

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. Acumatica’s subscription model supports recurring revenue. As a result, we have created a Partner Referral Program that is also based on the recurring revenue model. Companies that have a large ecosystem of customers or prospects in need of an industry-leading ERP solution can create a very nice recurring revenue stream which will absolutely incent them to continue to drive more leads your way! The Referring Partner wins, you (the Referral Partner) win and Acumatica wins.

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

[Partner Referral Program for VARs](#)

[Refer a Prospect](#)

The concept of the program is simple: Acumatica has constructed a path that allows organizations to refer prospects to Acumatica. Acumatica will then match those prospects with Certified Acumatica VARs who can successfully work with and close the prospect with little to no marketing costs and much lower overall customer acquisition costs (because it comes as a referral). Once closed, the Certified Acumatica VAR will reward the referring party with a recurring reward that gets paid as long as the customer renews. In this way, the referring party, the Referral Partner, the customer and Acumatica are all focused on fostering a "customer for life" relationship.

Program Eligibility

Acumatica VARs who wish to be eligible to participate in the Partner 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 a 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.

Note 2: Detailed definitions of "Partner in Good Standing", Certification requirements and margins levels may be found in the [Acumatica Reseller Program](#).

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 Referral Program must 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 an agreement is in place with the referring party which is equal to, or greater in its protection than the Acumatica Non-Disclosure Agreement between Acumatica and the Certified Partner. The agreement put in place between the Acumatica VAR and the referring party should include financial terms and must be attached to the corresponding opportunity in Acumatica's CRM.

Informing Referring Party about Lead/Deal Status

Acumatica will not partake in the negotiations or payments between the Acumatica VAR and the referring party. However, Acumatica will provide the referring party with milestone updates that may include, but are not limited to, lead disqualification, lead assignment, lost opportunity and/ or a successful close. As a reminder, any and all communications regarding terms, conditions and payment should remain between the Referral Partner and the referring party.

Submit a Referral to Another Acumatica VAR

The Acumatica Partner Referral Program is not just for non-certified Acumatica VARs. If you are a Certified Acumatica VAR, and you uncover a prospect that is outside of your core competency, you can also make use of this program to help recover the sales and marketing costs of finding the prospect. For example, if you are a Manufacturing Certified Acumatica Partner, and you uncover a not-for-profit opportunity that is not something you wish to pursue, you can register this prospect with Acumatica and be eligible to receive the recurring referral fee.

[Click here to learn more about referring a prospect.](#)