



basware

Simplify Operations, Spend Smarter.



BASWARE
GLOBAL
PARTNER
PROGRAM

YOUR PARTNER FOR SUCCESS.

Find out more at: [BASWARE.COM](https://www.basware.com)



YOUR PARTNER FOR GROWTH AND SUCCESS

AT BASWARE, WE BELIEVE IN SIMPLIFYING OPERATIONS AND SPENDING SMARTER – FOR YOU AND YOUR CUSTOMERS.

The road to digital transformation begins by partnering with Basware to automate and streamline your customers' operations through our leading networked source-to-pay, e-invoicing and value-added service suite.

As a Basware global partner, you instantly expand your offering

and expertise while creating new revenue opportunities. With Basware's 100% spend visibility, you gain a competitive advantage to optimize your customers' processes and advise them on ways to future-proof their business.

Local and Global.
Complex Systems and Support Expertise.
Multi-Country.
Multi-Lingual.
Multi-Currency.
Multi-ERP...
Basware does it all with ease.

PARTNER MODEL WITH SHARED SUCCESS:

- Generous margins and pricing
- Sales support and lead strategies
- Training resources and Partner Certification Tiers
- Onboarding and implementation support
- Partner Marketing Support & Toolkits
- Listing on the Basware website for all supported countries

BASWARE GLOBAL PARTNER

SUCCESS MODEL:

STEP 1: ONBOARDING

Learn about Basware and our Global Partner Network through partner briefings and introduction calls, referral and margin rate discussion, and technical demos with our Solution Engineers.

STEP 2: PARTNERSHIP COLLABORATION

Meet your designated Partner Manager and Technical Partner Manager who will work with your organization with expertise in your partner channel. These partner contacts will provide ongoing support and access to sales and marketing materials that best support your sales organization and will help to identify opportunities to generate additional revenue.

STEP 3: TRAINING AND KNOWLEDGE

SHARING

Gain access to the Basware Knowledge Network learning management system to educate your organization on delivering the Basware value messaging across our full solution suite. Complete role-specific curricula to expedite your team's understanding through online course offerings or

browse the Basware Community Network, an active forum connecting all internal and external Basware consultants and offering additional insights and materials across the globe.

STEP 4: MARKETING COLLABORATION

Access marketing resources and toolkits, or co-sell with Basware through our annual campaigns or collaborative blogs and webinars to expand your customer and prospect audience.

STEP 5: PARTNER MANAGEMENT

SUPPORT

Identify and discuss new opportunities and sales strategies with your designated Partner Manager across shared prospects for ongoing sales and product support to help your bottom line.

STEP 6: CUSTOMER SUCCESS

Collaborate with your Partner Manager, Technical Partner Manager and the broader cross-departmental Basware teams to understand and optimize your customers' performance and ongoing success and satisfaction.



CONSULTING SERVICES PARTNERSHIP LEVELS

AUTHORIZED | SIGNATURE

RESELLER | BPO PARTNERSHIP LEVELS

AUTHORIZED | SIGNATURE | PREMIER

CONSOLIDATOR PARTNERSHIP LEVELS

AUTHORIZED | SIGNATURE

Basware is committed to our partners' success and business growth. Our goal is to make doing business as easy as possible for our partners to build a base of happy customers. Through the Basware Global Partner Network, partners will receive sales and support benefits to increase knowledge and expedite sales velocity. Learn more about our partnership opportunities and how we can succeed together.

GLOBAL PARTNER PROGRAM BENEFITS SUMMARY

GENERAL BENEFITS

- Dedicated Basware Partner Manager
- Dedicated Basware Technical Partner Manager
- Quarterly Business Review
- Joint Annual Business Planning
- Basware Website Placement & Visibility

SALES & GO-TO-MARKET BENEFITS

- Business Plan Support
- Delivery Expertise Coaching
- Implementation Lead Generation

TRAINING & ENABLEMENT BENEFITS

- Partner Portal Access
- Training & Certification Programs
- Implementation Shadowing & Project Management Coaching
- Demo Environment Access
- Partner Roundtable Invitations
- Product & Support Update Webinars
- Partner Community Discussion Forum

MARKETING BENEFITS

- Press Release, Co-branding Opportunities
- Thought Leadership Opportunities
- Event Sponsorship Opportunities
- Co-marketing Support
- Annual Basware Partner Event
- Basware Connect Event Attendance Discount
- Partner Newsletter



basware

Authorized Partner

basware

Signature Partner

basware

Premier Partner

STRUCTURING YOUR SUCCESS:

RESELLER & BPO PARTNERSHIP LEVELS

Basware provides the foundation for a strong sales and support framework to help our partners gain the expertise and opportunities needed to expedite mutual growth goals. Choose the right level of support and let us build a strong partnership, committed to succeeding together.

RESELLER | BPO PARTNER PROGRAM

PARTNERSHIP LEVELS

AUTHORIZED SIGNATURE PREMIER

GENERAL BENEFITS

Dedicated Basware Partner Manager
Quarterly Business Review
Joint Annual Business Planning
Basware Website Placement & Visibility
Quarterly Meeting with Country Manager & Sales Director
Dedicated Basware Technical Partner Manager
Technical Partner Management Pro Services
Quarterly Meeting with Basware Executive Sponsor

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SALES & GO-TO-MARKET BENEFITS

Business Plan Support
Delivery Acceleration Expertise Sessions
Preferred Implementation Lead Sharing

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TRAINING & ENABLEMENT

Partner Portal Access
Training & Certification Programs by Role
Implementation Shadowing & Project Management Coaching
Demo Environment Access
Product & Support Update Webinars
Partner Community Discussion Forum
Partner Roundtable Invitations

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MARKETING

Annual Basware Partner Event
Basware Connect Event Attendance Discount
Partner Newsletter
Press Release, Co-branding Opportunities
Thought Leadership Opportunities
Event Sponsorship Opportunities
Co-Marketing Materials

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WHY BASWARE

- Achieve **100%** spend visibility through **100%** invoice capture
- Achieve **100%** supplier on-boarding
- Achieve **100%** user adoption of e-procurement
- Gain access to the largest open business network
- Achieve actionable insight from superior analytics

WHAT BASWARE CAN DO

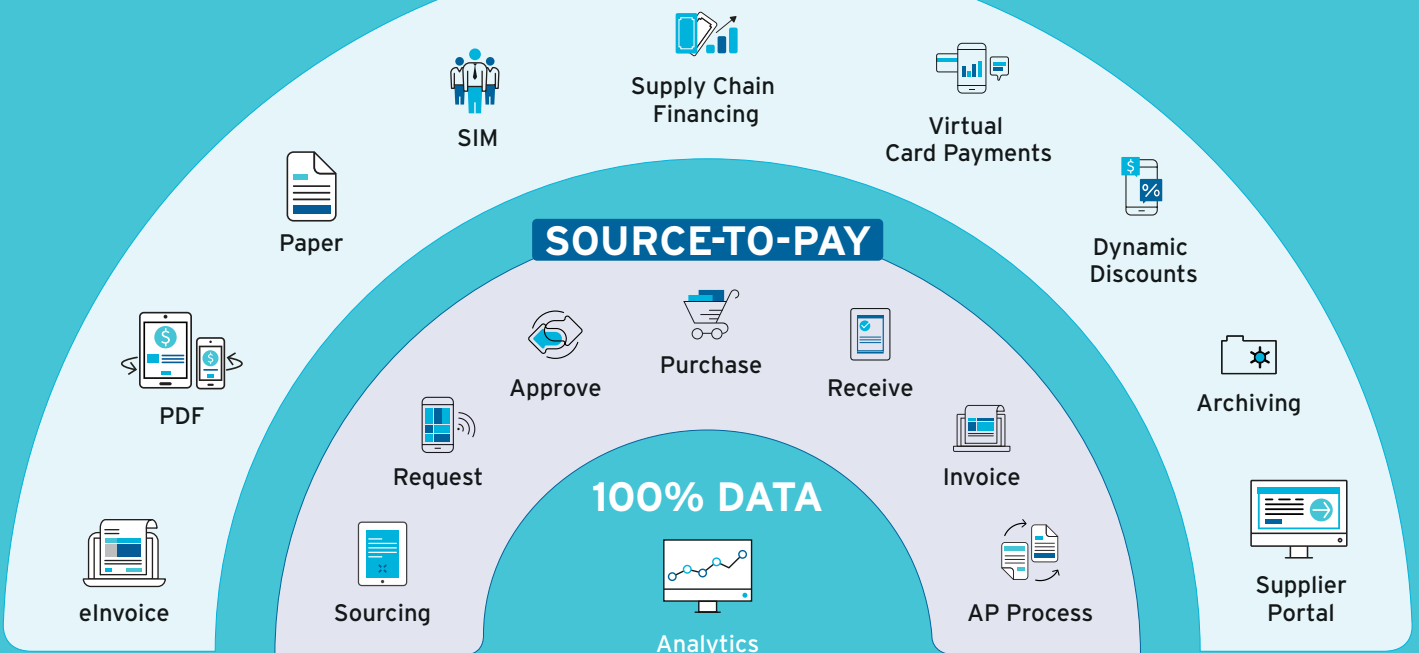
- The Basware Network
- Purchase-to-Pay Solution
- Basware Predictive Analytics
- Basware Financing Services

PARTNERING FOR SUCCESS

- Named as a leader in Purchase-to-Pay by Gartner & Forrester
- Ranked number 1 in AP Automation
- Multi-ERP, collaborative & cloudbased solutions
- Global presence with 2500+ large P2P customers in 100+ countries
- Largest Open B2B Network, connecting 1M+ active buyers and suppliers

BASWARE A SNAPSHOT

BASWARE NETWORK




Integrated


Secure


Cloud


Global


Mobility

TO GET THE FULL STORY ABOUT WHAT BASWARE DOES AND HOW WE CAN HELP YOUR CLIENTS SIMPLIFY OPERATIONS AND SPEND SMARTER, HEAD OVER TO [BASWARE.COM](https://www.basware.com)

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