

OUTSTART

# OutStart's Partner Program

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## *OutStart Partnership Overview*

Partnerships are crucial to OutStart's strategic plan, and more importantly, are crucial to our customers' success.

## *OutStart's Partnership Mission*

To develop and grow a sustainable, highly-profitable business for both OutStart and its partners by leveraging OutStart Knowledge Solutions and services, as well as complementary partner solutions to deliver high value to our customers.

## *OutStart Partnership Guiding Principles*

- Partners are considered a true extension of the OutStart family. They are provided the same respect, access to information, training, subject matter experts, and support (sales, marketing and technical) extended to our own employees.
- Customer success and resolution of issues is the responsibility of both the partner and OutStart. This joint focus will help to ensure a fruitful partnership long term.

## *OutStart Partnerships Categories:*

**Value-Added Resellers** resell and support OutStart products, often in conjunction with their own or other third party products and/or services

**Certified Service Providers** provide strategy, implementation, integration, and/or content development services with OutStart products, often in conjunction with other enterprise applications and systems.

**Content Providers** certify their content products are integrated with OutStart solutions. This allows the delivery of a more complete horizontal or industry specific solution.

**Technology Partners** develop and sell products and solutions complementary to OutStart products, often through cooperative marketing and sales initiatives

**Strategic Alliances** are companies who have established commitments with OutStart at the highest corporate level. These relationships tend to be global in nature, benefit customers and often other OutStart partners.

## *Outstart Partner Benefits*

As an OutStart Partner, you have access to a range of benefits, resources, and opportunities developed from a partner perspective. This provides a competitive edge and supports all stages of your business cycle. These resources include:

- Business Planning
- Software License
- Training / Certification
- Technical Support
- Community Access
- Marketing and Sales Support

Whether you are interested in reselling OutStart solutions, providing services, becoming a certified content provider, or establishing a strategic alliance, the OutStart Partnership Program provides you with the framework, foundation and expertise to sell, manage, develop, integrate, plan, and implement world-class Knowledge Solutions for your customers.

A partnership with OutStart enables you to:

- Provide superior solutions to customers increasing their ROI
- Differentiate your company from the pack and increase win rate
- Expand business into new areas
- Generate significant additional revenue
- Increase the pipeline and opportunities through cooperative marketing and sales with OutStart and our other complementary partners
- Increase productivity to amplify margins

If you are interested in discussing an OutStart partnership, please go to [www.outstart.com](http://www.outstart.com) and click on Partners to register and provide a brief description of your company and objectives in order for the right OutStart person to contact you for an informed discussion.

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