



2023 iGrafx Partners

Program Guidelines



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Section 1

Welcome to the accelerated iGrafx Partner Program

iGrafx proudly partners with organizations worldwide that share our commitment to achieving exceptional results with joint clients. Our partners are vital to driving extraordinary business outcomes for our mutual customers, so we greatly appreciate your support.

Our partner program is designed to accelerate time to value for our customers, help our joint business grow even faster, and extend opportunities to promote our thought leadership in the broader marketplace. We're heavily investing in marketing, enablement, and the technical capabilities of our solutions. Leveraging these investments will allow us to engage more meaningfully with our partners.

In our program, partners achieve annual tiers that correlate to program requirement performance.

The program rewards partner achievements based on two strategic pillars:

- **Delivery excellence** to create customer success
- **Sales excellence** on growing our mutual businesses

Please take the time to review this Program Guide which outlines the benefits, policies, and responsibilities that govern our partner program.

We are committed to deepening our partner relationships and transforming process into advantage. On behalf of all of us at iGrafx, thank you for your interest and support.

If you have any questions, please reach out to partners@igrafx.com



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Section 2

Overview of the program



Delivery Excellence to create customer success

- All partner tiers need to meet a **minimum practice size** of active certified resources.
- **Online training** will provide partners with **free** access to training journeys.
- **Enablement tactics** will keep you informed, including additional webinars, a partner newsletter and on-site workshops.



Sales excellence on growing our mutual businesses

- All partner tiers need to meet **minimum Annual Recurring Revenue** bookings targets.
- The program focuses on new discounts for **reselling, co-selling, renewals and referrals**.
- The new pricing makes it easier for partners to provide **total cost of ownership (TCO)** clarity to their clients.

iGrafx Partners benefit from opportunities to increase revenue and differentiate services from competitors. The iGrafx Partner Program extends your market reach and grows your revenue with innovative business offerings, increases customer satisfaction, and provides you with a predictable business model. The following is an overview of the program, mapped to our two strategic pillars.

Program Distinctions

iGrafx Partners earn distinctions based on their contributions to our joint business, including delivery excellence and sales excellence. A partner's distinction directly correlates to performance against program requirements; achievement is evaluated annually.



An **Authorized** status signals a partner that achieves this distinction has earned iGrafx trust to deliver quality solutions and outcomes. Authorized partners maintain minimum resource requirements and submit an iGrafx business plan. This achievement is recognized with an Authorized logo and benefits.



An **Advanced** status demonstrates that a partner has invested in developing their knowledge and skill of iGrafx technology and solutions. This achievement is recognized with an Advanced logo and specific benefits. An Advanced partner will automatically be granted the Authorized distinction.



A **Premier** status recognizes the consistent demonstration of higher skills, sales success, and demonstrated customer delivery success. The Premier distinction signals a more significant achievement than Advanced or Authorized status. A Premier partner must meet or exceed its committed annual growth plan. The growth plan is reviewed on a quarterly cadence with iGrafx Partner Management.

Partner Program **Benefits**

The following tables provides an overview of the program benefits organized by partner status.*

	Authorized	Advanced	Premier
Delivery Excellence			
Free Online Enablement Training	✓	✓	✓
Discounted Instructor-Led Training	10%	25%	50%
Ability to Purchase Discounted Certification Vouchers	✓	✓	✓
Technical Enablement Webinar Series	✓	✓	✓
Access to Proposal Clinic		✓	✓

**Delivery Excellence benefits will continue to be added as more iGrafx University functionality comes online, specialist courses are released, new platforms become available, and the Partner Program matures.*

Partner Program Benefits

Authorized

Advanced

Premier

Sales Impact			
Access to Internal iGrafx Sales Assets	✓	✓	✓
Invitation to Sales Enablement Webinars	✓	✓	✓
Shared Cloud Demo Environment (For Demos & Pocs)	✓	✓	
Profile Page on iGrafx.Com	✓	✓	✓
Invite to Approved iGrafx Events	✓	✓	✓
Use of iGrafx Branding And Logos on Partner Website and Materials	✓	✓	✓
Access to iGrafx RFP Team and Assets	✓	✓	✓
Joint Lead Generation Webinars		✓	✓
Eligible for Invite to Partner Advisory Board		✓	✓
Opportunity to Present in Sales Enablement Webinar Series		✓	✓
Dedicated Channel Resource		✓	✓
Joint Press Releases			✓
Assigned Executive Sponsor			✓
Individual Cloud Demo Environment (For Demos & POCs)			✓

Section 5

Partner Requirements

Partners earn one of three tiers based on delivery excellence, sales excellence, certified professionals and engagement. The three tiers are ranked from Authorized, followed by Advanced, and Premier (highest). Tier level directly correlates to performance against program requirements; achievement is evaluated annually. For customers, the partner tier indicates increasing levels of program success. For partners, each tier earns greater benefits.

	Authorized	Advanced	Premier
Delivery Excellence			
Minimum Practice Size of Certified, Active, Current iGrafx Professionals	5	20	50
Dedicated Practice Lead to ensure delivery excellence	✓	✓	✓

Sales Excellence			
Minimum partner bookings in NARR per year	\$100K	\$250k	\$500k
Minimum New Logos per year	3	4	5
Mutually agreed annual business plan and review*	Optional Annual	Bi-annual	Quarterly
Jointly agreed co-selling targets for sourced and co-sell ARR	✓	✓	✓
Create partner profile kit with practice & solution details for iGrafx sales (via template)*	Optional	✓	✓
Dedicated Business Lead to ensure sales excellence	✓	✓	✓

Section 6

Getting Started

This list outlines the best way to get started with the new program requirements. For questions, please review the resources on **iGrafx Partner Pages** or email partners@igrafx.com.

- Ensure you have signed the new **iGrafx Partner Agreement** and returned it to iGrafx at partners@igrafx.com.
- Complete the **Partner Information form**, which can be found [here](#) and return it to iGrafx at partners@igrafx.com.
- Download the **iGrafx Partner Business Plan** template, which can be found [here](#).
- Ensure logos and boilerplate text to be used on the iGrafx partner web page are sent to partners@igrafx.com.
- Be sure to register every new opportunity with your partner manager using the **Opportunity Registration** form, which can be found [here](#).
- Visit www.igrafx.com/company/partners/ for the latest information on the partner program.
- iGrafx University Online Training launch date **January 2023**.
- iGrafx Partner Portal will launch in Q1 2023.

Thank you

Our partners are key to driving exceptional business outcomes for our mutual customers, so we greatly appreciate you taking the time to read our guide and your ongoing support of the iGrafx Partner Program. Any questions or support requirements should be addressed to partners@igrafx.com. Thank you again.



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About iGrafx

iGrafx, a leader in business process management, enables the world's largest enterprises to turn processes into a competitive advantage. The iGrafx platform captures and connects critical business operations for detailed process mining, analysis, modelling, and optimization. In today's competitive market, business leaders must align business objectives and IT systems, comply with industry regulations, automate business processes, and identify and implement process efficiencies by undertaking initiatives such as RPA, Six Sigma, and Lean. With iGrafx, businesses connect the dots across these efforts to deliver results, improvements, and increase return on investment.

Learn more by visiting www.igrafx.com

