



The market has reached a self-service economy stage that is reshaping the use of technology and the role that it now plays for everyone.

The traditional vendors of infrastructure and application software are hitting several limitations. To meet this new challenge they often need to modify and sometimes even reinvent their business models.

Avantune is driving this important shift to a self-service economy. We are able to answer the needs of customers seeking access to Self-Service technologies, anytime anywhere.

A partnership with Avantune is a business opportunity that will enable your company to connect and support your customers during their digital transformation.

## PARTNER PROGRAM

Our Partner Program is based on simplicity and flexibility. We offer our partners all the tools to start doing business as soon as possible with an instant return on their investments. It's for this reason that we offer our Partner Program at four different levels designed according to the size, turnover, and needs of the partner.

Each level has a specific Partner Package with financial benefits, technology, support services, requirements and conditions.

## PARTNER PACKAGE

The Partner Package combines the following four elements according to the Partnership level:

► **Financial Benefits:** each partnership level has a given amount of GCoins. It also has a different discount level on licenses and permits, support services, and co-marketing activities.

► **Technologies:** according to the selected partnership level, the partner has access to the enabling technologies.

► **Support:** all the partnership levels have access to the sales and software training program. Additional training is available upon request with different discounts depending on the partnership level.

Pre-sales support is always available according to the trade negotiation and the partner needs.

► **Benefits:** the use of the brand and the access to the private section on the Avantune platform is available for all the partnership levels. Additional benefits are available for the Diamond partnership level.

► **Conditions:** advantageous and increasing business conditions and benefits are provided for each program level.

## GCoin

The GCoin (Geniacloud Coin) is the virtual currency that allows the purchase of licenses and services on our self-service platform.

Using GCoin, our self-service platform allows the final customer to combine the costs of different services such as SaaS, IaaS, PaaS etc. into one centralized currency.

At each partnership level, the partner is given a certain amount of GCoins that can be spent over the course of 12 months to purchase software licenses to resell to its customers.

The initial GCoin credit amount is a big economic advantage and a competitive asset for our partners. Having GCoin credit is especially beneficial for our Silver Partners as it allows them to develop their business and have a fast ROI on their first sales.

1 GCoin is worth 1 USD dollar.



## PARTNERSHIP LEVELS

The Partnership Program is offered at four different levels that can meet the needs and capabilities of each partner type according to its size, turnover and expertise.

### SILVER

The Silver Level is for small partners or for those who are willing to start building their expertise. The Silver Level offers all the basic essential services and a startup capital of 5,000 GCoins which allows the partners to get a substantial financial benefit from their first sale.

The Silver Level is for Partners working with the transactional model targeting small-size businesses.

### GOLD

The Gold level is our most popular partnership. It is best suited for partners with the expertise to deliver customized services to their customers in addition to our products and services. Partners have access to the Development Kit Software as well as training for deployment and implementation.

The startup capital credit is 20,000 GCoins.

### PLATINUM

The Platinum Level meets the needs of partners with medium sized customers or with a high turnover rate. It provides the same services of the Gold level with better financial conditions and a startup credit of 120,000 GCoins.

### DIAMOND

The Diamond partnership level is the finest Avantune has to offer. It consists of a personalized negotiation to tailor the partnership according to the partner's needs. Thanks to Powua (a self-service cloud enablement platform) and Geniacloud (a self-service business suite), Diamond Partners can offer a full range of self-service software and services to their customers. By using flexible and innovative sale strategies built on pay per use models or monthly fees, the partners can independently manage the software and services they offer to their customers. The partner can also personalize the full range of products with its own branding.

## WHY SHOULD YOU BECOME A PARTNER?

Avantune is driving this important shift to a self-service economy. It answers the needs of customers seeking access to self-service technologies, anytime anywhere. A partnership with Avantune, is a big business opportunity that will enable your company to connect and support your customers during their digital transformation.



### BUSINESS OPPORTUNITIES: LEADING THE IMPROVEMENT

- › Support and connect with your customers during their Digital Transformation



### COMPETITIVENESS: SELF-SERVICE CLOUD

- › The self-service model cuts the IT costs



### MARKET PENETRATION: A UNIQUE RANGE OF SOLUTIONS

- › A complete suite of applications available in a self-service cloud; from ERP to CRM, and collaboration to business intelligence
- › Up-selling and cross-selling opportunities



### PARTNER SUPPORT: SUPPORT TRAINING AND UPDATE

- › Support 24/7 for urgent cases
- › Standard and ad special training



### MARKETING: HIGH VISIBILITY AND EXPOSURE

- › DIGITAL: Web, Social, Content, Multimedia



### SALES: END TO END

- › Specialized Account Managers
- › Qualified Pre-sales Support



### GLOBAL: INTERNATIONAL PRESENCE

- › Local presence in the key markets
- › Local support in Canada, United States, Mexico, and Italy

## OUR SERVICES

Avantune supports its partners, helping them to reach their shared business goals and targets.

### ▶ TRAINING

Avantune invests in training and updating its partners to provide the final customers high quality services, professionalism and reliability.

All the partner packages include product and service trainings developed around the partners business. Updates and in-depth technical trainings are delivered through webinars and events.

A dedicated online partner portal includes multimedia content, videos, and a complete online library.

Distance trainings are also available.

### ▶ MARKETING SUPPORT

Avantune has developed a full range of marketing and communication activities aimed to support its partners to increase their business. A full set of campaigns, trade shows, events, webinars, sponsorships, direct mailing and telemarketing activities are constantly deployed to create new business opportunities, to increase brand awareness and customer retention.

Avantune is also available to organize and develop co-marketing activities to strength the partnerships and to generate new business opportunities.

### ▶ SALES SUPPORT

Avantune supports the partners in their daily activities providing trade and technical trainings. The training enables our partners to give value and take advantage of the potential of the solutions and software suite.

- ▶ Sales support for trade proposals and price list consultancy
- ▶ Business opportunity creation thanks to events, direct mailing and telemarketing activities
- ▶ Pre-sales support with highly trained technicians available remotely or onsite
- ▶ Scheduled meetings to update partners about new solutions and sales strategies

### ▶ TECHNICAL SUPPORT

Avantune supports its partners during the implementation and configuration of its solutions. Avantune guarantees one-on-one support by specialized and highly trained employees, a call center, web requests, e-mail and web desk.

Avantune also provides specific assistance programs to assure the best support to develop projects, integrated solutions, and complex consultancy.

## PARTNER PROGRAM SUMMARY

	SILVER	GOLD	PLATINUM	DIAMOND
<b>PARTNER PACKAGE</b>				
	\$ 3.000	\$10.000	\$40.000	\$90.000
<b>FINANCIAL BENEFITS</b>				
<b>GCOIN*</b> <small>* 1 Gcoin = 1 CAD - Limited to the purchase of the licenses at the price list</small>	5.000	20.000	120.000	TBD
<b>Reseller Discount</b>	✓	✓	✓	✓
<b>Co-marketing Activities</b>	NA	✓	✓	✓
<b>TECHNOLOGY BENEFITS</b>				
<b>Demo Products (Single user)</b>	✓	✓	✓	✓
<b>Internal-use products</b>	Discount	Discount	Discount	Discount
<b>Access to API</b>	NA	✓	✓	✓
<b>Powua Tenant</b>	NA	NA	NA	✓
<b>SDK*</b> <small>* Training included</small>	NA	\$ 15.000	\$ 10.000	✓
<b>SALES SUPPORT</b>				
<b>Sales Training*</b> <small>* 1 business training session and 3 product training sessions included</small>	✓	✓	✓	✓
<b>Additional Training</b>	25% Discount	25% Discount	50% Discount	50% Discount
<b>Presales Support</b>	✓	✓	✓	✓
<b>BENEFITS</b>				
<b>Brand Partner use</b>	✓	✓	✓	✓
<b>Store with brand Partner</b>	NA	NA	NA	✓
<b>OEM</b>	NA	NA	NA	✓
<b>Access to Partner Portal</b>	✓	✓	✓	✓
<b>TERMS</b>				
<b>License Discount</b>	✓	✓	✓	TBD
<b>Maintenance Discount</b>	✓	✓	✓	TBD
<b>Payment Conditions</b>	Payment 30 days after invoice date	Payment 30 days after invoice date	Payment 30 days after invoice date	Payment 30 days after invoice date



Avantune is the inventor of the self-service cloud. Thanks to **Powua** (a self-service cloud enablement platform) and **Genialcloud** (a self-service business suite) it is now possible to cut the complexity and costs of infrastructures and technological resources. It's also possible to increase efficiency and productivity of the organizations, enabling employees to collaborate remotely.

With headquarters in Toronto, the company also operates in Italy, United States and Mexico.

Avantune. Innovation without complexity

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