A photograph of a rowing team on a body of water, viewed from behind. Several rowers are visible, each with a long black oar. The water is dark and shows some ripples. A semi-transparent blue banner is overlaid at the bottom of the image.

2017 Partner Program baramundi software USA

Baramundi is the ideal Partner for...

System Integrators

Managed Service Providers

IT Resellers

Professional IT Consultants

... providing a cutting-edge software solution for **Unified Endpoint Management**.

# How baramundi benefits you

## Business Opportunities with baramundi Solutions

- ⦿ Compelling margins from license sales and maintenance income
- ⦿ Consulting income from introduction and administration of baramundi solutions
- ⦿ Management of customer infrastructure as a Managed Service
- ⦿ Implementation of Interfaces to other systems (HelpDesk, SAP, Asset Management, etc.)
- ⦿ OS and software migration (complete upgrade as a service)
- ⦿ Software packaging and automation

Your professional skills combined with our high-quality product and expertise create a strong solution for demanding customers.



## Why Work Together? Together We Are Strong!

### Strengths – Solution Provider, Software Maker

- » Very high customer and employee satisfaction
- » Established, leading functional product
- » Many years of experience in endpoint management
- » Strong innovation
- » References: international and cross-sector

### Strengths – Sales Partners

- » Market knowledge
- » Regional recognition
- » Existing contacts among customers and prospects
- » Project expertise
- » Established relationship to customers enable strong service

## Performance and Benefit – Winning Together!

### What We Offer

- » Practical product instruction and training
- » Project lead protection
- » Secure margins
- » Comprehensive partner program helps with marketing and sales
- » Licensing models adapted to customer needs
- » Support with customer acquisitions
- » Covers all industries, project sizes, and budgets

### You benefit from

- » Diversifying your product range with new products
- » Acquiring new customers
- » Safeguarding your existing customers for the long term
- » Generating additional services
- » Long-term maintenance income
- » Upselling (new modules + training)
- » Attractive, secure profit margins

# Your baramundi Performance Program

## The baramundi Performance Program for Sales Partners





## The baramundi Performance Program for Sales Partners

- » Sales and Presales support
- » Practical training
- » Help deciding during evaluation period
- » Clear responsibilities and contacts

### Sales and Presales

- » Collaboration with consultants
- » Assistance from support
- » Training on the job
- » Product information by webcast

### Consulting and Support

- » Lead generation
- » Remote sales
- » Events
- » Online marketing
- » PR efforts

### Marketing and PR

## Sales and Presales – baramundi Performance Program

- » Qualified consulting
- » Developing custom sales strategies
- » Dependable flow of information: partner portal and partner newsletter
- » Training of sales team

### Partner Management

- » Joint customer visits
- » Project management
- » Technical presentations and trial installations
- » Tenders
- » Requirements specifications

### Support for end customer

- » Preparation of tender
- » Coordination
- » Order processing
- » Lead protection

### Assistance support

## Consulting and Support – baramundi Performance Program

- » Advisory services
- » Technical project development
- » Installation and implementation
- » Individual workshops at the customer's premises

### Consulting

- » Experienced consultants
- » Rapid reaction times
- » Remote sessions
- » Tenders
- » Requirements specifications

### Support

- » Partner training courses
- » Customer training courses for every knowledge level
- » Private training courses
- » Certification as proof of qualification

### Training courses

## Marketing and PR – baramundi Performance Program

- » Telephone acquisition
- » Newsletter
- » Webcasts
- » Trade Shows

Lead generation

- » Listing partner companies on the website
- » Providing landing pages for advertising purposes
- » Providing advertising materials (brochures, rolling posters, giveaways)
- » Providing sample texts and images

Marketing

- » Press release about successful cooperation
- » Collaboration on testimonials
- » Use of baramundi press materials
- » Joint PR campaigns

PR

# baramundi Pricing Models

## Partnering baramundi – 3 Scenarios

### 1. Reselling - Perpetual

- Reselling
  - Maintenance
  - Providing Professional Services

### 2. Reselling - Subscription

- Reselling
  - Maintenance provisioning
  - Providing Professional Services

### 3. Providing Managed Services

- Using baramundi to provide managed services to (end-) customers



## 1. Selling baramundi to End-Customers: Perpetual Licensing

### License

- Standard:  
30% margin on license revenue

### Maintenance

- Standard:
- 30% margin with 1st level support
- 10% margin without 1st level support

### Services

- Standard:
- Introductory workshop (3-4 days)
- Additional services
- **100% revenue on your side**

## 2. Selling baramundi to End-Customers: Subscription based Licensing

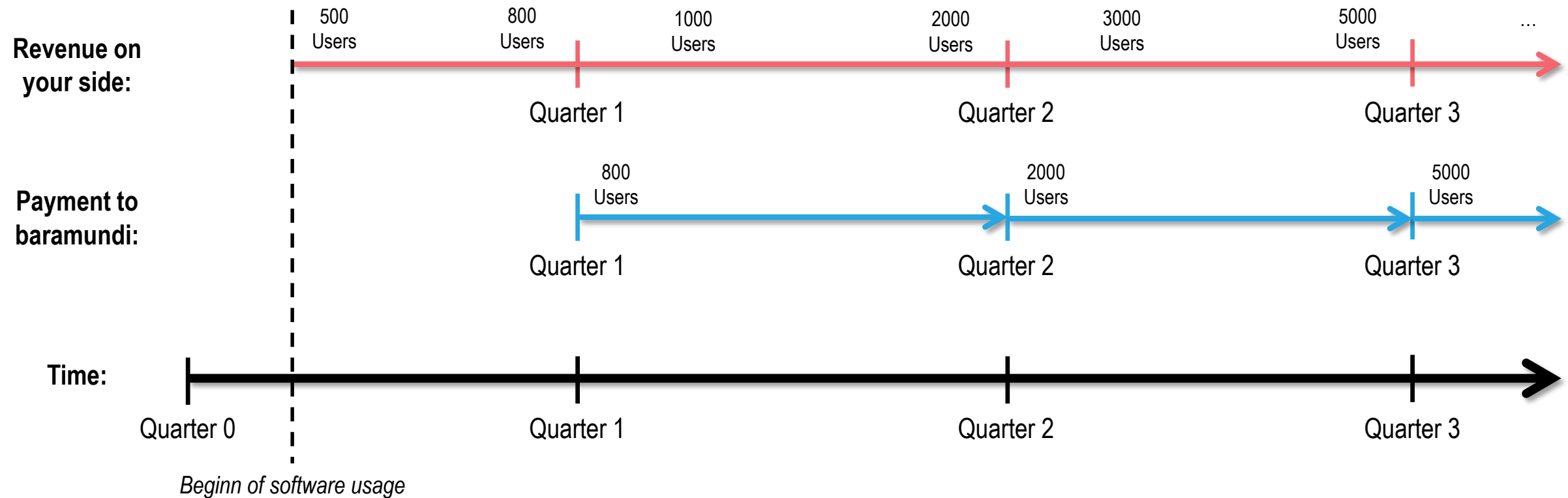
### Subscription Revenue

- 30% margin on revenue with 1st level support
- 20% margin on revenue without 1st level support

### Services

- Standard:
- Introductory workshop (3-4 days)
- Additional services
- 100% revenue on partner side

### 3. Managed Services – Payment Model



## Managed Service Bundles

### Patch Edition

- Contains:  
Inventory, Patch Management, Managed Software,  
Deploy, Compliance

### Professional Edition

- Contains: Patch Edition +  
OS-Install, Remote Control, AUT, Energy Management