



# TECHNOLOGY FOR VALUE ADDED RESELLER

DO YOU ALREADY BENEFIT FROM AN EMERGING MARKET?



## TECHNOLOGY FOR VALUE ADDED RESELLERS

The IRIS partner program for Value Added Resellers is aimed at IT companies wanting to capitalize on the growing market for OCR, Input, Capture and document classification solutions.

### YOUR BENEFITS

- Free of charge sales support
- No basic charge
- Lead generation
- Client protection program
- Deterministic roadmap
- Business development program: CIP reviews, audits, best practices and market analysis
- Performance-based purchase conditions
- Flexible licensing strategy
- All-in-one demo platform, developer licenses, evaluation and test licenses including beta test programs
- Training and coaching program
- Partner network program and workshops
- Marketing support and market development

The I.R.I.S. product portfolio is geared towards indirect sales through partners such as ECM, ERP, BPM, CRM and workflow suite providers and integrators and is supported by a program designed to set up seamless partner co-operations with reliability, sustainability, quality and efficiency on a daily and global basis. With Canon Group as a strong partner, our affiliate program provides you with the opportunity to develop your product value and competitiveness in a sustainable fashion. To us, synergy stands for tried-and-tested methods of expanding integrated product and service offerings as well as for generating and exploiting added value as a collaborative effort. As a partner, you are at the forefront of our activities. Our business model's consistent focus on indirect sales of our portfolio through partners is not merely a strategy for positioning us on the market of technology suppliers – we guarantee indirect sales!

Your independent market presence is the key to efficiency and acceleration of our joint repeat business success. Within this alliance, our winning strategy can be maximized in an integrated fashion if you open up new opportunities, ensure development of your business and cater to your existing clients with new ways of business process improvement and business process engineering. We contribute to client performance with our products, solutions and services. Therefore, a focus on your core business has strategic importance for our partner management concept as we help you focus on and always promptly respond to continuously changing market requirements in the context of your own market presence and portfolio. As your partner, we assist you with revolutionary IDR technology embedded in a comprehensive partner support strategy ensuring your operational independence. From pre-sales to after-sales phases, we provide you with sophisticated end-to-end support from our sales, back office and technical teams. For your operational business, qualified advisors from our global organization will be available. Our experts will help you develop new business ideas and open up markets. This, we manage through years of experience, close ties to the market and creative ideas.

360 ° support at all levels of our partnership cooperation puts you in a position to increase the degree of freedom, depth and scope of your market presence. You can always trust us to accept our responsibility as technology and solution partners in a sustainable fashion. We lend you operational support for the implementation of specific applications and assist in resolving resource bottlenecks. Beyond that, we make our professional 2nd Level service available to you at any time.

## ROADMAP: FROM PILOT PROJECT TO PROCESS

Partnership success stems from consistently realized goals. We will work with you to develop your specialization within the IRIS portfolio in tune with your strategic positioning in the market. Our marketing and sales team will define and validate criteria for success with you. We offer four levels of partnership development: bronze, silver, gold and platinum. The levels differ depending on annual sales targets envisioned by the partners and service bundles offered by us. Our concept of partner support includes a training program developed over many years to facilitate a gradual knowledge transfer. We empower you to market and implement your solution in a reliable fashion. You will learn how to implement change requests and new applications independently. Along the way, theoretical content will be addressed combined with numerous best-practice exercises. Based on many years of experience in the indirect business, we have developed a phase-based approach for establishing a partnership including knowledge transfers ensuring a conclusive timetable and specific ROI considerations.

### PHASE 1: DEFINING GOALS AND DESIGN

During Phase 1, the model of cooperation and a specific roadmap will be defined. The training of your sales operations will enable you to begin searching for potential clients immediately. Prerequisites are the signing of a non-disclosure agreement and the acquisition of a partner kit. A Partner Kit Basic includes a demo system, four vouchers for technical training, three days of technical consultancy (e.g. for a specification workshop) as well as a marketing kit.

### PHASE 2: STARTUP

The Phase 2 goal is the acquisition of the pilot project. We provide the scaffolding for this by offering free sales support and sales training. In addition, contract negotiations will begin including the development of specific pricing models underpinning your market presence. A workshop will be devoted to product integration. Technical trainings and workshops are linked to components of the Partner Kit Basic. In preparation of Phase 3, we offer a Partner Kit Advanced containing a developer system and four days for professional development.

### PHASE 3: IMPLEMENTATION OF THE PILOT PROJECT

Phase 3 is characterized by the implementation of the pilot project. For this project, we offer a Partner Kit Coaching including five days for professional services designed to ensure practical ways of transferring knowledge. Furthermore, support for sales will be continued to ensure a steady supply of additional projects to the extent laid out in the partner agreement.

### PHASE 4: TRANSFER & BUSINESS DEVELOPMENT

The end of Phase 4 entails drawing up the partner agreement and transitioning the business relationship from a project into a process. Sales support will be continued and technical support will commence. A review will be performed along with the identification of best practices to increase the efficiency of cooperation and strengthen the repeat model. This will trigger the start of the continuous improvement process and cooperation at the organizational and sales level. After all, our goal is to continually develop new business models and fields with you to increase business performance.



## IRISXtract™ for Documents

Contacts:

### I.R.I.S. AG

Heussstrasse 23  
52078 Aachen  
Germany  
Tel: +49 (0) 241 920350  
info-de@iriscorporate.com

### I.R.I.S. SA

Rue du Bosquet, 10  
1348 Louvain-la-Neuve  
Belgium  
Tel: +32 (0) 10 45 13 64  
info-be@iriscorporate.com

### I.R.I.S. INC.

955 NW 17th Avenue, Unit A  
Delray Beach, FL, 33445  
USA  
Tel: +1 (0) 561 404 2690  
info-us@iriscorporate.com

## ABOUT US

Image Recognition Integrated Systems (I.R.I.S.) is a leading provider of 'Content to Process' technologies. I.R.I.S. offers solutions for automatic invoice and order processing, HR and supplier records as well as case management in legal, healthcare, and finance sectors.

I.R.I.S. provides technologies and solutions that capture data and information contained in documents, which are relevant to business processes. The goal is to make the data easily available while reducing operating costs.

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