

Arrow Research Corporation

Progress Partner Program Overview

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1.0 Introduction

This guide describes Arrow Research Corporation's (ARC) Business Partner Program 'Progress'. The program offers a range of opportunities including access to technical, training and sales and marketing resources to our valued Business Partners.

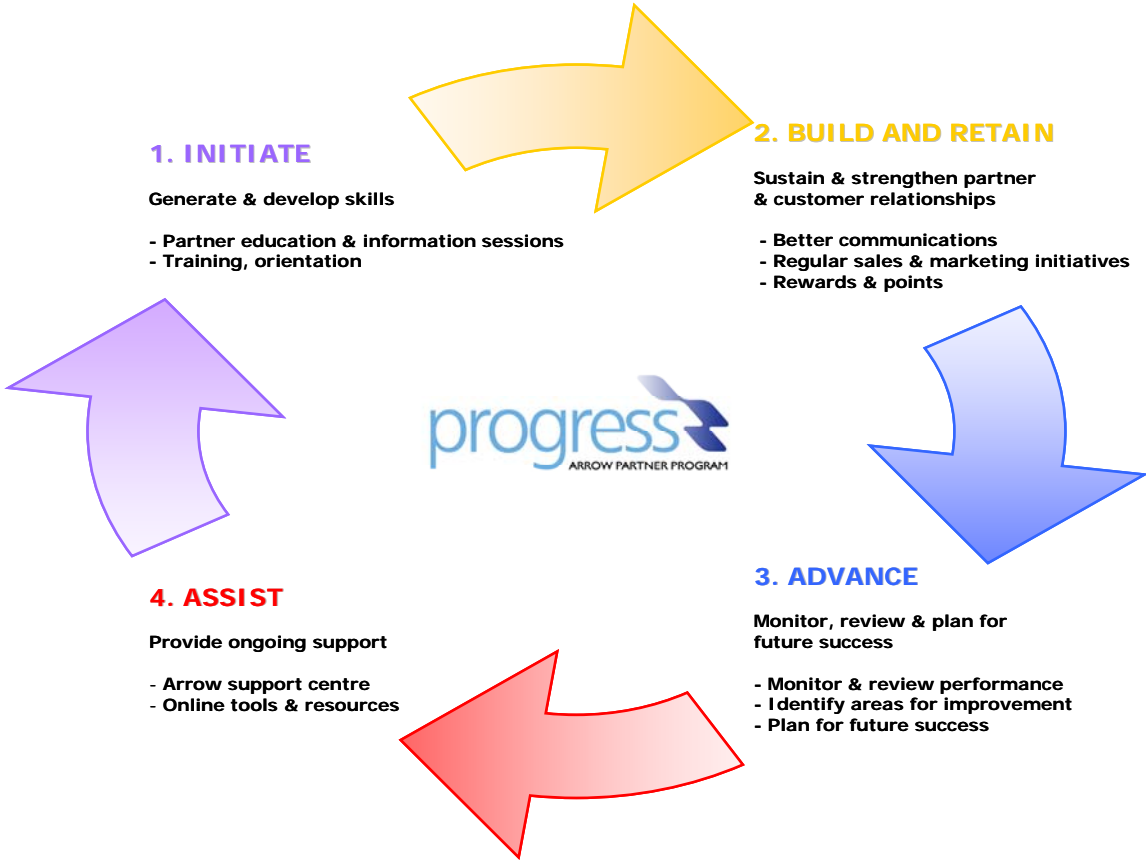
This overview sets out:

- The structure of the program
- The overall objectives of the program
- The requirements and benefits associated with membership
- Criteria for eligibility

The primary aims of the Progress program are to promote activities that have a positive impact on ARC and its Business Partners. Primarily the program aims to improve overall business performance, build revenues and enhance levels of service while cultivating a culture of greater transparency, standardisation and communication through deeper collaboration with our Business Partners.

2.0 ARC Progress Partner Program Framework

The framework of the Progress Program can be broadly classified into the following elements:



3.0 Key Components

The ARC Business Partner Program consists of a number of key components:

- A tiered structure
- Requirements & benefits of membership
- A Points program
- Membership fee structure

3.1. Tiered Structure

The Progress Partner Program is made up of three tiers which enable Partners to engage at the level that suits their business structure. It allows for an equitable approach to managing Partners and provides transparency across the Partner community.

The three tiers within the ARC Progress Partner Program are:



3.2. How are Business Partners allocated to tiers?

The Partner Program consists of a set of core requirements and benefits for each tier. Allocation to a tier is based on a series of criteria such as; sales performance, training accreditation, the planning and roll out of marketing initiatives.

3.3. Requirements and benefits

Each tier has specific requirements and benefits; such as account management, sales targets and specialist support services. As a Business Partner moves up into higher membership levels they incrementally receive greater benefits.

Member requirements

Each tier includes a set of requirements that Business Partners need to meet in order to qualify for that tier. Fundamental to each tier are the following elements:

- Ability to achieve sales targets
- Only accredited personnel may sell and support Arrow Solutions, (i.e. personnel who have completed the relevant product specific accredited training programs as conducted by Arrow).
- Partner Agreement must be signed
- Participation in Client Surveys
- Actively Market Arrow Solutions
- Acquisition of points in the Arrow Points System

Member benefits

Member benefits are classified into the following categories and include but are not limited to the following:

Sales and Marketing

- Opportunity to earn sales margins based on net sales to ARC.
- Opportunity to earn margins on active Enhancement Software Policy (ESP) accounts, for selected ARC Solutions.
- Access to Account Managers to support specific partner needs.
- A sales and marketing tool kit with information and guides to help support partner marketing functions.

- Invitations to Business Partner events such as the ARC Business Partner awards nights, and information seminars.
- Regular InTouch events administered and funded by ARC for end users of ARC solutions. (These events take place Australia wide, and enable ARC to showcase new product features and enhancements in order to generate sales leads and encourage better communication between ARC, Business Partners and end users).
- Bi-monthly Business Partner Inform bulletins.
- Bi-annual distribution of 'The Archer' newsletter to end users and partners.
- Opportunity to buy into national marketing initiatives run by ARC such as telemarketing, vertical marketing campaigns and client testimonials.
- Access to electronic and printed marketing collateral and brochure-ware across the ARC suite of solutions. This includes the use of logo marks and Business Partner imagery.
- Access to sales and marketing workshops for eligible Partners.
- Business review, planning and strategy sessions with Account Managers.
- Regular ESP member e-newsletters administered by ARC to end users.
- Opportunity for Business Partners to win industry awards based on sales and performance.

Training

- Free orientation sessions for new consultants that include an overview of operational procedures for logging support requests, and an introductory session to familiarise consultants with ARC's product range.
- Training course discounts for eligible Business Partners.

Support

- Access to online resources such as the ARC Partner Intelligence Centre which includes a wealth of technical, product and support information as well as access to our online order centre.
- Access to ARC Support Centre.
- Free licensed copy of ARC Solutions software for Business Partners to use within their organisation, for eligible Business Partners.

3.4. Points program

In order to foster a customer centric environment within the ARC Business Partner community, a points program has also been devised. Points will be allocated to partners based on a series of point generating activities that aim to reward continuous improvement in customer service and overall performance.

3.5. Use of points

When particular categories are achieved, points are earned and can be used in a number of ways such as:

1. Assisting a Business Partner to qualify for a particular tier.
2. Reduce sales target requirements for select tiers.
3. Assisting a Business Partner to qualify for the outstanding performance award.

3.6. Business Partner Awards

The ARC Business Partner awards aim to recognise and reward outstanding achievement within the ARC Business Partner Community. There are four award categories:

1. **National Business Partner of the year** – A National award applicable across all States. This award is based on sales and is awarded to the Business Partner with the highest sales in Australia.
2. **State-wide Business Partner of the year** – A State based award based on sales that is presented to the Business Partner with the highest sales in the relevant state.
3. **Regional Business Partner of the year** – A Regional award, applicable to Regional VIC, NSW and QLD. This award is based on sales and is presented to the Business Partner with the highest sales across all regions.
4. **State-wide outstanding performance award** – A State based award based on improved performance in various areas such as sales, customer service and the accumulation of points generated through the Progress Points system.

4.0 Membership Fee structure

A one off membership fee is payable to join the Progress Business Partner Program.

5.0 Membership Eligibility - Who should join?

Arrow is seeking to partner with enterprises whose primary function is the provision of software implementation and full systems integration services including training, support and consulting services.

1. Organisations that are focused on building their business within the small to medium sized market space.
2. Organisations that have a minimum of one (resource) consultant with significant software product knowledge, client support and training capabilities.
3. A minimum of one (resource) consultant with software sales experience that will focus on building sales.
4. An existing client base across a range of industries, within the small to medium sized market space, that has an annual sales turnover in excess of \$1 million.

For further information about partnering with Arrow please contact our National Partner Manager on free call 1800 248 264, to start experiencing the benefits of progress.