



## Motivate & incent partner ecosystems

### About Alliance Plus

The Association of Strategic Alliance Professionals (ASAP) estimates that a 1% increase in partnering efficiency would add \$40 billion to the US GDP.

A business alliance should not only leverage the resources of two organizations where the outcome exceeds the parts of itself, but also improve efficiencies, offer more opportunity for the partners and provide better service and value to the customer.

Alliance Plus is a complete web-based SaaS (Software as a Service) for business partner ecosystems that is easy to implement, simplifies and supports Partner relationships.

### Alliance Plus Features

#### Partner Module

The building block of Alliance Plus houses membership data and profiles your Channel Partners. Easy self registration gets your Partners participating in a matter of minutes!

#### Education Module

Provide sales and product training to your Partners with full testing capabilities - includes a comprehensive resource library for brochures, documents and white papers. Powerful sales tools to give your Partners a competitive edge!

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#### Sales Module

Track and reward your Partner sales with the Alliance Plus Sales Module. Download catalogues and templates to make sales claiming easy!

#### Rebate Module

The Alliance Plus Rebate Module allows you to manage and fulfill product and channel-specific product rebates. Our system supports multiple rebate styles and fulfillment options.

#### Rewards Module

Powerful incentives and rewards for your Partner sales people. Thousands of desirable products including electronics, travel, house & garden, appliances, gift & debit cards, and much more! (U.S. and Canadian stores available).

#### Contests & Promotions Module

The Alliance Plus Contests & Promotions module assists you in executing exciting and measurable campaigns designed to increase sales and affect partner behaviour. Choose from a variety of effective and measurable pre-designed contests and promotions and watch your sales grow!

#### Reporting Center

Strategic reports track individual and company results for all modules. Self-managed reporting allows you to measure and analyze partner sales data to monitor sales effectiveness.