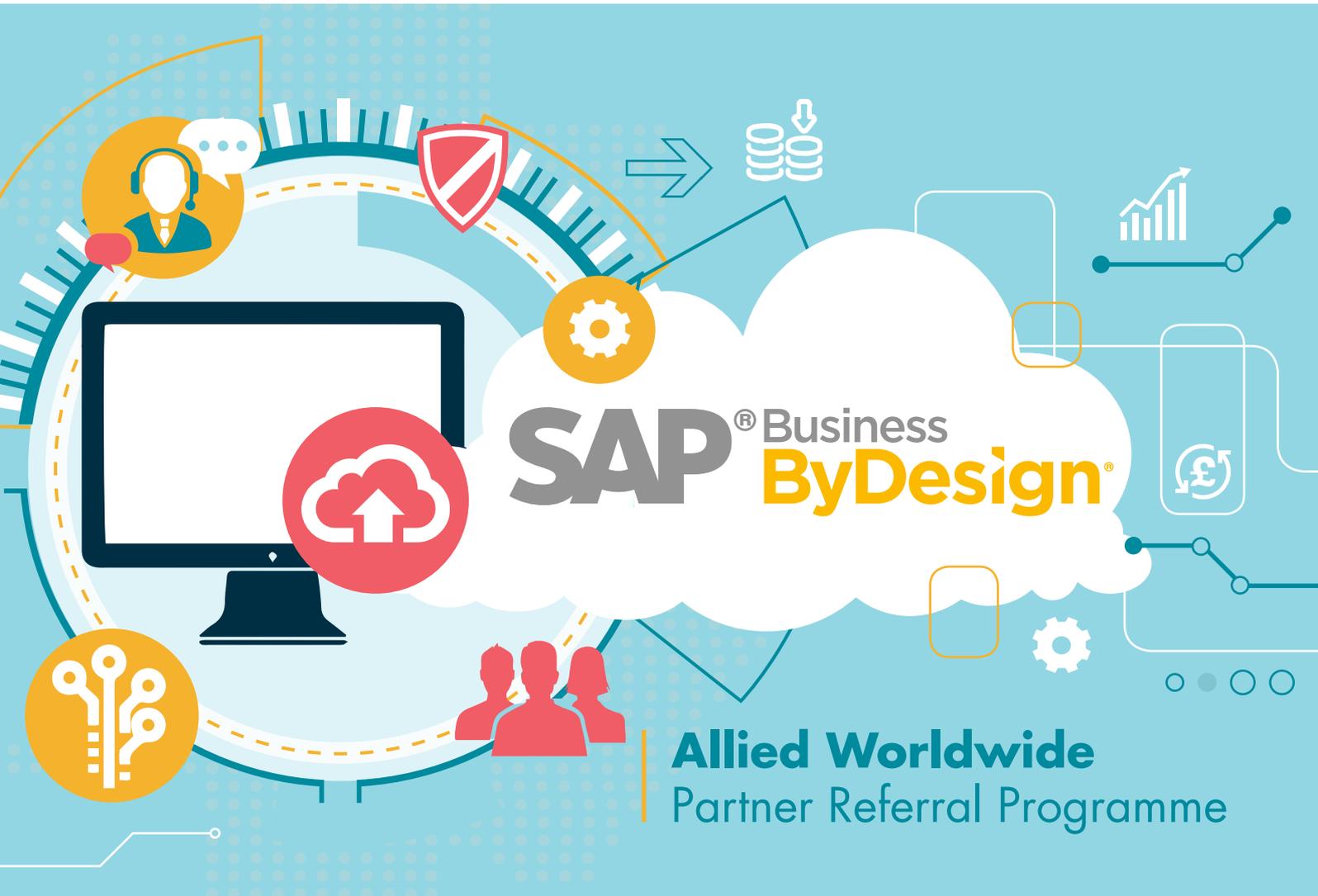




Supporting global business growth for 25 years



**Allied Worldwide**  
Partner Referral Programme

[www.alliedworldwide.com](http://www.alliedworldwide.com)

# 01 | Introduction

**We believe in building strong alliances which help grow businesses**



For the past 25 years, our model has been to deliver mutual benefit to our customers, partners and employees. It's a model which has helped us expand Allied Worldwide into the thriving global business it is today.

We believe in sharing value and profit with those who help us meet our goals.

As a trusted business partner to your network of customers and peers, we want to work with you. You have the opportunity to enable your network to grow through digital transformation – delivering cost savings, streamlined business processes, automation and cloud technology.

By becoming an Allied Worldwide **SAP Business ByDesign** referral partner you have the chance to form an alliance which maximises growth and revenue for you, your contact and for Allied Worldwide.

This guide has been created to help you understand the value and benefits of becoming a referral partner for Allied Worldwide's **SAP Business ByDesign** programme.

# 02 | Why SAP Business ByDesign?

The last software you'll ever need

**SAP Business ByDesign** is a cloud based ERP solution for mid-sized SMEs and subsidiary companies.

It delivers value for customers by offering all the core functionality required to run a business within a single integrated solution. Connecting functions like finance, HR, sales, procurement and logistics offers unparalleled insight into business performance as well as streamlining business processes and driving efficiencies.

### Become more agile

**Companies who deploy cloud based software typically:**

- Have better agility
- Are better prepared for business growth and divergence
- Experience fewer operational issues
- Can lower capital expense

### Enterprise Grade Security

- Secured and safe-guarded on the world's most secure servers
- 24x7 data centre monitoring and regular infrastructure scans
- ISAE3402/SSAE16/SOC I Type 2 Report and ISO 27001 certification



### Built for growth

SAP is the world's leading software company and Business ByDesign has been created for fast growing businesses who need to deliver speedy results.

The software is best of breed but a fraction of the cost of larger SAP software products. **SAP Business ByDesign** has been developed with over 40 end-to-end best practice business processes 'baked-in' to enable rapid deployment and speedy time to value without the complexity of larger enterprise products. Because the solution is in the cloud, you get instant access, any time, anywhere, any device.

Because SAP invest so much in their data centres, it means you get to keep your costs down both in terms of it infrastructure and in maintenance and repair. The software typically goes through two major updates per annum, meaning you are always working with the latest version.



### Secure and GDPR compliant

From a business continuity and IT perspective, SAP is one of the safest software providers you can trust your data with. You can expect ironclad security as a minimum.

As the world's leading software provider, they are dedicated to building and keeping your trust by holding the highest standards of security.

SAP have implemented the requirements of GDPR into their products and services in order to support you through the transition.

### Fraction of the cost of other SAP products



Created for fast  
growing businesses  
who need to deliver  
speedy results

## 03 | Who should you refer?

**SAP Business ByDesign** is specifically built for mid-sized companies across a range of sectors. Businesses who should consider this software should have more than 100 employees and a turnover between £10m-£100m.

- Cannot accelerate growth with legacy systems
- Lack of good BI
- Labour intensive processes
- Duplication of effort
- Manual intervention
- Current system falls over
- Current system is due for renewal or upgrade
- Anticipated business change
- Global growth
- Profit leakage identified
- Sales are slipping through the net
- Current system is not compliant with new 'making tax digital' regulations
- Current system doesn't support GDPR compliance

# 04 | Partner referral overview

This partner referral programme is designed for companies, and individuals who want to add value to their network by helping them solve some of their biggest pain points.

We recognise you are in a position to deliver trusted advice about in relation to technology. Our programme empowers you to deliver that advice.

You can grow your revenue and increase your personal brand through our referral partnership programme.

As a referral partner we will ensure:



## Marketing

You'll be provided with co-branded marketing collateral.



## Sales readiness

You will receive a product demonstration to give you awareness of the solution capability.



## Updates

You will be assigned a partner manager for quarterly updates and support.

**Because the solution is in the cloud, you get instant access, any time, anywhere, any device**

# 05 | Partner referral benefits

## Marketing and branding

**Once you have become an approved referrer you will have access to general benefits including co-branded marketing collateral and product updates.**

You will also have the opportunity to run co-branded events and to sponsor Allied Worldwide SAP education events.

## Enablement and training

**You will be offered product training on the SAP Business ByDesign software.**

This will enable you to speak to your network with knowledge and to make more intelligent referrals. It will also enhance your general awareness and understanding of SAP and cloud software.

## Partner benefits

- 10% revenue share of year one license fee based on all deals closed won
- Product training
- Co-branded marketing collateral
- Eligible to use Allied Worldwide partnership logo
- Logo on Allied Worldwide's site
- Customer engagement support
- Joint marketing events
- Dedicated account manager
- Regular product updates
- Programme updates



# 06 | Partner requirements



**Hassle free**  
The partner referral scheme is not labour intensive



Participation is easy and stress free



**No targets**  
We will not set you targets. Nor will we measure you using KPIs

**Earn more**  
The more referrals you make, the greater your potential for earning



**1**  
All we ask is that you make one viable referral per annum as a minimum



There's no maximum amount of referrals you can make



**Recognise performance**  
Allied Worldwide will recognise your performance and the quality of your leads by offering more support to enable your ability to refer



**Low time and effort**  
Recognising our individual efforts to create a mutually beneficial partnership

## What makes a viable referral?

**A referral will be considered viable upon the following conditions:**

- The referral is a senior decision maker
- The contact is aware the referral is taking place and is expecting contact from Allied Worldwide
- The referred business has an active software project and/or, has identified a future requirement for software and or, is in agreement that their business would benefit from new software
- Is a completely new lead to Allied Worldwide and one which isn't actively being pursued or hasn't already been referred by another partner

# 07 | Incentives

Once you are enrolled in our partner referral programme you can start to earn commission right away by making viable referrals as often as the opportunities present.

**Any leads you refer which result in closed SAP Business ByDesign deals will be considered active pay out opportunities.**

- Maximum commission payment will be paid to the value of 10% of year one licenses (see illustration)
- Payment will only be made for referrals sourced by the partner and which are completely new to both Allied Worldwide and SAP
- Renewal revenue and up-sell are not eligible for commission
- In the instance of a duplicate referral, commission will be paid to the original referrer
- Any referred leads which are actively being pursued by Allied Worldwide will be considered duplicate unless the referrer is able to leverage relationship for deal closure
- Payments will only be made on
  - a) the completion of SAP ByD contract paperwork and
  - b) full payment of licenses has been received by Allied Worldwide
- The maximum payment which can be made for any referred business is £100k
- All leads offered to Allied Worldwide will be qualified at the point of referral. We reserve the right to reject leads which don't have a high chance of closure success



## 10% COMMISSION

### ILLUSTRATION No.1

Annual license value	<b>£150,000</b>
Deal in years	<b>One year</b>
Total annual license value	<b>£150,000</b>
Eligible commission	<b>£15,000</b>

### ILLUSTRATION No.2

Annual license value	<b>£200,000</b>
Deal in years	<b>3 years</b>
Total annual license value	<b>£600,000</b>
Eligible commission	<b>£20,000</b>

### | Impartiality

We are aware that some of our partners may wish to retain impartiality. To that end we have four options for the referral scheme incentive:

- 1** Referral fee can be paid into your nominated bank account
- 2** Referral fee can be donated to a charity of your choice under your name
- 3** Referral fee can be passed back to the customer as additional discount
- 4** You can waive the fee altogether

# 08 | Getting started

Simply follow the three simple steps to start your referral partnership journey.

01 |

Fill out a partner request form at [www.alliedworldwide.com/becomeapartner](http://www.alliedworldwide.com/becomeapartner)

02 |

**Review and sign the agreement** terms emailed to you thereafter

03 |

We provide a short and simple **awareness training programme** - you can now start referring

# 09 | Deal referrals

The first step to making a referral is to fill out the lead referral form on our website [www.alliedworldwide.com/referral](http://www.alliedworldwide.com/referral)

Once this has been completed an email will be sent to a SAP Representative within Allied Worldwide with you in copy. Your referral will also receive an email to alert them that the referral has been made.

The referred lead is routed to the most appropriate sales executive within the Allied Worldwide **SAP Business ByDesign** team, who will contact the referred party within 24 hours. You will be informed at each key stage of the process as to the status of the referred lead.

Key stages include: initial introduction; discovery session; product demonstration; negotiation and deal closure.

At the point of deal closure, the referral partner becomes eligible for commission. Commission is paid after contract paperwork has been concluded and outstanding invoices for licenses have been paid.

You will receive an annual report of all deals referred, the status of each and total money earned, received and outstanding.

# 10 | Frequently asked questions

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## WHAT IS A VIABLE REFERRAL?

A viable referral is one which Allied Worldwide consider to be legitimate and which has potential to convert. As a minimum it has to be new business to both Allied Worldwide and **SAP Business ByDesign**. It is also preferable that it falls within the company demographic as outlined in chapter 3. You must also know the business you are referring. The success of the referral is based on your relationship as a trusted adviser.

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## CAN I INTRODUCE OTHER PARTNERS?

Absolutely, although all partners must be vetted and you will not be paid commission for partner referrals.

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## WHY WOULD YOU REJECT A REFERRAL?

A referral may be a duplicate from another partner or already in Allied Worldwide's CRM system. In this instance we would reject the lead with explanation and evidence. In the instance of no pre-existing opportunity, we may reject a lead if it is "cold" (in other words you have no existing relationship with the prospect) or if there is no clear evidence of a software requirement. Other scenarios which may cause a lead to be rejected include bankruptcy, international subsidiaries already operating ByD or incorrect level of seniority of person referred. Referral rejection is not common.

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## HOW LONG WILL IT TAKE ME TO GET PAID?

It can take six months or longer to get a referral to the point of deal closure. The more progressed the referral (in terms of their software search and select process) the faster the opportunity will close and the sooner you will receive commission. Payment is typically paid on completion of the contract and once payment of outstanding invoices have been received. Our invoicing terms are net 30 so you can expect payment within a month or two of contractual paperwork being completed.

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## CAN I RESELL OR WHITE LABEL YOUR PRODUCTS?

No. Allied Worldwide reserve the right to wholly own all products and services offered. Marketing collateral and events can be co-branded.

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## WHY SHOULD I SIGN UP ?

Our partners know that by making the introduction they are putting their customers in touch with the UK's best global IT services, software and support business. We have helped grow global brands and can benefit your network too.



Supporting global business growth for 25 years

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