to select an ERP solution to run their business. The Partner Referral Program also provides Certified Acumatica Partners qualified leads with almost no cost whatsoever – unless they actually close! Acumatica’s subscription model supports recurring revenue. When a solid working relationship develops between the referring party and the VAR, the ability to create consistent pipeline and revenue generation in this shared model is a win-win-win. Acumatica wins. The referring party wins. And you, the Acumatica VAR, wins., a very real revenue stream can be created. A win-win for the referring party, the referral partner and for Acumatica.

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|  | Connected business | Delivered |
|  | Rapid integrations | Delivered |
|  | Remote collaboration | Delivered |
|  | Business resilience | Delivered |
|  | Future proof | Delivered |

[Partner Referral Program for VARs](#)

[Partner Referral Program for Referring Third-Parties](#)

The concept of the program is simple. Provide a path for third parties to refer prospects to Acumatica and match them with a Certified Acumatica VAR and where each participating VAR has agreed to work within the designated rules of engagement defined in this program datasheet.

Program Eligibility

Acumatica VARs who wish to be eligible to participate in the Partner Lead Referral Program must meet the following requirements outlined in greater detail in the Acumatica Reseller Program Guide.

- Remain a Partner in Good Standing at all times
- Must be Silver or Gold Certified – with preference given to Gold partners certified to a specific Acumatica Edition
- Maintain Minimum Customer Satisfaction (CSAT) Score
- Maintain a Level 2 Margin, or higher
- Must have legal agreement with referring party regarding the referral fee and the executed agreement must be attached to the opportunity in CRM
- Certified VAR Partner Agrees to pay a minimum 5% of the Acumatica subscription to referring party upon deal close and receipt of payment. In addition, the Referral Partner will continue to pay a 5% referral fee for as long as the customer renews their Acumatica subscription.

Note: The 5% referral fee pertains to software sold from the Acumatica price list only. Because software or services sold outside the Acumatica price list may have different margins, or no margins, any additional add-on subscriptions, services or other customer charges must be negotiated between the referring party and the Referral Partner.

Lead Eligibility

Sales qualified leads will be distributed to Referral Partners at the sole discretion of Acumatica. In order to receive referral leads, the participating partner must:

- Meet the then current program eligibility requirements
- Be Certified on the Edition required by the customer prospect

Note: Referring parties are given the opportunity to request a specific Certified Acumatica Referral Partner at the time a lead is registered. Whenever possible, Acumatica will honor these requests. However, Acumatica cannot guarantee that the lead will go to the requested partner – other criteria such as program eligibility, product certification or authorization requirements may suggest that a different Acumatica VAR will be the best fit.

Lead Distribution Criteria

All leads will be sales qualified by Acumatica prior to distribution to the Referral Partner. Acumatica will review each inbound lead for possible duplication, initial qualification, and determination of appropriate Referral Partner. Priority will be given to Gold Certified partners whenever possible.

The Referral Partner must be certified on the Edition required by the customer prospect. In the event that Acumatica does not have a Gold Certified AND Edition Certified partner, the lead will be given to a Silver Certified partner who currently holds the required Edition Certification.

Should Acumatica not have a Referral Partner that meets the criteria described above, Acumatica reserves the right to distribute the lead to any reselling partner who is deemed to be the best fit for the needs of the prospect. In all cases, the referral partner assigned to manage the sales cycle is required to meet all program requirements including the 5% recurring Referral Fee.

As with Acumatica sourced leads, criteria such as proximity to the customer, industry focus and submission of the annually required Business & Marketing plan will be considered.

Note: If the referred lead has not yet resulted in a closed opportunity after twelve months, and appear to be dormant, Acumatica will requalify the lead.

Negotiation of and Payments to Referring Party

Negotiation of the agreed payment from the Acumatica VAR to the referring party will remain solely between the two parties. Acumatica will not participate in said negotiations, nor mediate any resulting conflicts. Nor will Acumatica be responsible for any payments due to the referring party.

The Referring party reserves the right to waive payment, if agreed to by both parties. Acumatica VARs participating in the Partner Lead Referral Program are encouraged to have a written agreement between themselves and the Referring party who submitted the lead.

The Acumatica Certified Partner is bound by the Acumatica Partner Agreement, which includes the provision that they have a Non-Disclosure Agreement in place with their referring party that is equal to, or greater in its protection than the Acumatica Non-Disclosure Agreement between Acumatica and the Certified Partner.

Informing Referring Party about Lead/Deal Status

Although Acumatica is will not partake in the negotiations or payments between the Acumatica VAR and the referring party, Acumatica will, out of respect for all parties, inform the party who referred the lead of the key milestones associated with the lead, including but not limited to, lead disqualification, lead assignment to a partner and upon closing of a deal, therefore fostering communication directly between the referring party and the Acumatica VAR.
