

Retail Pro

Solution Provider/
Referral Partner Programs



Serious software for serious retailers.™



Looking for a way to expand your business mix with a proven Retail Point of Sale (POS) system? Why not try the Retail Pro Solution Provider program. Throughout the world there are hundreds of thousands of retailers in need of technologies and are a perfect fit for Retail Pro's Point of Sale software solutions. There is no competitor who can show a stronger track record or provide more satisfied users

worldwide. Finally, no other software developer has proven their commitment to a network of long term partner relationships like those that form the backbone of our global distribution success.

By design we work closely with a limited number of high-quality, retail-savvy Partners who give top priority to customer satisfaction, service and growth. Long-term relationships are a vital part of our channel success. Our selective approach is completely different from some of our competitors who work with large numbers of less-qualified channel members.

At Retail Pro we believe in Product and Partner quality plus deep retail domain expertise. First and foremost, we provide the timely release of marketable software and have done so consistently since 1986. Second, we assist technically – we support our Partners while our Partners provide customer-facing sales and service directly to the client. In addition to furnishing extensive sales, marketing and technical tools and materials, we offer corporate sales assistance to help you win larger or strategic opportunities.

When you become an Authorized Retail Pro Solution Provider, you join a community of highly-skilled, highly-respected professionals committed to making their clients more

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profitable through Retail Pro's Point of Sale (POS) software solutions. The Retail Pro Solution Provider program offers outstanding business value through extensive sales, marketing and technical support services, as well as several financial incentives including healthy product margins and recurring revenue opportunities. We are looking for top-level Retail Solution Providers with a consistent track record to market, sell and support Retail Pro solutions in selected cities across the globe.

Solution Provider Program

Retail Pro has developed an extensive 90-day launch (jumpstart) program that provides your sales, marketing and technical team with the support they need to successfully market, sell and support Retail Pro solutions. Retail Pro will assign new Solution Providers a Technical Development Manager (TDM) who will ensure your team obtains all required training, is introduced to key company contacts and is fully supported on your first three Retail Pro sales and installations. Detailed requirements are included in the last page of this brochure.

Solution Provider – What's in it for Me?

Solution Providers receive a margin level designation and corresponding product margin discount level based on product sales volume. Solution Providers may be promoted to higher margin levels based on semi-annual achievements (sales are evaluated for the six month periods ending June 30 and December 31). Solution Provider's margin level may be reset twice per year (July and January). All evaluations are based on product purchases (at current suggested listed price), net of returns, including the net value of any

Software Assurance services purchases with the initial license.

Recurring Revenue Opportunities

Payment Processing Revenue Opportunities (North America)

Effective and secure integrated payment processing is a critical function for merchants, as well as a prime source of recurring revenue for savvy Retail Pro Solution Providers. Retail Pro has ample experience navigating the complex payment processing landscape, and we have carefully crafted a strategy that provides rational and high value choices for our merchants, along with lucrative revenue generating opportunities for our Solution Providers. We have accomplished this delicate balance through healthy competition between the leading payment processors.

Through this strategy, you are able to offer your customers a full array of PCI compliant payment options (including credit, debit, gift and check processing) from popular and secure payment processors, while optimizing your referral income opportunities from the Retail Pro authorized EFT providers.

Software Assurance Renewals

Solution Providers can generate recurring revenue by selling and renewing their client's Software Assurance contracts (also known as Annual Software Maintenance). Solution Providers receive a percentage of the software assurance fees paid by their clients. Software Assurance is an important part of the overall package to the Retailer. Retail Pro Software Assurance provides the Retailer with the peace of mind that the software application they are using to run their business is constantly being

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reviewed and updated for bug fixes, PCI requirements and product enhancements. Note – Clients must be current on Software Assurance for Solution Providers to receive support on their account from our Retail Pro Technical Support experts.

Solution Provider Program

The Solution Provider program provides you with the opportunity to enhance your business product/service portfolio to retailers. A Solution Provider will allocate full-time sales and technical resources to selling and supporting Retail Pro Point of Sale (POS) software applications. The sales and technical staff will receive in-depth training on the various aspects of the software. In addition, for approved Solution Providers, Retail Pro will assign a Technical Development Manager who will work directly with the Solution Provider for the first three Retail Pro sales and installations to ensure a quick start. Though there is an initial investment required, if a sale is made within 90 days of your start date, 50% of your program fee will be used to offset your first software purchase – giving you a significantly higher margin on the first sale.

Referral Partner Program

What if you are not ready to make the full commitment as a Solution Provider, but still want to recommend our high-quality solution to your clients or prospects? For example, do you provide products and services to the Retail Industry such as POS hardware, Accounting systems or are involved in the hospitality or grocery POS business and encounter retail prospects that are in need of a specialty retail software solution? Or is specialty retail not an exact fit for your offerings but you still want to

offer the client a high value solution? Are you looking to capture this new business and offer them more? Retail Pro International has a Referral Partner program that will enhance your income with little investment, other than your time. Retail Pro will provide you with all the necessary training to sell our Retail Management Solutions and pair you with a Solution Provider who will assist you with the sale. Referral Partners are paid a percentage of the software licenses and Software Assurance on the sale – the percentage depends on the level of your sales participation.

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Retail Pro Service Provider Requirements Summary

Pre-qualification Requirements

- Complete Reseller Opportunity Form and Mutual Confidentiality Agreement
- Operate from a professional office facility
- Have 5+ years experience as a Retail Solution Provider
- Employ at a full-time Sales Representative/Consultant dedicated to Retail Pro opportunities
- Employ a full-time Technical Consultant dedicated to Retail Pro implementations and support

Provisional Service Provider

- Complete/submit the Retail Pro Business Partner Application and Agreement
- Submit initial authorization fees
- Sales and Technical Consultants attends New Business Partner kickoff meeting
- Sales Consultant completes Sales Readiness Program
- Technical Consultant attends 2-week instructor-led certification prep class and passes all current certification exams and practical assessments required
- Involve Technical Development Manager (TDM) on first three qualified sales opportunities and implementations

Authorized Service Provider

- Employ two or more Technical Consultants
- Employ two or more Retail Pro Certified Sales Consultants

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- Sell Retail Pro solution in person to end-users
- Promote Retail Pro in advertising and printed materials and website
- Achieve at least four new end-user sales per year after obtaining Authorized Business Partner status
- Purchase at least \$75,000 at cost of qualifying Retail Pro products biannually after obtaining Authorized Business Partner status
- Comply with terms and conditions of the Retail Pro Business Partner Agreement and Business Partner Policies, including paying in full all program authorization, training and renewal fees



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