

HansaWorld Partner Programs

Be innovative and profitable with HansaWorld



HansaWorld Partner Programs

For more than 20 years, HansaWorld has been developing and implementing a single, integrated solution covering Accounts, Enterprise Resource Planning and Customer Relationship Management. During the years we have achieved significant results in the global market. More than 74,000 customers have chosen HansaWorld solutions for running their businesses. International diversification is one of our main company strategies and our partners play a major role in achieving our leading position in the global market.

Our partnership development strategy is totally based on a mutually rewarding approach. It allows our partners to increase their profitability by means of closing more deals, entering into new verticals and establish their business in new markets. We have a great number of opportunities for your business you can take advantage of. HansaWorld has developed several different partnering programs that provide a long list of benefits and flexibility to accommodate different business needs.

Below are three easy steps to becoming a HansaWorld partner and to supporting the growth of your business:

- 1) Choose your partnership level
- 2) Become HansaWorld partner
- 3) Get all benefits from HansaWorld Partner Program.

Distribution partner program

Program challenges:

- Localise and maintain the products with HansaWorld support.
- Actively build a channel of sales partners.
- Offer support and training for customers and partners.
- Actively market HansaWorld products.

Program benefits:

We offer possibilities to have local price lists to meet the expectations in your market. HansaWorld software is easy to translate to local languages and to adapt to local accounting regulations. You will also get professional support from our international team of consultants and from our sales team etc.

Margin Range – 40-60%.

Business Partner program

Program challenges:

- Are you tired of competition within your current product channel? The Business Partner program is designed for you!
- If you are a consulting company with many years of experience in installing and supporting ERP in general and/or HansaWorld products in particular you are likely to be successful within the HansaWorld Business Partner program.
- HansaWorld offers training and certification in consulting, sales and programming, to enable you to offer our joint customers valuable first-class service and advice.

Program benefits:

- There is no competition inside the HansaWorld channel. The Business Partner program allows partners to register their potential leads with HansaWorld using an online cooperative CRM system.
- HansaWorld offers discounts in recognition of the value for both HansaWorld and the customers that the certified specialists add.
- Innovative “product tools” will help you to sell an all-in-one ERP system for the SME market. There are many unique selling points like mobility, WAN (Wide Area Networking), 45 specialised modules, easy to install and use software etc. which will open to you many new business opportunities and will give you a chance to close deals much faster.
- You will have access to our reference customer program to help provide security to your potential customers. Our worldwide competent partner support will ensure a good start for our partnership.

Margin range: 25 - 45%

Referral Partner program

Program challenges:

- HansaWorld offers a partnership program for IT and services companies wanting to complement what they are offering to their customers with accounting software or an ERP system that matches the other products in their portfolio.
- Under this program there are no special demands for having trained or dedicated staff. HansaWorld will help with installation and support. The sales process will be a joint effort between the partner and HansaWorld.
- The margin we offer partners under this program takes into consideration how much sales work needs to be done by HansaWorld.
- Almost any company can be a partner. HansaWorld will complement what is lacking in sales skills and consulting skills with our trained staff working in our local distribution offices.

Program benefits:

- You will be offered a basic margin depending on what country you are based in. As your sales volume grows, your margin will increase, typically doubling if you manage to sell a system every second month. If you agree to do co-marketing, you will get increased margin for a period. Special cases can be agreed where we might agree to higher margins, or the use of special prices.

Margin range - 15-30%

Hardware Partner Program

Program challenges:

HansaWorld offers a partnership program for selected Hardware Suppliers. We aim to provide a joint offering of quality solutions and services for our customers to safely run their HansaWorld systems on.

HansaWorld offers hardware partnerships per region and depending on:

- Quality of products
- Quality of local services
- Willingness to promote HansaWorld products in their own channel
- Marketing efforts towards the SMB segment

Program benefits:

- HansaWorld has a training program for Hardware dealers that wish to be part of our Hardware Partner Program and to help you get your staff skilled to talk about HansaWorld solutions.
- HansaWorld offers co-marketing possibilities for Hardware distributors that wish their products to be more clearly branded in the SMB segment.

Margin range – 7-15%

Private Referral Partner program

Program challenges:

- HansaWorld offers a partnership program for private persons who are interested in helping to sell HansaWorld solutions and earning a commission on such sales by informing HansaWorld of a third party who is interested in purchasing a HansaWorld software licence. The lead must result in actual sales within 30 calendar days after registering the lead. The decision whether to proceed with the lead and the actual sales work will be done entirely by and at the discretion of HansaWorld.
- It is the partner's responsibility to make sure that it has any necessary permission that may be required by its employer and/or that it does not breach any law, contract or good practice when passing on the lead to HansaWorld and receiving the finder's fee.
- This program allows the partner to register its potential leads with HansaWorld using the online cooperative CRM system.

Program benefits:

- HansaWorld pays a finder's fee to the partner for the lead received from the partner that results in sales of HansaWorld software.

Margin range – 5-15%

Channel Recruitment Partner program

Program challenges:

- Are you a company in a region HansaWorld does not yet have representation in? Do you want to help to take HansaWorld solutions to your region? Do you have lots of contacts amongst IT and consulting companies? If yes, then this program is probably right for your business.

Program benefits:

- You can build a channel that contributes to recurring revenue and margins for your organization.
- You will receive continuous support from our professional team across the globe.

Margin range: 5-15%



HansaWorld Partner Program Benefits

HansaWorld Partner programs offer numerous benefits to potential partners. Below are mentioned just some of the most important ones.

Financial	Non-material	Technical
<ul style="list-style-type: none"> • Wide range for product margin (5-45%); • Percentage of annual maintenance fee and support fee depending on the partner program; • Possibility to win price competition on every particular deal; 	<ul style="list-style-type: none"> • High HansaWorld's activity in the markets; • HansaWorld support for the markets (Education, Marketing, Sales, Services); • Support from HansaWorld University; • Absence of competition inside HansaWorld channel. HansaWorld does not compete with its partners nor encourage competition amongst partners; • HansaWorld allows resellers to get into more accounts than other ERP solutions (Mac and Linux customers, customers with real-time mobile components, customers wanting integrated telephony • High product quality • International strategy- HansaWorld can help partner with international implementations if particular partner has only local presence. • Investment in development- HansaWorld invests most of its profits back to R&D • For the new markets - possibility to become a leading company in the channel in a short space of time; • Access to HansaWorld's installed base of over 74,000 customers • Credibility through an established certification process 	<ul style="list-style-type: none"> • Wide product functionality; • Innovative solutions; • Opportunity to decrease customers' buying cycle; • Wide range of vertical solutions supported by HansaWorld; • High number of references from different countries;

HansaWorld Partner Support

Education

HansaWorld offers high quality training courses throughout the world to help partners ramp up their knowledge of HansaWorld solutions quickly. HansaWorld also offers the possibility to improve and refresh your knowledge on products with e-learning videos. Prepare your staff with HansaWorld University:

- a) Developed and tested training courses for sales people, consultants and developers
- b) SmartCamps - developed especially for partners, where HansaWorld specialists share their knowledge and expertise
- c) Take advantage of HansaWorld University wide knowledge base
- d) Different certification programs.

Sales and Marketing

Depending on the partner program, HansaWorld offers different menus of sales and marketing activities:

- a) Make use of HansaWorld's tried and tested effective and unique sales methodology
- b) HansaWorld has developed special branding elements, such as logos for partner use. Partners are encouraged to use HansaWorld Business Partner logo on their sales and marketing materials, web sites and exhibition booths
- c) Ready to use sales and marketing materials
- d) Co-marketing possibilities where costs can be shared with HansaWorld

Services






Ensure that your HansaWorld implementation projects are completed on time and on budget and that customers receive a high quality service at all times:

- a) Make use of HansaWorld's own developed and well tested HansaWorld Implementation Methodology;
- b) Get customers live with standard solutions, shorter implementation times and lower budget with HansaWorld's Rapid Implementation Methodology;
- c) Help customers to make sure they are using their HansaWorld system as efficiently as possible by providing HansaWorld Health Check services.



About our partners

Technology partners

Logo	Company	Information
	NOKIA	Nokia - as a member of Forum Nokia PRO Enterprise Zone, HansaWorld receives technical, business development and marketing support from Nokia. HansaWorld's mobile software runs real time on Nokia business phones.
	APPLE	Apple - since the first version in 1988, HansaWorld business software has supported the Mac operating system. When Apple switched to using Intel chips, HansaWorld software was ready to run native on the new processors. Enterprise by HansaWorld runs also on iPhone and iPod Touch.
	ORACLE	Oracle - HansaWorld products support the Oracle database, the companies will further develop the cooperation during 2009. According to Gartner, Oracle is the #1 database with 47.1% market share. HansaWorld has also connected the HansaWorld Enterprise database with Oracle Business Intelligence providing customers easy to use and powerful business analysis tool.
	SKYPE	Skype - integration with Skype allows calls to be launched directly from HansaWorld software, making it easy to start and monitor sales or support calls
	QLIKVIEW	HansaWorld has connected HansaWorld Enterprise database with QlikTech Business Intelligence providing pre-written Business Intelligence templates, including full dashboards, trend analysis, what-if analysis and much more besides.

Books by HansaWorld

Complete integrated accounting and contact management software with unlimited scalability straight out of the box. Perfect for small and start up businesses.

Enterprise by HansaWorld

Multi-award winning business software for medium and large companies with 45 truly integrated modules (Business Alerts, Multi-user Calendar, Task Manager, CRM, Expenses Management, Project Management, Repetitive Invoicing, Accounts, Sales and Purchase Management, Pipeline Management, Stock and Warehouse Management, Asset Management, Web Shop, Production, Point of Sales, Hotel Management, Rental Management etc). Scalable up to 1000+ users.

SmartView by HansaWorld

HansaWorld has teamed up with two of the biggest names in Business Intelligence, QlikTech and Oracle, and has connected the HansaWorld Enterprise database into their BI tools. HansaWorld SmartView is a series of pre-written Business Intelligence templates, providing full dashboards, trend analysis, what-if analysis and much more besides.

Company profile

HansaWorld is a major international software company specialising in business applications. The group employs around 300 staff in a strong network of daughter companies and distribution partners worldwide. There are 17 offices spanning all the major continents, allowing HansaWorld to offer international implementations with a single point of contact across many countries.

The group was founded in Sweden in 1988, by Managing Director Karl Bohlin. While the group is now headquartered offshore, the largest offices and much of the development effort takes place in Scandinavia and around the Baltic Sea. The products are available in 29 languages and work with almost all computers and operating systems. The vast majority of the 74,000 HansaWorld installations are for small and medium sized businesses, but also many subsidiaries of large international companies.

HansaWorld provides a local product manager for each market where it actively sells HansaWorld Enterprise. The product manager is responsible for translations (if required), localisation for statutory and commercial practices, and ongoing quality control.

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Certified HansaWorld Business Partner



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