

Get Started Today!

Contact Cincom's Partner Program by:

Phone: 1-800-2CINCOM
(U.S. only)

1-513-612-2300
(Cincinnati local)

E-mail: partners@cincom.com

Or, feel free to visit our
website for additional
information:
www.cincom.com/partners

Frequently Asked Questions



Why Partner with Cincom?

At Cincom, we understand that our success is contingent upon the success of our partners and have designed our partner program to reflect our commitment.

Partnering with Cincom, you have access to:

- Our best-in-class products and solutions
- Competitive margins
- Licensing and maintenance revenue opportunities
- A sizable services drag
- Dedicated, professional marketing, sales and technical support as well as online support through our Partner Portal
- Training-package options that fit your preferred level of expertise

How do I become a Partner?

Applying is easy. Simply provide us with a little information about yourself online at: <http://www.cincom.com/partners>.

Once we have received your information, your local Cincom Partner Manager will contact you. Cincom works directly with you to determine applicability of the partnership.

Who is eligible?

Our program is open to select Distributors, VARs, Volume Resellers and System Integrators who are interested in promoting, selling and servicing Cincom solutions.

What types of partnerships are available?

Cincom's Partner Program is a simple program that allows you to determine your own level of expertise with Cincom solutions through sales, solution and technical training.

Are there any enrollment fees or other upfront costs?

There is a nominal one-time set-up fee. Once you are an authorized partner, you will have access to heavily discounted education and mentoring packages, a discount margin on licenses and rights to commissions on products and services resold, as well as many other marketing support programs.

What types of solutions are offered at Cincom?

By partnering with Cincom, you have the ability to choose which Cincom solutions you want to add to your business portfolio. You may choose one, two or all of our products. It's totally up to you. We have solutions for a wide range of business-processes solutions: Quote-to-Order, Contact Centers, Document Automation, Data Management, Business Intelligence, Application Development, Hosting Services, Sales and Product Configuration. For more details, please visit our products and solutions home page at www.cincom.com/products.

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Is training available?

Cincom provides a full range of solution, sales and technical training options to help get ready to sell our products and solutions. Our training programs have been designed to minimize your time out of the office while maximizing your learning, and our programs are available as online self-study or instructor-led classroom sessions. Training is grouped in logical modules to ensure you are knowledgeable to sell and support Cincom solutions according to the level of service you provide.

What type of marketing support is provided?

Partners can easily locate the most current Cincom product sales tools, marketing programs and sales support materials on our Partner Portal. We also offer MDF and lead-generation program development assistance.

What about global opportunities?

Cincom has the global infrastructure, internationalized products and worldwide partner organization to support you and your customers. So whether it's a multi-national opportunity or a single, isolated company, Cincom is ready to support you.

How are territories allocated?

Cincom works closely with its partners to mitigate competition within its product line and does so by proactive deal registration and geographic assignment.

Is exclusivity provided in the partnerships?

Cincom neither requires nor offers exclusivity with its partnerships.

How is channel conflict managed?

Conflict in the Cincom channel is managed "proactively." Partners secure their rights to opportunities by registering them in Cincom's opportunity management system on MyCincom.com (Cincom's Partner Portal). The opportunity is managed and maintained according to Cincom's strict lead-registration criteria.

What are the resource requirements for partners?

Partners are not "required" to maintain minimum levels of staff on the Cincom products. Partners are encouraged through revenue-attainment levels to educate their teams on the Cincom tools and sales methodologies, however they are not required to do so. In those instances where partners require additional resources, Cincom's consulting team is available to assist.

Does the program require minimum levels of revenue?

Although our partners do have set revenue targets, we do not require it for program qualification. As an incentive to meet and/or exceed targets, we offer "Bonus Margins" for achieving certain revenue levels.