



# Partner Program Overview

This Cincom Partner Program Overview is designed to provide an outline for our partners and prospective partners of our value to customers, program requirements and resources available as a Cincom partner.

The Cincom Partner Program allows you to combine your unique expertise and customer relationships with our industry-leading configure-price-quote solutions to maximize your growth, increase your revenue potential and drive new opportunities.



**Grow Your  
Customer Base**



**Add Value to  
Existing Customers**



**Build Recurring  
Revenue**



**Sales & Marketing  
Resources**

With nearly 50 years of experience and a world-renowned commitment to our partners and customers, Cincom supplies the resources you need to extend the capabilities of your business, satisfy your customers' requirements, gain competitive advantage and increase revenue through **Cincom CPQ™**.



**Cincom CPQ** is an Intelligent Selling Solution that captures the expert knowledge of your best sales reps and, through our guided selling functionality, makes it available throughout any channel.

**Cincom CPQ** ensures accurate selection, configuration, pricing and quoting, which helps businesses to sell customized products and services faster, easier and with greater accuracy.



## Experts

- Customers
- Dealers
- Sales Reps
- Inside Sales
- Engineering



## Configurator

- Guided Selling
- Solution Configurator
- Pricing & Quoting
- Proposal Generation
- Document Generation



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## Systems

- E-Commerce
- Service Delivery
- Order Processing
- Manufacturing/  
Engineering

At Cincom, we believe in the power of partnerships. As a trusted advisor to your customer base, we help to address the needs of your customers by enhancing CRM, ERP, CAD and e-commerce solutions with multi-channel sales capabilities.

We invite you to take advantage of our growing success and leverage the following tools and program benefits:



**Dedicated Partner Manager**  
Get a Go-To Resource



**Competitive Margins**  
We'll Help You Drive Revenue



**Training and Certification**  
Get the Tools You Need



**Partner License**  
Get Your Own CPQ License



**Sales Support**  
We're Here to Help with Sales



**Technical Support**  
Get the Support You Need



**Marketing Resources**  
We're Here to Help with Marketing



**Partner Incentive Program**  
Get Rewarded for Exceeding Goals

# Program Overview

The Cincom Partner Program consists of four partner tiers with benefits and requirements corresponding to each level. Your membership level is determined by your continued commitment to Cincom.

Program Benefits	Referral	Opportunistic	Managed	Strategic
Competitive Margin	Available	Available	Available	Available
Sales Support	Available	Available	Available	Available
Partnership Press Release	Not Available	Available	Available	Available
Program Logo Use	Not Available	Available	Available	Available
Website Listing	Not Available	Available	Available	Available
Turnkey Marketing Resources	Not Available	Available	Available	Available
Dedicated Partner Manager	Not Available	Not Available	Available	Available
Sales and Functional Training	Not Available	Not Available	Available	Available
Implementation Certification	Not Available	Not Available	Not Available	Available
Co-Branding	Not Available	Not Available	Not Available	Available
Joint Marketing	Not Available	Not Available	Not Available	Available
Joint Business Plan	Not Available	Not Available	Not Available	Available
Partner Incentive Program	Not Available	Not Available	Not Available	Available

We're excited to work with you! To enroll in the Cincom Partner Program, just follow the steps below:

**1** Fill out the partner program [request form](#).

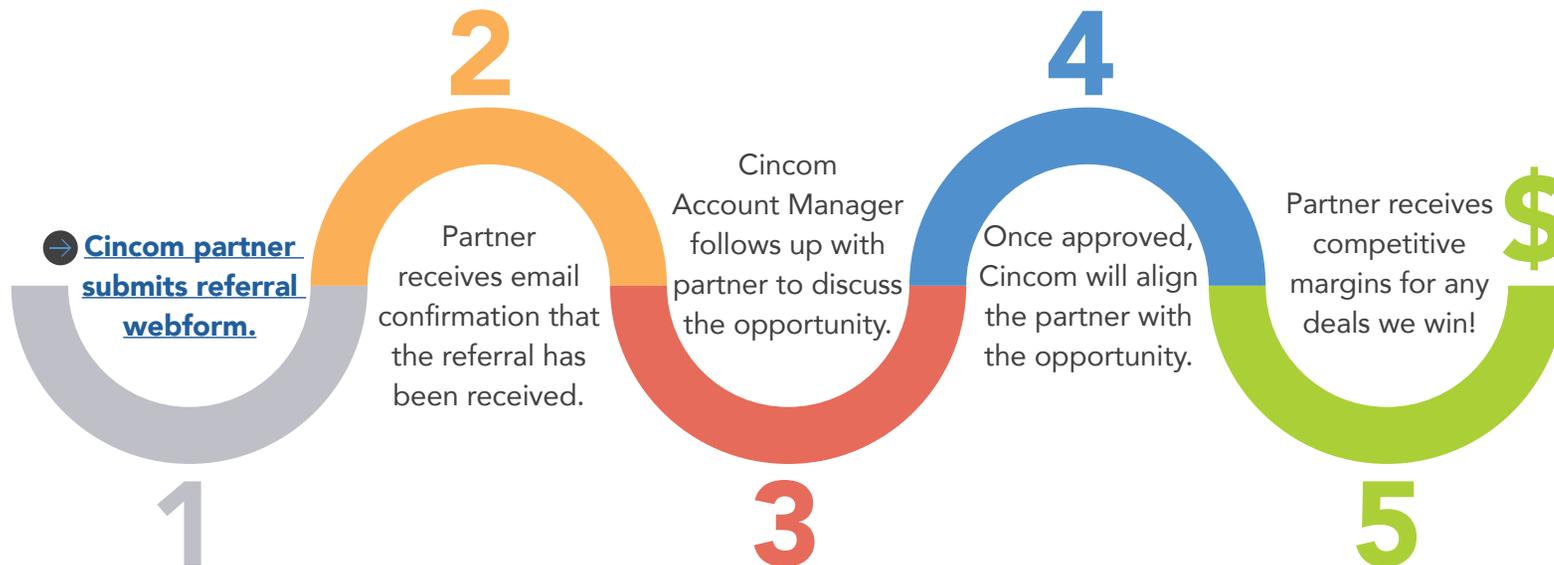
**2** A Cincom representative will contact you.

**3** Review and sign the Cincom partner agreement.

**4** Once enrolled, you will receive a welcome email.

**\$ GO!** We're ready to drive revenue together.

Your leads are safe with us. Follow these steps to register your leads.



We are looking forward to working with you. Please reach out with any questions or to learn more about the Cincom Partner Program.

