

Knowledge Concepts Reseller Partner Guide

Reseller Partner Criteria:

Knowledge Concepts Reseller Partners sell, train and support FirmWorks. RP's extend FirmWorks into new areas and add industry-specific expertise that address specific market needs. Knowledge Concepts is actively seeking RP's to provide Client Relationship Management, Professional Services Automation and Sales Force Automation solutions geared to key vertical markets, including accounting and legal.

Knowledge Concepts Partner Program benefits include enabling assistance in areas including sales, training and support.

In order to become a Reseller Partner, the company must:

Silver Partner

- Complete Knowledge Concepts Business Partner Agreement
- Provide services to the accounting vertical and have been offering same for a period of at least 3 years.
- Provide a clearly defined sales, training and support strategy for FirmWorks.
- Must register and confirm 2 people for FirmWorks technical training, FW Administration – cost in accordance with the most current Business Partner course rates.
- Must register and confirm 1 person for the FirmWorks sales training. Course – cost in accordance with the most current Business Partner course rates.
- Purchase discounted FirmWorks application for in-house program development.
- Commit to generate at least \$40,000 in FirmWorks license fees within first twelve (12) months after signing KCI Business Partner Agreement and for each calendar year thereafter.

Gold Partner

- Complete Knowledge Concepts Business Partner Agreement
- Provide services to the accounting vertical and have been offering same for a period of at least 3 years.
- Provide a clearly defined sales, training and support strategy for FirmWorks.
- Must register and confirm 3 people for FirmWorks technical training, FW Administration – cost in accordance with the most current Business Partner course rates.
- Must register and confirm 1 person for the FirmWorks sales training. Course – cost in accordance with the most current Business Partner course rates.
- Purchase discounted FirmWorks application for in-house program development.
- Must have at least 1 dedicated FirmWorks sales resource on staff.
- Must achieve sales of at least \$75,000 in FirmWorks license fees in first twelve (12) months after signing KCI Business Partner Agreement and for each calendar year thereafter.

Reseller Partner Benefits:

Program Benefits & Fees	Silver Reseller Partner	Gold Reseller Partner
Annual Program Fee	\$7,500	\$20,000
Required Market Development Fund	N/A	N/A
Partnership Development		
FirmWorks Technical Training Discount	15%	30%
FirmWorks NFR Reseller Licenses/discount	10/30%	30/50%
FirmWorks Technical Support	Electronic Only	•
Advanced access to new FirmWorks products		•
Account Management	Shared	Shared
FirmWorks Sales Training	\$	\$
Co-Marketing		
Logo & Link Exchange	•	•
Press Releases	Quote Provided	Joint
FirmWorks Collateral at Cost	Limited	•
Joint Customer Success Stories	•	•
FirmWorks Annual Users Conference	\$	Speaking Slot \$
Joint Tradeshow Participation		Eligible
Joint online seminars		•
Speaking Engagements on Partners behalf	\$	\$
Newsletters	•	•
Sales Enablement		
Partner profile on Knowledge Concepts Web Site	•	•
Joint presentation slides	•	•
Sales networking		•
Pre-Sales Technical Support	•	•
Upon Completion		
Introduction to Knowledge Concepts Partner Channel	•	•
Solution Briefing for Channel Partners	•	•

• Benefit is available to Partner of this type.

\$ Benefit is available for an additional fee.

Blank box indicates that the benefit is not available to Partner of this type.