

# IFS PARTNER PROGRAM

# GUIDE

The IFS Partner Program leverages the individual and combined expertise of IFS and our partners to collaborate and deliver solutions that enable our customers to deliver their products and services to their customers—efficiently and profitably. IFS believes that efficient partnering is one of the most effective approaches for meeting the integrated requirements of our customers. Working with partners in this way creates simplicity, transparency and trust when working together with our joint customers—helping our end customer deliver the same to their customers.





# WE ARE #FORTHECHALLENGERS

IFS together with its network of partners is **#forthechallengers** – committed to providing choice, innovative technology, expertise and unsurpassed support services. So customers across all industries, countries and segments of the market can rise to the occasion, overcome challenges and drive business success.

Our company values – agility, collaboration and trust – remain at the core of how we do business. With a broad range of solutions and an award-winning partner program, IFS is THE choice for organizations looking to remain competitive and irreplaceable to customers in today’s IT landscape.

## AGILITY

We move with the times and stay on top of emerging trends to bring value to our customers.

## COLLABORATION

We enrich our relationships with collaborative spirit in both the workplace and the marketplace.

## TRUST

We safeguard the trust of our customers and partners because they rely on us to deliver the best products and services to help them succeed.



### IFS CONNECTS YOU TO THE NEXT BIG OPPORTUNITY

With IFS Applications™ and powerful service management and mobile functionality, IFS has pioneered component-based service management and enterprise resource planning (ERP) software. IFS Enterprise Service Management in the meantime is a leader in field service management, mobile workforce management, reverse logistics and more. Our business philosophy and architecture provide solutions that are easier to implement, run, and upgrade.

Changes in industry business models are transforming the way organizations operate and create new revenue opportunities. IFS solutions are designed to optimize operations today for better outcomes now and in the future—whether your customers’ business is asset intensive, product oriented or service centric. Great solution fit and last mile functionality help you better serve customers and stand out from the competition.

## INDUSTRY DIVERSITY

IFS has extensive knowledge of the industries it operates in, being independently recognized as a leading, global supplier of enterprise software both in the cloud and on premise. IFS and its ecosystem of expert partners share a common goal—to put our customers firmly at the center of all we do. We seek out partnerships with companies with a track record of putting their customers' success at the very top of their agenda.



**Aerospace  
& Defence**



**Energy, Utilities  
& Resources**



**Engineering,  
Construction &  
Infrastructure**



**Manufacturing**



**Service**

Enterprise Asset Management (including Maintenance, Repair & Optimization suite)

Enterprise Resource Planning

Service Management

**EMPLOYEES  
4,000+**



**NUMBER  
OF USERS  
1,000,000+**



### A TRACK RECORD OF SUCCESS

For more than 35 years, IFS has been a leading global provider of enterprise software—a testament to our solutions and ability to empower customers to turn today's challenges into tomorrow's business opportunities.

**CUSTOMER  
BASE 10,000+**



**PARTNERS  
400+**



### WHAT DOES THE INDUSTRY THINK OF IFS?

IFS has been recognized by industry experts for years and continues to be acknowledged for user-friendly, agile and industry specific business software that enhances productivity and increases ROI. Find out more about our leading solutions at [ifs.com](https://ifs.com).

**GLOBAL  
PRESENCE  
50+COUNTRIES**



**2019  
FULL YEAR  
REVENUE  
\$668M USD**





### Enterprise Asset Management

IFS offers comprehensive functionality to support your entire asset lifecycle. Whether businesses are planning and designing their asset, operating and maintaining it over its productive lifecycle, executing a refit or decommissioning, IFS provides a single version of the truth to help businesses maximize value over the asset lifecycle.

## ENTERPRISE SOLUTIONS FOR GLOBAL BUSINESS OPERATIONS



### Service Management

An industry leading solution, as recognized by Gartner four times in a row, IFS offers world class scheduling and optimization solutions along with unrivalled breadth in service management capability. Equip your customers to tackle even the most complex use cases and choose between cloud or on-premise deployment with our software dedicated to helping service-based organizations.



### Enterprise Resource Planning

Configured for specific industries, IFS's enterprise resource planning software is designed to help businesses rapidly take advantage of emerging technology and the changing market landscape, maximizing the agility of their business.

Our solution includes functionality for Enterprise Project Management, Enterprise Asset Management and Service Management. The application can be configured for a variety of industries and excels in demanding settings that combine elements of manufacturing, project, service and asset management.

**Learn more** about the flexible components and deep functionality of IFS software, and how it can help businesses adjust strategies, enhance planning, improve functionality, and increase performance by visiting [ifs.com](https://www.ifs.com)

# WHY PARTNER WITH IFS?

At IFS, we believe in building strong, collaborative relationships that connect our partners with new opportunities and deliver outstanding value. Our comprehensive and flexible partner engagement model ensures we support your company's individual goals including revenue models for direct compensation from IFS to partners for referral, resell and co-sell activities. For IFS, our partners aren't just a number – they are the long-term, personal relationships we value as the key channel of our go-to-market strategy.



## A PARTNER PROGRAM THAT DELIVERS VALUE...

IFS is dedicated to ensuring the success of our partners; and we recognize that a strong program foundation plays a crucial role in delivering that success. As a partner, IFS:



Is **easy to do business** with. We believe in being clear and transparent in how we communicate and operate.



Is **globally recognized** with leading solutions in target industries and a strong brand presence.



Enables **high revenue potential** for your business through industry leading partner commission and benefits.



Believes in **partner-first commitment to channels** to facilitate new opportunities and deliver tangible value to your business.



Provides **unsurpassed enablement and support programs** so you can realize ROI quickly and efficiently.

## ...TO INCREASE PROFITABILITY FOR YOUR COMPANY

We pride ourselves on providing a platform of services to distinguish your organization from the competition and open the doors to opportunities to demonstrate your strengths and unique offerings.

## A STRUCTURED APPROACH TO PARTNERING

Whether your focus lies on selling and delivering best-of-breed enterprise software solutions, developing innovative infrastructure or servicing customers to help them realize their full potential, our partner program is for you.

### AUTHORIZED

This is the entry point for building a foundation to initiate a long, lasting business relationship. IFS will recommend best practices to help partners increase their status.

### SILVER

Silver Partners have the opportunity to immerse themselves in the IFS Partner Program to determine how IFS will complement their company's strengths. At this tier, your expertise will come into play as you start to align with the IFS sales organization on a deeper level.

### GOLD

A Gold partnership represents a deep and significant relationship between IFS and the partner. The Gold Partner level is a collaborative alliance with expertise in specific industries or solutions.

### PLATINUM

Platinum partners have demonstrated proficiency in delivering customer value with a clear focus on selling complex solutions.

### CHANNEL PARTNER

Channel partners may be distributors, value-added resellers (VARs), managed service providers (MSPs), systems integrators (SIs), technology consultancies and other such organizations.

### SERVICES PARTNER

i.e. Management consultancies, systems integrators (SIs), consulting houses.  
Enhances or expands the ability to deliver complex IT and managed services projects.

### SOLUTIONS PARTNER

i.e. Independent software vendors (ISVs), outsourcing and infrastructure organizations, or technology, IoT and connected enterprise providers. Provides infrastructure and/or software, complements the software capabilities offered by IFS, and allows for network connectivity.

### REFERRAL PARTNER

i.e. Companies that provide services or solutions into IFS target industries, and may identify IFS sales opportunities through their activities. Generate qualified leads for IFS in return for commission. Not required to be an IFS Channel, Services or Solutions partner.

## IFS ACADEMY TRAINING AND DEVELOPMENT

We know the importance of being recognized as an expert, and ensuring our partners have the technical expertise needed to support and deliver value to their IFS customers, and drive business growth – which is why we created the IFS Academy.

IFS Academy provides a range of training and enablement programs and certifications to help our partners enhance their knowledge and show their level of expertise. Through our digital learning platform and classroom trainings, IFS Academy helps onboard your consultants, sales and presales and keep them at the forefront of innovation while supporting you through the sales lifecycle.



# PROGRAM REQUIREMENTS

## PARTNER REQUIREMENTS

	AUTHORIZED	SILVER	GOLD	PLATINUM
New Customer Attainment	●	●	●	●
Relationship Manager	●	●	●	●
Pipeline Reporting	●	●	●	●
Revenue Quota*		●	●	●
Business Review (per year)		1	2	3
Certifications		5	20	50
Trained Presales		1	5	5
Case Studies (per year)		1	2	5
Joint Campaign Sponsorship (per year)		2	2	4
Joint Event Sponsorship (per operating region/year)			1	4
Sponsor IFS World Conference			●	●
Co-branded Collateral				●
Face-to-Face Strategy Review				●

## CHANNEL REQUIREMENTS

	AUTHORIZED	SILVER	GOLD	PLATINUM
New Customer Attainment	●	●	●	●
Relationship Manager	●	●	●	●
Pipeline Reporting	●	●	●	●
Revenue Quota*		●	●	●
Business Review (per year)		1	2	3
Certifications		5	20	50
Trained Presales		1	2	5
Trained Sales		1	2	4
Case Studies (per year)		1	2	5
Demand Generation Plan		●	●	●
Joint Campaign Sponsorship (per year)			2	4
Joint Event Sponsorship (per operating region/year)			1	4
Sponsor IFS World Conference			●	●
Co-branded Collateral				●
Face-to-Face Strategy Review				●

\*Specific benchmarks for revenue quota and other requirements will be outlined in the IFS partner agreements that must be signed by the partner company to join the IFS Partner Program.

# PROGRAM BENEFITS

Partner with a recognized industry leader and gain access to the resources, tools, training and support you need to accelerate your business and deepen customer relationships.

## Use of IFS Logos

IFS partners can promote their partnership and expertise by displaying the corresponding IFS Partner Program logos on their websites, in addition to advertisements and other approved marketing materials. Certified individuals will be given a logo that they can use on business cards and/or email signatures.

AUTHORIZED	SILVER	GOLD	PLATINUM
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## Business Planning

Partners are required at the onset of the relationship, and yearly thereafter, to work with their IFS Partner Manager to produce and work on a joint business plan. This should contain key performance indicators (KPIs), with the plan giving a clear set of objectives for how to achieve these. Our dedicated partner resources will assist with executing the marketing programs and to make the most of the budgets while yielding maximum results.

AUTHORIZED	SILVER	GOLD	PLATINUM
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## Access to IFS Partner Portal

IFS partners will receive access to the IFS Partner Portal, a centralized online portal that provides partners with the information and tools needed to be successful when aligning with IFS. Access sales and marketing resources, training, and much more. The portal is designed to grant access to all of the IFS resources, allowing for seamless collaboration.

AUTHORIZED	SILVER	GOLD	PLATINUM
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## Partner Profile on ifs.com

Gain recognition and demonstrate commitment to IFS by displaying your company logo and information on ifs.com. Visibility on this level will help your organization reach more IFS customers and prospects. The “Find an IFS Partner” capabilities on ifs.com enables visitors to find a company by partner type, region, industry and more.

AUTHORIZED	SILVER	GOLD	PLATINUM
●	●	●	●



# PROGRAM BENEFITS



## Participation in Referral Program

The IFS Referral Program provides partners the opportunity to earn revenue for each referral prospect they submit who becomes an IFS customer. We strongly advise you to utilize this service to gain early support and to reduce the risk of conflict when multiple partners are involved, or if IFS is already actively engaged with the customer. Once a lead is approved and the appropriate next steps have been discussed with the dedicated IFS Partner Manager, we will work with you every step of the way to bring this opportunity to a successful close.

AUTHORIZED	SILVER	GOLD	PLATINUM
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## Sales Enablement & Training

Empowering our partners with training for sales and pre-sales to aid business development, providing the expertise and tools partners need to successfully engage with prospects.

AUTHORIZED	SILVER	GOLD	PLATINUM
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## Product Demo & Training Environment

IFS partners' use of the Training and Demo Database is for internal end-user training and prospective end-customer demonstration only. Additional fees for third party licenses may apply.

AUTHORIZED	SILVER	GOLD	PLATINUM
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## IFS Academy Training & Certification

The IFS Academy delivers classroom and virtual training for partners so they are equipped with the skills and knowledge they need to ensure customers realize the most value from IFS solutions. It is important to work with the IFS Partner Manager and Academy to ensure that training plans are a part of the yearly business plans.

AUTHORIZED	SILVER	GOLD	PLATINUM
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# PROGRAM BENEFITS

## Solution & Technical Support

Partners are eligible to request solution and technical support from IFS up to a defined number of tickets per year. With additional investment from the partner, there are opportunities to ensure consistent support and testing requirements on the IFS suite. This is to help partners amplify their effectiveness in the marketplace when working with IFS solutions

AUTHORIZED	SILVER	GOLD	PLATINUM
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## IFS Scope Tool Access

IFS Scope Tool is the embodiment of the IFS global project expertise combined with the IFS Applications product documentation. By utilizing the powers of IFS Scope Tool in a presales context, you not only create a best-in-class transition to the project and enable project accelerators, but also provide sales differentiators:

- Clear visualization of scope definition
- A translation between the customer's terms and IFS dictionary
- Sales efficiency and effectiveness

AUTHORIZED	SILVER	GOLD	PLATINUM
SI only	1	2	3



## Discounts on IFS Events & Sponsorships

Members of the IFS Partner Program have the opportunity to be invited to attend and/or sponsor specific IFS customer and sales events. Partners are able to interact with customers who are in need of complex solutions while strengthening alliances with the IFS sales organization and complementary partners. Throughout the year, IFS also organizes events targeted to specific partner tiers or partners with specialized industry experience.

AUTHORIZED	SILVER	GOLD	PLATINUM
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## Partner Office Support

IFS has a designated Partner Office, which partners are entitled to access for general inquiries and guidance. Platinum and Gold level partners have a dedicated team working with them at a regional, and for some partners, global level.

AUTHORIZED	SILVER	GOLD	PLATINUM
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# PROGRAM BENEFITS

## Marketing Development Fund

IFS wants to help create profitable partnerships. IFS will fund a percentage of the license value sold by partners to a Marketing Development Fund. IFS will match a percentage of the cost of any lead-generating or joint marketing activity that has been approved for partners in our exclusive IFS Partner Program.

AUTHORIZED	SILVER	GOLD	PLATINUM
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## Product Development Tools

A comprehensive software development kit (SDK) and supporting documentation will be provided once specific certification requirements are met. We want to encourage your developers to create applications using our platform, and this can also be leveraged as a marketing tool. Additional fees, documentation and certifications may apply.

AUTHORIZED	SILVER	GOLD	PLATINUM
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## Run Your Business on IFS Applications

Use IFS Applications as your internal business system. As an IFS partner, you will get licenses for IFS Applications, running your business on a leading ERP system. Partner needs to acquire Oracle database licenses and buy IFS Middleware server. Partner will be able to download updates for their specific version. Application Support is not included but can be purchased from IFS.

AUTHORIZED	SILVER	GOLD	PLATINUM
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## Reseller Margin on IFS Software

When a partner submits a lead to IFS, and the deal is closed within 12 months of the partner referral, the partner may receive a commission/discount or referral fee on the license fees based on their participation and support during the sales cycle.

AUTHORIZED	SILVER	GOLD	PLATINUM
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## Collaborative Marketing Support

Partner and IFS will co-sponsor a physical event (in region) whereby both parties invite prospects and/or customers to attend educational sessions, domain practice discussions, industry innovation roundtables and/or unique solution overviews and demonstrations. All sessions to be attended by appropriate partner and IFS sales and executive personnel.

AUTHORIZED	SILVER	GOLD	PLATINUM
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# PROGRAM BENEFITS

## Expanded ifs.com Profile

Highlight your organization's strengths with an expanded partner profile on ifs.com. This allows you to provide an in-depth overview of your company and a spotlight on your expertise.

AUTHORIZED	SILVER	GOLD	PLATINUM
		●	●

## Concierge Marketing Services

Partners will have access to IFS marketing documentation. IFS will support our partners with marketing services with one marketing workshop (2 hours) per year.

AUTHORIZED	SILVER	GOLD	PLATINUM
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## Executive Briefing Sessions

Executive briefing sessions enable IFS and our most strategic partners to develop a more complete picture of how to deliver value to IFS customers. These partners also get to learn how IFS can be a more strategic partner and help them achieved the results they desire. Briefing sessions will be held bi-annually, on request.

AUTHORIZED	SILVER	GOLD	PLATINUM
			●



This guide provides a general, high-level view of program benefits and deliverables associated with the IFS Partner Program. IFS reserves the right to make changes to the guide and the overall program without notice. Except what might otherwise be specified in a binding written agreement by and between IFS and a Partner company, this document has no legal status. IFS also reserves the right to make the benefits listed in this document available to any of its partners, or to withhold any of the benefits, terms, obligations and the like. Program members are responsible for their employees' compliance with the guidelines and terms of the IFS Partner Program and any signed agreement that may be associated.

## WANT TO KNOW MORE?

**JOIN IFS TODAY  
AND IGNITE YOUR  
BUSINESS GROWTH**

Learn how IFS solutions can help your company grow through targeting larger and more complex prospects. IFS has the solutions and industry experience to be your partner for the future. Contact the IFS Partner team to begin the conversation.

**Find out more about our award-winning partner program. Visit [ifs.com/partners](https://ifs.com/partners)**

## ABOUT IFS

IFS develops and delivers enterprise software to more than 10,000 customers around the world who manufacture and distribute goods, build and maintain assets, and manage service-focused operations, helping businesses challenge the status quo and realize their competitive advantage. Learn more about how our enterprise software solutions can help your business today at [ifs.com](https://ifs.com).

