



You and SYSPRO
A Winning Partnership



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We Create Partners for Life

SYSPRO PartnerUP is a world leading Channel Partner Program designed with you and winning in mind. By joining the program you are able to sell, implement or both. SYSPRO ERP is a highly scalable industry-built Enterprise Resource Planning Software Solution, that can be deployed in the cloud, on-premise or accessed via any mobile device

When you become a SYSPRO Partner, you gain more than a business Software Solution. You acquire access to a global team of industry experts in manufacturing

and distribution who take a simplified approach to delivering true value to customers. Partnering with SYSPRO means building your business TOGETHER.

**“ We value the relationship
over the transaction.”**

Phil Duff - CEO, SYSPRO Corporate

Join PartnerUP and gain access to:

- Best-in-class ERP software
- Industry experts
- High quality training
- Dedicated end-to-end support
- Proven implementation methodologies
- Impactful Sales and Marketing assets
- A Win-Win relationship built on trust
- Access to our on-line PartnerUP Portal

PartnerUP with SYSPRO and get the competitive advantage.

SYSPRO – paving the way for a successful lifelong Partnership.

Why PartnerUP with SYSPRO?

1 Reward the right focus

PartnerUP enables you to earn more by rewarding the right focus to ensure Sales success, delivery of exceptional service to customers and by empowering you through education and training.

2 Get enabled

The SYSPRO Learning Channel (SLC) is a global cloud-based learning platform that enhances your skills by providing comprehensive training and educational courses.

3 WIN with PartnerUP

PartnerUP is designed with winning in mind, providing you with all the resources you need to succeed through: Education, Proven Methodologies, Tools and Partner Management.

4 Access to a global award winning ERP Solution

We have over 40 years of experience and expertise in the manufacturing and distribution sector.





Get Dedicated
End-to-End
Partner Support

Reasons You Will Love PartnerUP

If you're an expert in the ERP software industry and want opportunities to grow your business and extend that knowledge and experience to more customers, consider joining the SYSPRO PartnerUP Program.

We're looking for Partners who share our passion for helping manufacturers and distributors simplify their complex operations through modern ERP software.

And who care about helping their customers realize significant – and lasting – gains in efficiency, revenue and risk management.

Unlike other programs, SYSPRO PartnerUP recognizes and rewards you – not only for sales success, but also for enhancing your knowledge and capabilities – thus helping you grow. PartnerUP and get rewarded.

Sales Training, Sales Tools and Sales Enablement

Through our PartnerUP portal, SYSPRO provides you with collateral to guide you through the sales process and get you up to speed with our winning sales tactics – all the tools and material you will need to accelerate your business.

Business Analyses and Marketing

Because SYSPRO believes in simplification, we have developed tools, business models and methodology to assist you with market analysis to find the right customer. Implement a marketing strategy targeted at your market, by understanding their key requirements. We are able to provide you with engaging assets to convert them from a contact to a customer.

Implementation Tools, Training and Enablement

Our structured, scalable implementation methodology IDEAL will assist in providing your customers with a solution tailored to meet their business goals and objectives. We provide training to ensure you are expertly skilled in SYSPRO's best implementation practices.

Training is facilitated through the SYSPRO Learning Channel (SLC) which is accessible through the PartnerUP portal.

Partner Portal

Our PartnerUP portal was designed with your success in mind and provides access to relevant resources that support sales and marketing initiatives in your business.

The PartnerUP portal is your gateway to everything SYSPRO can offer you.



Partner Types and Tiers

By Partnering with SYSPRO you have the option to:

1. Sell, by becoming a Sales Partner
2. Implement, by becoming an Implementation Partner
3. Sell and Implement, by becoming a Specialized Solution Partner

Sales Partner

A Sales Partner sells SYSPRO solutions and earns revenue from the sale. The primary focus is on acquiring new customers and up-selling solutions to existing customers.



Implementation Partner

An Implementation Partner implements SYSPRO solutions and earns revenue from the services provided.



Specialized Solutions Partner

A Specialized Solutions Partner earns revenue from selling and implementing SYSPRO solutions. They also specialize in one or more of SYSPRO's key target industries.



Benefits

The PartnerUP Program will provide you with the below benefits depending on the tier level and grading you achieve.

Description	Sales Partner		Implementation Partner		Specialized Solutions Partner
	Registered	Premium	Registered	Premium	Premium
Tiered Earnings	X	X	X	X	X
Sales Enablement ¹	X	X			X
Joint Marketing		X			X
Education	X	X	X	X	X
Enabling Implementation ²			X	X	X
Enabling Support ³			X	X	X
Dedicated Partner Management		X		X	X
Recognition and Promotion	X	X	X	X	X
SYSPRO Software ⁴	X	X	X	X	X

Notes

1 : SYSPRO provides sales education, tools and assets to enable and empower you.

2 : Access to tools, education and methodologies to ensure successful implementations.

3 : Access to online support as well as the ability to log support calls.


4 : Use of certain Licensed Products for your business, subject to the prevailing Software License Agreement.

The competitive advantages of being a SYSPRO Partner

Sales

Your sales function plays a pivotal role in the success of your business. The unique and important role of sales is to bridge the gap between the potential customer's requirements and the products that your business offers that can fulfil their needs.

SYSPRO's strategic selling approach will significantly improve your odds of winning complex sales opportunities. Using our proven sales methodologies will give your business a common process and language for pursuing sales opportunities, along with criteria for allocating resources to determine when to actively engage in deals with a higher propensity for closure. The key to success is learning how to focus time and energy on those opportunities most likely to become profitable, long-term customers. Our aim is to empower your sales team to sell strategically, using a consultative approach to selling, and better understand the needs and wants of your prospects and customers.



PartnerUP, an ERP Partner Program that rewards you

SYSPRO's strategic selling approach will assist you with the following:

- Engaging and securing approval from multiple decision makers
- Navigating the internal bureaucracy of customers and prospects
- Gaining insights into your prospects' business
- Gaining visibility of key sales opportunities
- Recommended allocation of resources for large sales deals
- Improve team collaboration to pursue strategic opportunities
- Forecast revenue with greater accuracy
- Increase close rates for opportunities with longer sales cycles

Marketing

SYSPRO provides the insights, tools, training and assets to improve your marketing activities.

85% of B2B marketers say their central priority is to generate more sales leads. Marketing plays an integral role in your business and therefore a successful B2B marketing strategy must be geared towards lead generation. For your business to succeed in an ever-increasing competitive landscape, you need every competitive advantage over your competition.

It is imperative that Sales and Marketing work closely to define your sales strategy, target industries, accounts and key stakeholders you wish to target. Through this strategic collaboration your business will be poised to pursue and close the right deals.

SYSPRO's strategic marketing approach will assist you with the following:

- Finding the best channels to target new customers
- Provide assets that address existing and new prospects' challenges
- Social Media marketing best practice
- Digital marketing channels
- Insights into key industry verticals in your region
- Insights into C-Suite decision makers buying behavior

Education

Whether you are new to SYSPRO or have been part of the SYSPRO community for years, education plays a vital role in optimizing your SYSPRO experience and usage.

The SYSPRO Learning Channel (SLC) ensures that you'll have access to training material when you need it, where you need it. Because we understand that people learn differently, the SYSPRO Learning Channel provides a range of different educational material formats to suit your learning style and preference. You will also be able to register for instructor-led training sessions, which may take place in a physical or virtual classroom.

No matter where you are, SYSPRO's educational material is at your fingertips:

- Enabling you to measure and monitor the educational progress of your staff
- Learning how to use SYSPRO to perform your day-to-day activities and prevent application erosion
- Managing and monitoring how well your educational and organizational objectives are being met

Requirements

Description	Sales Partner		Implementation Partner		Specialized Solutions Partner
	Registered	Premium	Registered	Premium	Premium
Register Online and Sign Agreement	X	X	X	X	X
Sales Target Plan*	X	X			X
Dedicated Support Desk**				X	X
Marketing Plan and Budget		X			X
Roles and Resources Required					
Sales Person	C	D			D
Sales Manager	C	C			C
Pre-Sales Person	C	C			C
Solution Architect				C	
Project Manager				C	
ERP Implementation Consultant			C	D,C	D,C
Support Consultant *			C	D	D
Marketing Function		D***			D***

Notes

D : Dedicated – refers to a role that will only be performed by one person and this person cannot perform any other role within the PartnerUP Program.

C : Certified refers to certification that must be obtained on the SLC for a specific role. A single person can obtain multiple certifications provided that they do not have a dedicated role.

* : A Standard Target Range is determined by SYSPRO for Registered Sales Partners. Premium Sales and Specialized Partners will go through a planned process to determine Target Ranges.

** : Dedicated Support Desk refers to a dedicated telephone number and e-mail address to provide licensed customers with support.

*** : Dedicated Employee or Outsourced Function, with an annually approved SYSPRO marketing plan and budget.

Certification Requirements

To achieve and/or maintain a specific Partner Type or Grading or to be eligible to receive specific benefits, the Channel Partner must, amongst others, meet specified Certification Requirements. Details pertaining to specified Certification Requirements are published on the SYSPRO Learning Channel (SLC). The Certification Requirements will be administered and regulated by way of the SLC. SYSPRO may change the Certification Requirements from time to time, whether in relation to a new release in respect of licensed products or otherwise. Changes will be published on the SLC. SYSPRO will publish the periods in which Channel Partners will be required to meet existing and/or new Certification Requirements on the SLC.

Resources

To maximize the benefits that come from being a SYSPRO Partner, it is imperative you have the correct resources in place. This entails identifying where particular talents and skills are needed and then finding, training and developing them. SYSPRO is here to guide you at every stage of resource development and planning from Sales and Marketing through to Implementation and Support.

Annual Program Fee

An annual fee is required from each partner entering into agreement with SYSPRO.



Why SYSPRO Customers Become Loyal Fans

3 Reasons why SYSPRO enjoys an unprecedented customer retention rate.



WE SIMPLIFY

For almost 40 years, SYSPRO has been helping businesses around the world simplify their success. We make our software easy to use, simple to understand, intuitive, engaging, and always available.



WE FUTURE-PROOF

SYSPRO's unique modular structure allows businesses to choose the functionality they need today – and to easily add to it as and when your needs change.



WE SPECIALIZE

What sets us apart is our specialization and expertise in a number of key manufacturing and distribution industries.

SYSPRO Focus on Simplifying the Manufacturing and Distribution Sector

Below is a list of our key verticals:

Manufacturing

- Automotive Parts and Accessories
- Electronics
- Fabricated Metals
- Food and Beverage
- Industrial Machinery and Equipment
- Packaging
- Plastics & Rubber

Distribution

- Automotive Parts and Accessories
- Electronics
- Food & Beverage
- Industrial Machinery and Equipment

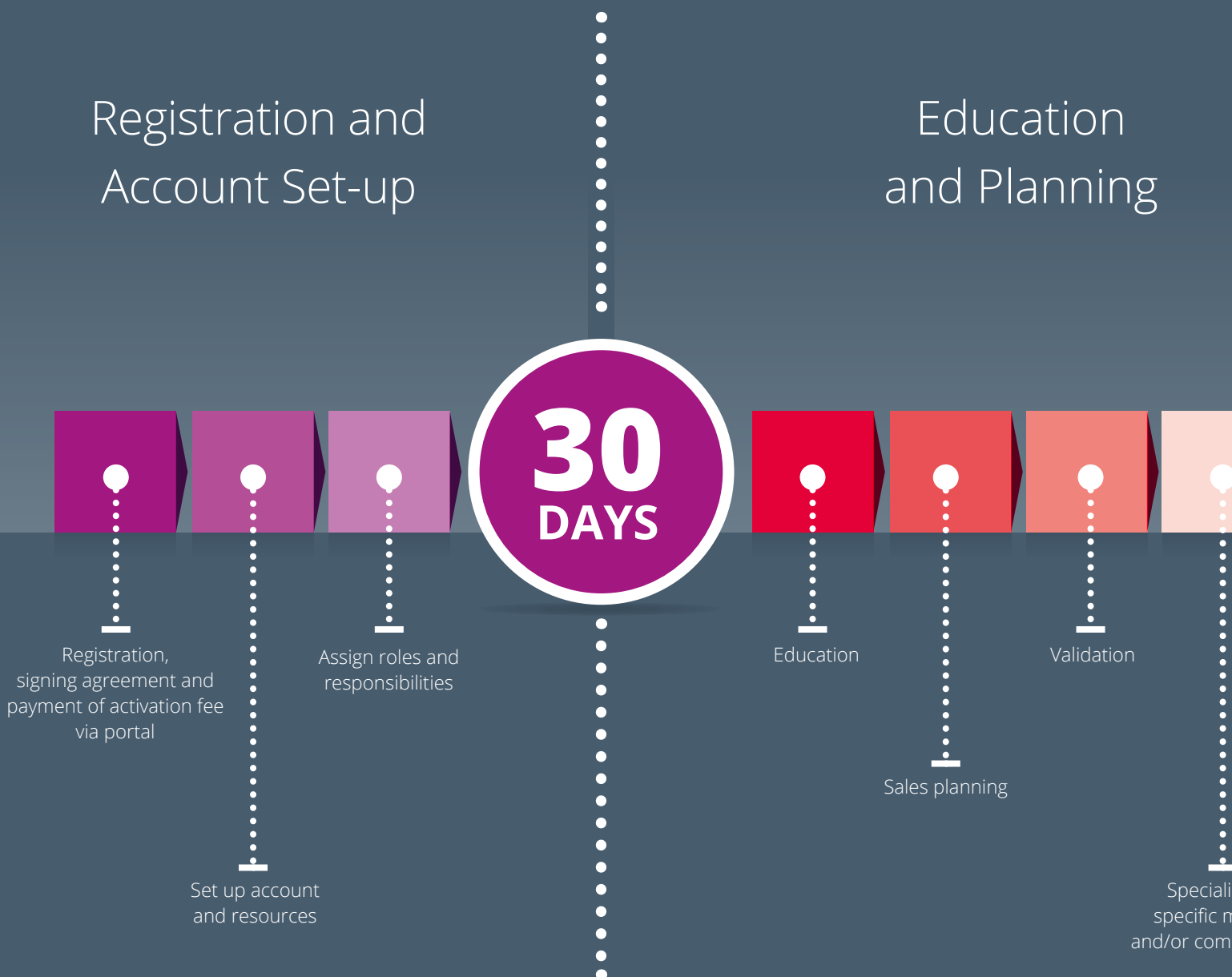
A group of four business professionals (three men and one woman) are standing in a modern office with large windows. They are all smiling and looking at a tablet held by one of the women. The man on the left is wearing a light blue shirt and khaki pants. The woman next to him is wearing a light-colored sleeveless top and dark pants. The woman next to her is wearing a green top and light-colored pants. The man on the far right is wearing a maroon sweater and blue jeans. A green hexagonal graphic is overlaid on the bottom center of the image.

98%
Customer
Retention Rate

SYSPRO T-90 Onboarding Process

Sales Partners

A process which fast tracks you from registration to sales enabled in no more than 90 days. This includes registration, confirmation, training, sales, implementation and Go-to-Market.



* T-90 on-boarding is for Sales and Specialized Solutions Partner

SYSPRO
REGISTERED
Sales
Partner

SYSPRO
PREMIUM
Sales
Partner

SYSPRO
PREMIUM
Specialized
Solutions
Partner

Implement Sales Strategy

**60
DAYS**

Planning your
success and
Gearing for
Growth

Pipeline
development

Sales
Strategy and
Tactics

Sales Enabled

**90
DAYS**

ize on
markets
petencies



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