



# Bizagi Partner Program Guide

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# 1. Bizagi Partner Program

## Program Overview

Bizagi Partner Program offers two levels of partnership. The level at which you join, either Reseller or Solution Partner, is determined by your organization's level of expertise and the desired level of engagement you would like to have with Bizagi.

- **Authorized Reseller:** Most partners start at the Authorized Reseller level. Authorized Resellers sign a contract, take several self-paced and instructor-led training courses, and complete basic certification requirements. Resellers may apply to become Solution Partners after successfully implementing several Bizagi projects and completing certification requirements. Program Fee: 1,000 (USD) per year.
- **Solution Partner:** Solution Partners demonstrate a high degree of competence in working with Bizagi Solutions and view Bizagi as an important element of their business. Solution Partners sign a contract and complete specific certification requirements. To join the program at this level directly, without starting as a reseller, companies must demonstrate understanding of business processes and experience in BPM, workflow or relevant implementations of software solutions. Applicants must be experienced companies with a proven record in sales and an established sales and pre-sales team. Program Fee: 5,000 (USD) per year.

The Bizagi Partner Program is designed to allow Partners to efficiently develop a comprehensive Bizagi BPM practice. This practice normally consists of a sales team and a technical team in charge of designing, implementing and deploying business solutions based on Bizagi BPM.

The Program is built around a structured process that will enable Partners to market and deliver Bizagi solutions to their clients. The Program is divided in two levels. Each successive level is achieved after having implemented a defined number of Bizagi projects and meeting certification requirements.

## Capitalize on Market Opportunity

Looking for new business opportunities? Then you should join the Bizagi Partner Program. Work with a proven BPM leading solution and tap into one of the fastest growing software markets.

According to recent surveys business process improvement ranks as the number 1 priority for both business and IT leaders. BPM projects have tremendous business impact: increase profit margin by improving operational efficiency, increase customer satisfaction by automating and accelerating paper and manual intensive processes, increase visibility and control into business operations.

The business of automating and streamlining business processes is taking off. That is the conclusion of a report from Gartner, which predicts the business process management software (BPMS) market will grow from \$1.9 billion in 2009 to \$3.4 billion by 2014. This represents a compound annual growth rate of 12.2%.

Bizagi is the BPM Suite preferred by BPM experts because it enables process automation without the need of programming thanks to an innovative concept in which "The Process IS The Application," that is, when the process is modified the application adapts itself automatically. This powerful concept offers our clients an unprecedented adaptability to change, and gives our partners a unique opportunity to capitalize on this huge market opportunity.

## 2. Authorized Reseller

Authorized Resellers introduce Bizagi BPM Suite to their customers around the world and earn a percentage of the licenses involved in every business. Additionally, resellers earn all the revenue associated with professional services involved in their BPM projects.

The Bizagi Authorized Reseller Program provides the tools and services necessary for partners to be successful in making Bizagi part of their business.

Bizagi Resellers receive all they need to successfully market and sell Bizagi products, including demo products, support, a listing in our Partner Locator, sales and marketing collateral, and resources for self-training.

You will not only generate new revenue for your business, but because of BPM's high business impact, you will also be seen as a value adding partner by your customers and you will gain competitive advantage.

Reseller program gives you access to a world of benefits:

BENEFITS AT-A-GLANCE	Authorized Reseller
<b>PARTNER/BUSINESS SUPPORT</b>	
Sales Support	Email
Discount on Licenses	10-20%
Access to secure Partner Portal	✓
Access to Bizagi Online Shop to purchase Bizagi products at a discounted price	✓
Free licenses for training, testing and demos (NFR)	✓
Discount on Licenses for internal use only	50%
<b>TRAINING</b>	
Self-training material	✓
<b>TECHNICAL SUPPORT</b>	
Free basic product support.	✓
Access to Product Downloads, Upgrades, Patches, Product Documentation	✓

Access to Secure Support Website & Knowledge Base	✓
<b>SALES AND MARKETING</b>	
Sales and marketing collateral	✓
Listing in Partner locator *	✓
Marketing Programs	✓
Lead referrals & Lead Generation Programs	✓
Newsletters	✓

\* Requirement for listing in partner locator: Provide comprehensive details of one (1) verifiable, paid, expertly deployed Bizagi project with a client.

## Program Requirements

As a representative of Bizagi, we expect you to act with professionalism and integrity in your customer relationships. Program requirements:

- Find and sell to customers: you must reach revenue performance benchmarks. The revenue targets will be set during the business planning. You will purchase Bizagi licenses through Bizagi Online Shop at a discounted price and sell them to your customer at the list price. Bizagi's billing relationship will be with you, so you'll need to handle all aspects of billing and collection with your customers.
- Dedicated sales team: one (1) dedicated sales person and one (1) dedicated Pre-sales consultant.
- Implement solutions for customers: this involves using Bizagi to define, model, deploy and execute business processes for your customers. Professional services are the main revenue source for companies doing BPM.
- Instructor-led training courses: your team must attend the complete training track (5 courses). These courses will be taught by our instructors at your own facilities.
  - Course F1: Modeling for Execution with Bizagi (3 days)
  - Course F2: Process Automation with Bizagi – Level 1 (3 days)
  - Course T1: Integration and Development with Bizagi (3 days)
  - Course F3: Process Automation with Bizagi – Level 2 (3 days)
  - Course T1: Administration and Operation with Bizagi (2 days)

We recommend partners to start by taking courses F1, F2 and T1 (9 days in total), and then at a later date, and after having some practical experience, take course F3 and T1.

Investment: USD 1,500 per day for a dedicated course for up to 10 people. Plus T&E.

- Certification:
  - Certify at least one (1) sales staff member as Bizagi Sales Specialist within 60 days of signing agreement.
  - Certify at least two (2) technical staff members as Certified Bizagi Professional within 90 days of signing agreement.
  - Certify at least one (1) technical staff member as Certified Bizagi Developer within 90 days of signing agreement.

Note: Implementation team must be certified in order to be able to start with any project.

- Knowledge transfer: For an appropriate knowledge transfer and to make sure initial projects are successful, it is mandatory to include Bizagi Consultants in the first two (2) projects. Our consultants will be working on-site with your project team.

The cost and exact number of Bizagi Consultants, and the amount of time they will be assigned to the project, will depend on the scope and complexity of the project. This will be defined and agreed to by Bizagi and partner.

- You must have content on your website that describes your Bizagi offering.

## Program Fees

Reseller Program Fee: 1,000 (USD) per year.

## Become a Reseller

Becoming an Authorized Reseller is easy; just fill out the application form on Bizagi's web-site [www.bizagi.com/partners](http://www.bizagi.com/partners). To become a Reseller you must be a company, the program is not open to individuals.

We will review your application and contact you in case additional information is needed. If your application is approved we will send you instructions to pay the Reseller Fee for the first year of the program. Once we receive payment, we will send an email with your credentials

(user/password) to access the secure partner portal and Bizagi Online Shop, where you can purchase Bizagi licenses at a discounted price.

At the end of each year, you will need to renew your program membership for an additional year by paying the Reseller Program Fee. You will receive email reminders 30 days prior to the expiration date. If you do not renew, your Authorized Reseller contract is automatically terminated, and you cannot access the services associated with the Program (partner portal, Online Shop, support, etc.). If a Reseller does not meet all requirements and annual targets, then the Reseller is not eligible for membership renewal and the Authorized Reseller contract will be terminated.

## Support

Authorized resellers program includes free access to our basic product support (No SLA). Our comprehensive secure support portal enables Resellers to search frequently asked questions, open incident tickets and track their status, download patches, updates and upgrades to keep your software up to date.

Incident tickets are used to report bugs or problems with Bizagi products. Bizagi also offers an incident based service called Expert Advice, which is designed to assist your project team with issues such as: best practice guidance for the product, how to's, sanity checks on the way a Bizagi based solution is being built, and workarounds to current problems. This is an online service. Our experts will respond to you by email within 2 business days. At our sole discretion we may schedule a live session (conference call or web meeting) to address the issue. Such sessions may take up to 1 hour of a consultant's time. Reseller program includes five (5) free Expert Advice incidents. You can buy additional packages of 10 incidents (Price 2,000 USD).

## Training

As an authorized reseller you have access to several resources to train your team. All items are free of charge (unless specified):

- Workshops: these are step by step guides that teach how to automate a process using Bizagi.
- Self-training courses: courses are available online in our e-training platform. As a partner training courses are free of charge.
- Documentation: tons of product documentation online.
- How to's: practical guides on how to do specific tasks with Bizagi. Some are documents; some are videos that show how to do things.
- Webinars: we run regular webinars on specific topics or general product demos.



## Partner Portal

As an authorized reseller you have access to our secure partner portal, where you can find many useful resources:

- Purchase and manage licenses for your customers.
- Sales Kit: sales and marketing collateral, videos on how to demo our products, demo process templates.
- Pre-sales Kit: guides for your pre-sales team, including examples on how to gather requirements for a BPM project, standard proposal, price and time estimates spread sheets.
- Methodology: use our proven On-Target project methodology.

## Becoming a Solution Partner

Once you have the right level of expertise as a Reseller, you may increase your level of engagement with Bizagi by becoming a Solution Partner. You must sign a contract, complete additional certification requirements and commit to new and higher revenue performance benchmarks.

Minimum requirements for Resellers to be eligible for Solution Partner level:

- Provide comprehensive details of at least 3 verifiable, paid, expertly deployed Bizagi projects with 3 different clients who we can contact for reference. These projects should (a) demonstrate your ability to go beyond simple implementations and (b) result in an exceptional amount of impact on your client.
- Provide an overview of your project planning process and implementation methodology, including any framework or templates used.
- Meet training and certification requirements.
- Exceed revenue performance benchmarks.

Solution Partners have increased benefits and are mainly involved in the implementation of larger projects based on the corporate editions of Bizagi (Enterprise .NET and Enterprise JEE).

### 3. Solution Partner

Solution Partners demonstrate a high degree of competence in working with Bizagi Solutions and view Bizagi as an important element of their business. Solution Partners are mainly involved in the implementation of larger projects based on the corporate editions of Bizagi (Enterprise .NET and Enterprise JEE).

Partners normally reach this level after being an Authorized Reseller and implementing several projects. But it is also possible to join the program at this level directly. In this case, companies must demonstrate understanding of business processes and experience in BPM, workflow or relevant implementations of software solutions. Applicants must be experienced companies with a proven record in sales and an established sales and pre-sales team.

#### Program Benefits

Solution Partners have the ability to sell, implement and support Bizagi solutions. By committing resources, this partnership level enjoys enhanced benefits like better margins, qualified lead referrals, Solution Partner logo, account management, access to internal resources that complement sales and marketing tools and support, and much more:

- Marketing Support: Bizagi invests in comprehensive marketing campaigns that drive demand for Bizagi Solutions. As a Solution Partner you will receive promotional support, marketing collateral and lead referrals.
- Sales Support: This level of the Program offers a comprehensive set of sales tools and resources to support you at every step of the sales cycle. Use the Partner portal to access the right blend of tools based upon your partner level.
- Presale support
- Customer evaluation, demonstration and not-for-resale software (NFRs)
- Co-branded collateral
- Market-specific tools, including case studies and sales guides

## Program Requirements

Solution Partners sign a contract and complete specific certification requirements:

- You must reach revenue performance benchmarks. The revenue targets will be set during the business planning.
- Dedicated sales team: one (1) dedicated sales person and one (1) dedicated Pre-sales consultant.
- Instructor-led training courses: you must take the same on-site training courses required for the Reseller level. Please read previous section in this document.
- Certification:
  - Certify at least one (1) sales staff member as Bizagi Sales Specialist within 60 days of signing agreement.
  - Certify at least three (3) technical staff members as Certified Bizagi Professional within 90 days of signing agreement.
  - Certify at least two (2) technical staff members as Certified Bizagi Developer within 90 days of signing agreement.

Note: Implementation team must be certified in order to be able to start with any project.

- Knowledge transfer: For an appropriate knowledge transfer and to make sure initial projects are successful, it is mandatory to include Bizagi Consultants in the first two (2) projects. Our consultants will be working on-site with your project team. This requirement applies only in case partner has not already fulfilled it in the Reseller level.

The cost and exact number of Bizagi Consultants, and the amount of time they will be assigned to the project, will depend on the scope and complexity of the project. This will be defined and agreed to by Bizagi and partner.

- Provide proof of Professional Indemnity/Liability Insurance as appropriate for your jurisdiction (\$1 million in the USA) – if this does not apply to your region, please disregard.
- You must have content on your website that describes your Bizagi offering.
- Partner led marketing campaigns or events: Solution Partners are expected to define and execute their own, Bizagi focused marketing campaigns or events and customer seminars to actively drive lead generation and prospect identification. At least one per quarter is expected.

## Program Fees

Solution Partner Program Fee: 5,000 (USD) per year.

## Become a Solution Partner

To apply for the Solution Partner Program please fill out the application form available at [www.bizagi.com/partners](http://www.bizagi.com/partners) and send it to [partner@bizagi.com](mailto:partner@bizagi.com). We will review your application and contact you as soon as possible.

At the end of each year, you will need to renew your program membership for an additional year by paying the Program Fee. You will receive email reminders 30 days prior to the expiration date. If you do not renew, your Solution Partner contract is automatically terminated, and you cannot access the services associated with the Program (partner portal, Online Shop, support, etc.). If a Solution Partner does not meet all requirements and annual targets, then the Solution Partner is not eligible for membership renewal and the Solution Partner contract will be terminated.

## Support

The Solution Partner program includes free access to our standard product support (No SLA). Our comprehensive secure support portal enables partners to search frequently asked questions, open incident tickets and track their status, download patches, updates and upgrades to keep your software up to date.

Incident tickets are used to report bugs or problems with Bizagi products. Bizagi also offers an incident based service called Expert Advice, which is designed to assist your project team with issues such as: best practice guidance for the product, how to's, sanity checks on the way a Bizagi based solution is being built, and workarounds to current problems. This is an online service. Our experts will respond to you by email within 2 business days. At our sole discretion we may schedule a live session (conference call or web meeting) to address the issue. Such sessions may take up to 1 hour of a consultant's time. Program includes ten (10) free Expert Advice incidents. You can buy additional packages of 10 incidents (Price 2,000 USD).

## Training

From online sales courses to live webinars on implementation and product features demonstration, the Bizagi training offering is designed to enable partners through the use of best practices in Bizagi based BPM solutions. Take advantage of our training and certification programs to assure your customers and prospects that you have the capability to deliver

Bizagi Solutions. As a Solution Partner you also have access to all the training material available to lower levels of the program.

## Partner Portal

As a Solution Partner you have access to our secure partner portal, where you can find many useful resources:

- Purchase and manage licenses for your customers.
- Sales Kit (material according to your level): sales and marketing collateral, videos on how to demo our products, demo process templates.
- Pre-sales Kit (material according to your level): guides for your pre-sales team, including examples on how to gather requirements for a BPM project, standard proposal, price and time estimates spread sheets.
- Methodology: use our proven On-Target project methodology for larger projects.

## Solution Partner Benefits & Requirements

The following table shows benefits and requirements for Solution Partners. For more information please contact [partner@Bizagi.com](mailto:partner@Bizagi.com).

BENEFITS AT-A-GLANCE	Solution Partner
<b>PARTNER/BUSINESS SUPPORT</b>	
Partner Relationship Manager	Shared
Sales Support	✓
Discount on Licenses	✓
Credit Terms (subject to credit application and approval)	30 days
Access to secure Partner portal	✓
Free licenses for training, testing and demos	✓
Discount on Licenses for internal use only	50%

TRAINING AND CERTIFICATION	
Sales Specialist Program	✓
Certified Bizagi Professional	✓
Certified Bizagi Developer	✓
TECHNICAL SUPPORT	
Access to Product Downloads, Upgrades, Patches, Product Documentation	✓
Access to Secure Support Website & Knowledge Base	✓
Project & BPM Methodology best practices	✓
SALES AND MARKETING (according to level)	
Bizagi Sales Kit	✓
Standard Marketing Material	✓
Joint Marketing activities	
Partner Logo	Partner Logo
Marketing Programs	✓
Lead Generation Programs	✓
Solution Presentation & Event Participation Eligible	✓
Sales Collateral	✓
Listing in partner locator (according to level) *	✓
Newsletters	✓
Eligible for Managed Beta Programs	✓
Eligible for Product Management Briefings	✓
REQUIREMENTS AT-A-GLANCE	Solution Partner
FINANCIAL COMMITMENT	
Reach annual revenue performance benchmarks	Required

Demo Capabilities (Platform & Solutions)	Required
<b>PARTNER STAFFING &amp; TRAINING</b>	
Dedicated Relationship Manager for Bizagi	Required
Executive Sponsor	Required
Dedicated Sales Specialist (within 60 days of acceptance)	Required
Dedicated Pre-Sales Specialist (within 60 days of acceptance)	Required
Bizagi Technical Certification (within 90 days of acceptance)	5 people
<b>PROFESSIONAL SERVICES/DEPLOYMENT ACCREDITATION</b>	
Complete Professional Services/Deployment Accreditation	Required
Identified Delivery Leader for Deployment Services	Optional
Provide own Services with Bizagi Support as Back-Up	Optional
<b>SERVICE AND SUPPORT</b>	
Meet Customer Satisfaction Rating	Required
Provide Level 1 Customer Technical Support	Required
<b>SALES &amp; MARKETING</b>	
Provide Sales Forecast	Monthly
Promotion on Website	Required
Marketing Plan	Semi-Annual
Partner led marketing campaigns or events	Required
Business Planning with Bizagi	Annual

\* Requirement for listing in partner locator: Provide comprehensive details of one (1) verifiable, paid, expertly deployed Bizagi project with a client.