

2024

SOFT4 PARTNER PROGRAM

www.SOFT4.eu

CONTENTS

- SOFT4 Products and Supported Versions
- Pricing Model and Product Prices
- Types of Partnerships
- Marketing Support
- Margins
- Project Management
- Support
- Intellectual Property

PARTNER BENEFITS

- Margins based on performance, up to 40% margin per sale
- A competitive advantage, industry knowledge and advice
- Sales leads in local regions provided by SOFT4
- Dynamics 365 Business Central applications know-how, support for project implementation

SOFT4 PRODUCTS

soft4
Leasing

soft4
Factoring

soft4
Lessee

soft4
Real Estate

SOFT4 PRODUCTS

SOFT4LEASING – solution for asset finance/ leasing companies, including leasing branches by banks, companies providing automotive, equipment and other types of leasing.

SOFT4FACTORING – solution for accounts receivable funding – factoring management. Solution can be used separately or together with SOFT4Leasing.

SOFT4LESSEE – solution for lease accounting under IFRS16/ ASC842/ AASB16 standard.

SOFT4REALESTATE – solution for commercial, retail, industrial and mixed property management, including shopping centers/ malls, office or larger apartment buildings and other property.

SOFT4 PRODUCTS

SOFT4 is a brand which describes 4 products – certified Microsoft Dynamics 365 Business Central (D365 BC) addons.

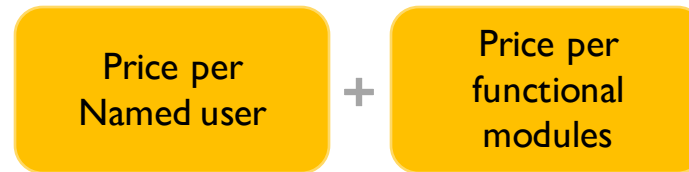
The SOFT4 products are available on the D365 BC latest versions unless agreed otherwise (the solutions are upgraded to the new D365 BC version within 1-6 months (depends on the product) after the new D365 BC version is released).

All SOFT4 products are available on D365 BC Cloud and can be found on the AppSource.

Please see the Product Battle Cards and Product Fact Sheets for detailed information, to be provided separately.

SOFT4 sets pricing model, similar to D365 BC.

License SUBSCRIPTION/ CLOUD, the pricing components are (monthly/ yearly):



PRICING MODEL

PRODUCT PRICES

Please see the Product Pricelist, to be provided separately for each SOFT4 product.

Region discount may be applied based on the discussion with SOFT4 PARTNER MANAGER case by case.

TYPES OF PARTNERSHIP

SOFT4 products are distributed all over the world. Our business model is to find a reliable local Microsoft Dynamics partner who speaks the customer's language and knows the specifics of the local market, and to share our industry-related knowledge and skills with them.

Every market needs various investments from a Partner: marketing, time, education of potential customers, training of own staff, etc. Therefore, Partner might choose what type of partnership they want to have with SOFT4:

1. Reseller
2. Preferred Partner

PARTNER TYPE	RESELLER	PREFERRED PARTNER
For Whom	This partnership type is ideal for partners who see the benefits SOFT4 could offer to their clients and are looking for more solutions to strengthen their product portfolio or move into a new market segment but have no technical resources.	This partnership type is ideal for partners with both technical and sales resources that are already reselling software and are looking to strengthen their product portfolio, move into a new market segment, or increase revenue via consulting and professional services.
Program Description	It is a flexible partnership model. Working with SOFT4 Partner Manager, all you are required to do is approach SOFT4 with the information about your prospect. As a SOFT4 Reseller, you might be trained to sell our products so you can offer them as a part of your product portfolio. SOFT4's dedicated staff will support you on an ongoing basis and will complete online demos if required. SOFT4 will support with marketing tools and know-how. Product implementation and support to be agreed on a case by case basis.	As a Preferred Partner, you will be trained to demonstrate, sell, implement, and provide support for SOFT4 products, so you can offer it as a part of your product and service portfolio. In addition to reselling licenses, you can offer a range of value-added services related to SOFT4 products to your customers, such as training, consulting, implementation, and support.
Prerequisites	<ul style="list-style-type: none"> ▪ Register a prospect by revealing the name and providing information about prospect's business and processes using SOFT4 provided Lead Registration form. ▪ Sign Reseller partnership agreement. ▪ Place information on SOFT4 solution in your website. 	<ul style="list-style-type: none"> ▪ Register a prospect by revealing the name and providing information about prospect's business and processes using SOFT4 provided Lead Registration form. ▪ Sign Preferred Partner partnership agreement. ▪ Appoint the sales people. ▪ Go through the sales training (free). ▪ Appoint 2 functional and technical people, who will be learning to demonstrate, implement and support the SOFT4 product. ▪ Place information on SOFT4 solution in your website. ▪ Build a marketing and sales action plan (might be done with SOFT4 support). ▪ If no marketing plan is in place within 3 months after Preferred Partner Partnership Agreement is signed, Partner will be obligated to pay SOFT4 350 (three hundred and fifty) US dollars/ EUR each year when no marketing activities are executed. ▪ Set the sales goal for every financial year. ▪ Update SOFT4 Partner Manager at least once a month about the results in a written or oral way.
Margins	Fixed 20% margin on every deal	Depends on the volume of sales 20 – 40% margin

PARTNER TYPE	RESELLER	PREFERRED PARTNER
Marketing Support available	Basic marketing support or Paid marketing support	Shared marketing support or Paid marketing support
Sales Support	<ul style="list-style-type: none"> ▪ Sales training ▪ SOFT4 provides recorded version of a full product demo for the Partner ▪ SOFT4 might provide demo environment for the Partner if needed (depends on the product). ▪ Appointed salesperson for SOFT4 solution ▪ Demonstration of SOFT4 solution for the end-user with SOFT4 pre-sales people ▪ Support during the sale 	<ul style="list-style-type: none"> ▪ Sales training ▪ SOFT4 provides recorded version of a full product demo for the Partner ▪ SOFT4 might provide demo environment for the Partner if needed (depends on the product). ▪ Appointed salesperson for SOFT4 solution ▪ 1st and 2nd demonstrations of SOFT4 solution with SOFT4 pre-sales people ▪ Support during the sale
Implementation	<ul style="list-style-type: none"> ▪ Done by SOFT4 team 	<ul style="list-style-type: none"> • Partner does the implementation with pre-booked SOFT4 consultants' support <p>Or</p> <ul style="list-style-type: none"> • 1st implementation done by SOFT4, Partner is learning • 2nd implementation done by Partner, SOFT4 is consulting • Next projects – done by Partner, paid consultations provided by SOFT4 if needed
Support	<p>Done by SOFT4</p> <p>Or</p> <ul style="list-style-type: none"> ▪ Partner provides 1st level support to the customer in local language. ▪ SOFT4 team provides 2nd level support to the Partner in the English language. 	<ul style="list-style-type: none"> ▪ Partner provides 1st level support to the customer in local language. ▪ SOFT4 team provides 2nd level support to the Partner in the English language.
Std. Hourly rate	150US\$/ 125€/ 195AU\$	

MARKETING SUPPORT OPTIONS

Option	Basic Marketing Support	Shared Marketing Support	Full Marketing Support
Charge	Free	Agreed advertising cost shared 50/50	500 EUR/ year + agreed advertising cost
Available for	Reseller or Preferred Partner	Preferred Partner	Reseller or Preferred Partner
Description	<ul style="list-style-type: none"> ▪ SOFT4 provides Product PDF brochures in English, working files for printed version. All materials might be adapted to the local languages by the Partner. ▪ Short product demo videos: SOFT4 provides sales and functional videos in English. ▪ SOFT4 adds partner on SOFT4 product websites and requests the partner to do the same – place short SOFT4 product descriptions on their website. ▪ Partner can use SOFT4 marketing materials prepared for the Product (lead magnets, infographics, blog posts, etc.). ▪ SOFT4 provides product newsletter template to be used for the Partner’s clients. 	<ul style="list-style-type: none"> ▪ SOFT4 provides everything what is included in the Free marketing support option. ▪ Partner defines the market size for the product and provides sales plan for the product (Y1). ▪ If the plan is accepted by SOFT4, SOFT4 and Partner together agree on the marketing action plan. ▪ SOFT4 manages the paid advertising configuration and incoming leads. (Charged) ▪ Paid advertising is shared 50/50 once agreed on the spending amount monthly. ▪ SOFT4 forwards leads generated in the territory to the Partner. ▪ Results and next actions are discussed at least once a month. 	<ul style="list-style-type: none"> ▪ SOFT4 provides everything what is included in the Free marketing support option. ▪ SOFT4 team actively works generating leads in the Partner’s territory and forwards new leads generated to the Partner. ▪ SOFT4 takes care of paid advertising configuration and maintenance, based on the agreement with the Partner. ▪ Results and next actions are discussed at least once a month. ▪ Partner covers the full amount for the paid advertising (agreed in advance). ▪ Partner is charged for campaign configuration (fixed fee 500 EUR per year).

MARGINS

Margins depend on the type of Partnership chosen.

RESELLER:

SOFT4 Product	Unit	Margin
Any SOFT4 Product	Subscription, Cloud	20%

PREFERRED PARTNER:

LICENSE SUBSCRIPTION (SaaS/ Cloud)

SOFT4 Product	Unit	Quantity, monthly	Margin
Any SOFT4 Product	Seat, named user, full and limited (accumulated monthly)	<30	20%
		31-100	25%
		101-300	30%
		301-500	35%
		501+	40%

PROJECT MANAGEMENT

If SOFT4 is involved in the Partner's project, there will be SOFT4 Project Manager appointed for joint project management.

There will be 20% SOFT4 PM fee added on top of implementation hours.

If the project is less than 80 hours, there will be project coordinator appointed and 20% SOFT4 Coordination fee added on top of implementation hours.

SUPPORT

Partner can choose SLA terms to have a dedicated SOFT4 support consultant, better reaction times and lower hourly rate, or pay per actual support hours used.

Please see Support options in the Partnership Agreement for reaction times, prices and services.

If support is done by the Partner:

- Partner provides the first level support to the customer in local language.
- SOFT4 team provides the second level support to the Partner in English language.

INTELLECTUAL PROPERTY

Softera Baltic, a Certified Gold Microsoft Dynamics NAV/ D365 BC partner, located in Lithuania, retains all copyright and intellectual property rights to the SOFT4 Products, copies and related material.

Partner is not entitled to alter, reverse-engineer, disassemble or decompile the SOFT4 Products, or in any way to attempt to investigate, discover, and use the source code or the structural framework of the SOFT4 Products, except and only to the extent as explicitly provided and authorized by Softera Baltic.

Source codes of SOFT4 products are escrowed in HanseEscrow company in Germany.



HAPPY TO WORK TOGETHER!

For further questions or opportunity
registration contact SOFT4 PARTNER
MANAGER:

Sarunas Certokas
sarunas@soft4.eu



www.SOFT4.eu

soft4
Inspiring Results!