

ISV Partner Program Services Details



IFS Partner Program

IFS is on the journey to become #1 provider of industrial software, delivering AI-powered operations. The IFS Partner Program contributes to this goal by working as a business accelerator to create more value for our customers and partners. By partnering with IFS, you gain access to cutting-edge technologies, comprehensive development platforms, and a robust ecosystem that fosters collaboration and growth. Whether you’re looking to integrate your solutions seamlessly, leverage pre-built connectors, or enhance your offerings with white label options, our program provides everything you need to succeed.

Join IFS as a partner to transform industries and drive success through scalable AI-powered solutions. Together, we innovate and create unparalleled value for our customers.

The Partner Program offers three categories designed to cater to varying business needs:

ISV Partner - Associate

Promote the partner brand and solution benefits on IFS Marketplace and partner enablement resoruces. Quick to establish, affordable and suitable as an introduction.

ISV Partner - Premier

All promotion included in Associate partnership category, plus activities and opportunities to engage with global system integrator partners and industry-focused channel partners – driving tangible business outcomes. This category unlocks access to high-value event sponsorship opportunities such as IFS Sales Kick Off, IFS Connect and IFS Unleashed.

The ISV Partner Program offers a set of target services working as business enablers.

OEM Partner

Embeds partner solutions as native offering within IFS products. OEM products can also be white labeled. This is offered by invitation only.

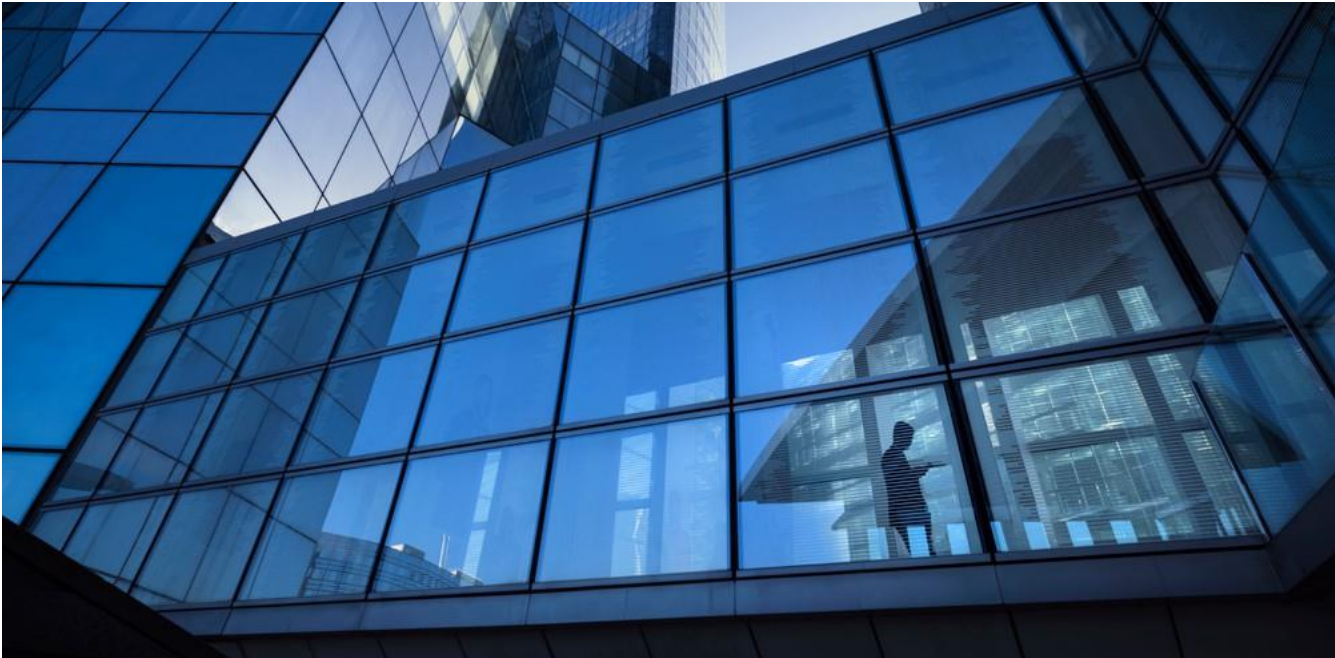
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Program Overview

Business Enablers	Associate	Premier
IFS Cloud Platform Ecosystem	✓	✓
IFS Partner Recognition	✓	✓
IFS Marketplace	✓	✓
Partner Enablement	✓	✓
Price List	✓	✓
Partner Solution Pitch		✓
Partner Evangelism		✓
Demo & Validation Environment		✓
Quarterly Business Review (QBR)		✓
Partner Manager		✓
Event Sponsor		✓
Marketing Initiatives		✓



Business Enablers

IFS Cloud Platform Ecosystem

Partners can join the growth trajectory of IFS, the fastest growing tech brand for industrial software. This cloud ecosystem powers the AI solutions and industry applications that customers use daily. Partners benefit from the extensive infrastructure and support provided by IFS, , unlocking immediate opportunity for scaled adoption of Partner solutions.

IFS Cloud platform helps customers stay current, automatically enabling the latest innovations in the IFS core product and partner solutions as they are released.

- **Integration platforms:** Comprehensive platforms for integrating and scaling solutions including standard and premium APIs.
- **Continuous updates:** Regular updates and innovations within the IFS core product will keep partners at the forefront of technology.

Partner Recognition

Product partners receive an official IFS logo designating them as an ISV Partner, along with a tailored value proposition for use in branding and communications. This recognition enhances the partner’s credibility and visibility in the market.

By displaying the IFS logo, partners can leverage the strength of the IFS brand to build trust with potential customers and stand out from competitors.

- **ISV Partner logo:** Partners are given the official logo for use in their marketing and branding materials.
- **Consistent branding:** Guidelines ensure the effective and consistent use of the IFS partner logo across all accredited partners.

IFS Marketplace

The IFS Marketplace showcases partners that contribute to the global IFS community by offering unique technologies and capabilities. Partner solutions are organized by application category and IFS industry verticals.

Accessible from IFS global landing page, the Marketplace serves as a central hub for discovering and evaluating partner solutions. IFS actively promotes these offerings to ensure maximum visibility.

- **Partner Product overview:** Partners are featured on the Marketplace with their logo and product name displayed in a searchable overview, which links to a detailed product page. This page provides essential information to help customers understand the solution and its relevance.
- **Collaboration:** IFS and the ISV Partner jointly develop optimal messaging and visuals to effectively capture customer interest. Partners are responsible for ensuring the accuracy, truthfulness, and currency of their content. All content is reviewed and approved by IFS before publication.

Partners gain product and solution visibility on the IFS Presales Standard Content site - a global repository of customer-facing content and collateral to everybody inside IFS and the entire Partner community. This exposure helps partners reach a broader audience within the wider IFS sales and implementation ecosystem. The publication of partner solution sales material is a key business enabler, accelerating the awareness of partner solutions to the IFS ecosystem to help drive adoption.

- **Overview:** A detailed description of the solution and its key features
- **Sales and Presales:** Information for sales and presales teams
- **Product and licensing:** Explanation of product bundles, SKUs and terms
- **Implementation:** Solution architecture, design and setup information to support rollouts
- **Support and maintenance:** Support more, process and key contacts
- **Contacts:** Specific contacts within IFS and Partner team

Partner products will be assigned an IFS SKU dependent on the type of solution, category, and partner agreement. This SKU ensures that partner solutions and pricing are available and when creating quotes or sales orders for IFS customers.

- **Partner solution SKU:** Partner products are added to a central price list, making them accessible to a global sales organization.

Partners must adhere to any applicable pricing guidelines and are responsible for keeping their pricing information accurate and up to date, in collaboration with the IFS Partner Program team.



Partner Solution Pitch

IFS supports partners in promoting their solutions through engaging and consistent messaging across the ecosystem. Partners are provided with templates to craft the partner solution value proposition, enabling effective communication of their solution to customers, IFS teams, and other partners.

- **Value proposition template:** A structured template to help partners clearly articulate their solution’s unique value, target audience, and differentiators.
- **Video pitch:** Partners can create a short, dynamic video pitch. Each video is limited to 3 minutes and can be updated once needed.
- **Distribution within ecosystem:** The video pitch is shared across the IFS and partner ecosystem, helping amplify partner messaging and attract the attention of potential clients and stakeholders.
- **Sales presentation:** Partners provide a PowerPoint presentation of their solution, optionally aligned with IFS standards. This becomes part of the official presales collateral explained in the Partner Enablement section

Partner Evangelism

IFS will actively promote Partners within the partner ecosystem by enhancing their visibility and fostering collaboration.

This evangelism helps partners build strong relationships and expand their network within IFS and the entire partner ecosystem. By actively promoting partners, IFS helps create business opportunities for increased sales and revenues, collaboration, co-marketing efforts, and joint innovation opportunities.

- **Active Promotion:** IFS actively promotes partners within the IFS ecosystem to enhance visibility. Partner products will be showcased in IFS product briefings, blog, newsletter, LinkedIn and digital communications to both the internal IFS and Channel & SI partner community.
- **Collaboration Opportunities:** Support for collaboration and co-marketing efforts and opportunities proposed by the partner.
- **Business Opportunities:** Creation of business opportunities through increased visibility, networking, and revenue growth.



Demo & Validation Environment

IFS provides partners with access to an AI- enabled Demo & Validation Environment, allowing them to validate, refine, and showcase their solutions in a real-time, controlled setting. This environment supports both internal development and external product demonstrations, helping partners effectively highlight the value of their offerings to prospects and customers.

Each partner is granted access to a demo and validation environment hosted by IFS. These environments are regularly updated to the latest IFS release and service update. Partners may also add their own demo data alongside IFS-provided datasets. To maintain data integrity after environment updates, scripting guidelines will be provided.

Multiple partners may share the same demo environment at any given time. A separate environment can be provided for each partner at an additional cost.

- **Access to a Demo Environment:** Partners can use this environment to validate and finetune their solutions on top of prepopulated IFS demo data.
- **Real-time demonstrations:** A controlled environment to demonstrate the functionality and benefits of partner solutions.
- **Setup support:** IFS provides documentation and guidance to help partners configure and use the demo environment effectively.

Quarterly Business Reviews

Partners participate in quarterly business reviews with IFS management and stakeholders. These reviews provide valuable insights and feedback, helping partners align their strategies and achieve their business goals. The reviews also serve as a platform for discussing performance metrics, identifying growth opportunities, product roadmap and addressing any challenges. Partners receive preparatory materials and support to ensure productive and insightful reviews.

Quarterly Business Reviews are an essential component of the partner program, providing a structured platform for continuous improvement and strategic alignment. These reviews ensure that partners receive the support and guidance needed to achieve their business objectives and drive growth. IFS expect partners to actively engage and prepare for these reviews to secure best results and continued growth potential.

- **Business reviews:** Quarterly business reviews with IFS product and partner strategy team and stakeholders providing valuable feedback and insights to help partners align their strategies. The partner takes active part in the preparation of these meetings.





Partner Manager

Each ISV Partner - Premier is assigned a dedicated Partner Manager to provide tailored support, strategic guidance, and ongoing collaboration. Where applicable, a Product Manager representing the relevant IFS product may also be assigned to offer deep product expertise and alignment.

These managers serve as primary points of contact between the partner and IFS, facilitating communication, supporting product development efforts, and aligning market strategies.

The assignment of dedicated Partner and Product Managers is a core feature of the ISV Partner Program. This personalized approach ensures partners receive the expert support needed to accelerate growth, foster innovation, and drive mutual success.

Key Responsibilities:

- **Strategic Planning & Support:** Guidance on go-to-market strategies, growth opportunities, and long-term planning.
- **Issue Resolution:** Proactive support in addressing challenges, removing blockers, and navigating internal processes.
- **Product & Market Alignment:** Insights and recommendations to help partners align their solutions with IFS product strategy and customer needs.
- **Quarterly Business Review Preparation:** Support in preparing data, insights, and positioning for effective participation in QBRs.

Event Sponsor

IFS offers ISV Partners in the Premier category the opportunity to sponsor major events such as IFS Sales Kick Off, IFS Connect, and IFS Unleashed. These sponsorships provide a critical business platform for partner s to showcase their solutions and expertise to a highly targeted audience—including IFS employees, customers, partners, analysts, and media representatives

Partners will receive access to event sponsorship packages, with detailed information on event types, audience profiles, sponsorship tiers, and associated benefits. The ISV Partner Program team—working closely with the IFS Events and Marketing teams—will provide guidance to help partners select the best-fit sponsorship opportunities based on their goals and offerings.

Key Benefits:

- **Brand Visibility:** Sponsorship increases partner visibility across the IFS ecosystem and strengthens industry credibility.
- **Audience Engagement:** Direct exposure to key decision-makers, influencers, and stakeholders within the IFS community.
- **Networking & Collaboration:** Opportunities to build relationships, generate leads, and explore co- marketing or co-innovation initiatives.

Marketing initiatives

IFS partners benefit from targeted marketing support, including joint go- to-market campaigns and social media exposure—especially around major IFS events. These initiatives help boost visibility, build brand awareness, and amplify messaging to a relevant and engaged audience.

Social media exposure is a powerful way for partners to connect with potential customers, industry influencers, and other stakeholders. The IFS Partner Management team provides support and guidance to ensure messaging is on-brand, impactful, and aligned with IFS communication standards.

Key Opportunities:

- **Go-to-Market Campaigns:** Participation in joint marketing efforts to promote partner solutions alongside IFS offerings.
- **LinkedIn Exposure:** Partner content may be shared through the LinkedIn networks of IFS executives, the Partner Management team, and IFS employees, extending reach and visibility.

About IFS



IFS is the world’s leading provider of Industrial AI and enterprise software for hardcore businesses that make, service, and power our planet. Our technology enables businesses which manufacture goods, maintain complex assets, and manage service-focused operations to unlock the transformative power of Industrial AI™ to enhance productivity, efficiency, and sustainability.

IFS Cloud is a fully composable AI-powered platform, designed for ultimate flexibility and adaptability to our customers’ specific requirements and business evolution. It spans the needs of Enterprise Resource Planning (ERP), Enterprise Asset Management (EAM), Supply Chain Management (SCM), and Field Service Management (FSM). IFS technology leverages AI, machine learning, real-time data and analytics to empower our customers to make informed strategic decisions and excel at their Moment of Service™.

IFS was founded in 1983 by five university friends who pitched a tent outside our first customer’s site to ensure they would be available 24/7 and the needs of the customer would come first. Since then, IFS has grown into a global leader with over 7,000 employees in 80 countries. Driven by those foundational values of agility, customer-centricity, and trust, IFS is recognized worldwide for delivering value and supporting strategic transformations. We are the most recommended supplier in our sector. Visit [ifs.com](https://www.ifs.com) to learn why.