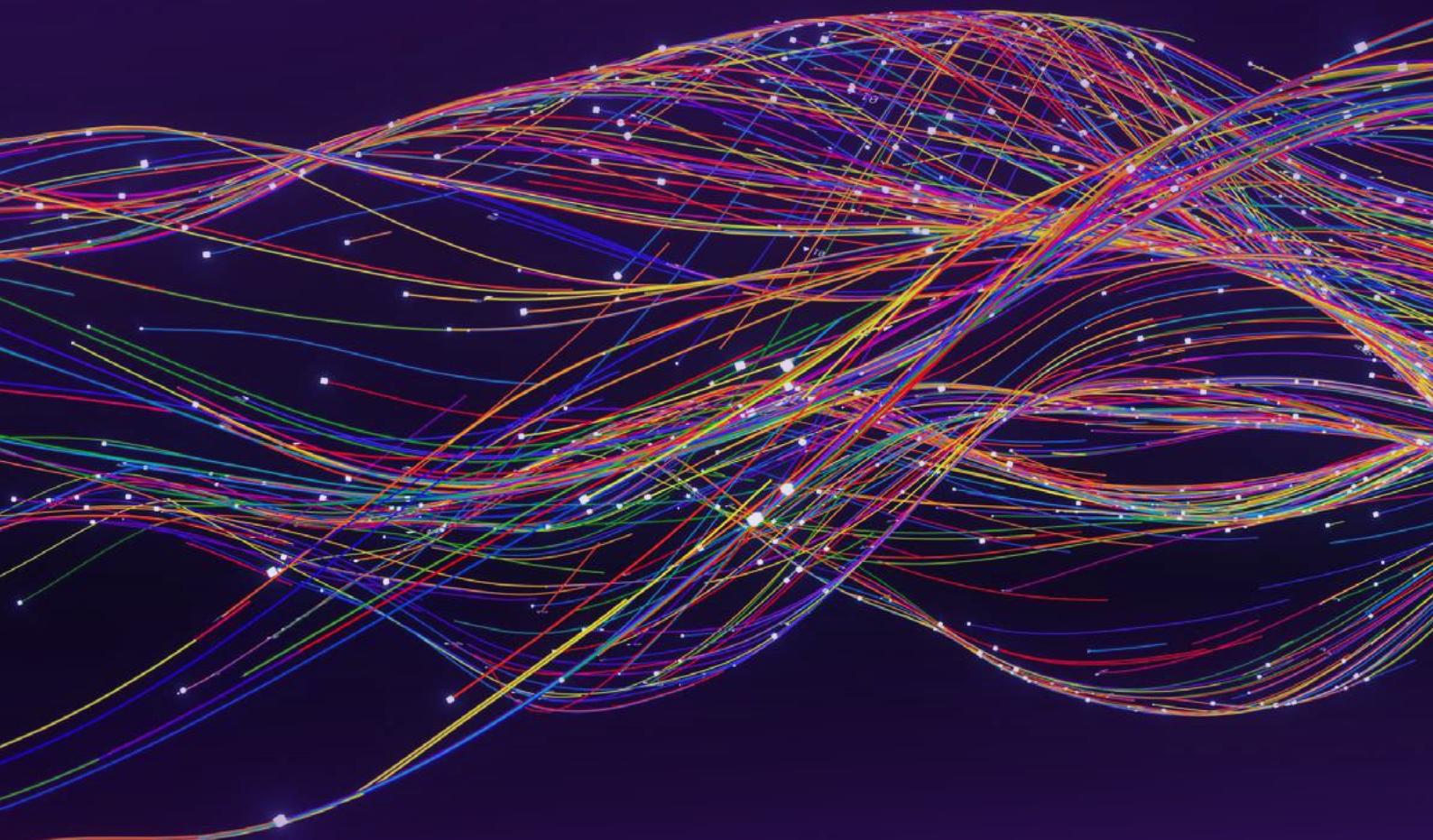


# IFS Partner program guide



# IFS connects you to the next big opportunities

The IFS Partner Program leverages the individual and combined expertise of IFS and our partners to collaborate and deliver solutions that enable our customers to deliver their products and services to their customers—efficiently and profitably. IFS believes that efficient partnering is one of the most effective approaches for meeting the integrated requirements of our customers. Working with partners in this way creates simplicity, transparency and trust when working together with our joint customers—helping our end customer deliver the same to their customers.



## Helping you deliver Moments of Service!

IFS is committed to helping our Partners support your customers with migrating to a modern cloud-based platform for innovation. Strip out complexity, reduce infrastructure costs, and acquire additional revenue streams. Benefit from high customer satisfaction and increased market share for your business.

We help partners deliver excellent moments of service, driving increased customer satisfaction and securing new revenue streams.

Our company values – agility, collaboration and trust – remain at the core of how we do business. With a broad range of solutions and an award-winning partner program, IFS is THE choice for organizations looking to remain competitive and irreplaceable to customers in today's IT landscape.

## How can you support your customers to de-risk their cloud transformation?

Many existing ERP systems are complex and embedded in your customers' infrastructure. While they are looking for alternatives, they need to be reassured that it won't disrupt existing business processes; IFS cloud easily integrates and helps organizations accelerate their digital transformation.

Your experienced sales teams are focused on delivering run-rate and meeting day-to-day business targets, but they also need to focus on developing new opportunities for the future to strategically grow the business.

For this reason, IFS has designed a deliberately simple 3,4,5 go-to-market approach.

**We segment the market into 3 areas:**  
Commercial - up to \$300m  
Enterprise - up to \$1bn  
Key \$1bn +

We then position our four solution sets into the following segmentation: ERP, EAM, FSM, and ITSM, and, within that, we break it down into 5 industries: Aerospace and Defense; Engineering, Construction, and Infrastructure; Energy, Utilities, and Resources; and Manufacturing and Service Industries.

Concentrating on 3 focus points enables not only our joint success but improves customer outcomes; subscription licensing, cloud services, and premium engagement services.

## Agility

We move with the times and stay on top of emerging trends to bring value to our customers.

## Collaboration

We enrich our relationships with collaborative spirit in both the workplace and the marketplace.

## Trust

We safeguard the trust of our customers and partners because they rely on us to deliver the best products and services to help them succeed.



# Industry diversity

IFS has extensive knowledge of the industries it operates in, being independently recognized as a leading, global supplier of enterprise software both in the cloud and on premise. IFS and its ecosystem of expert partners share a common goal—to put our customers firmly at the center of all we do. We seek out partnerships with companies with a track record of putting their customers' success at the very top of their agenda.



Aerospace & Defence



Energy, Utilities & Resources



Construction & Engineering



Manufacturing



Service

Enterprise Asset Management (including Maintenance, Repair & Optimization suite)

Enterprise Resource Planning

Field Service Management

Enterprise Service Management



4,500 Employees



Number of users  
1,000,000+



Customer Base  
10,000+



Partners 400+



Global Presence  
50+ Countries



2021 Full Year Revenue  
\$984m USD

## A track record of success

For more than 35 years, IFS has been a leading global provider of enterprise software—a testament to our solutions and ability to empower customers to turn today's challenges into tomorrow's business opportunities.

## What does the industry think of IFS?

IFS has been recognized by industry experts for years and continues to be acknowledged for user-friendly, agile and industry specific business software that enhances productivity and increases ROI. Find out more about our leading solutions at [ifs.com](http://ifs.com).



## Enterprise Asset Management

IFS offers comprehensive functionality to support your entire asset lifecycle. Whether businesses are planning and designing their asset, operating and maintaining it over its productive lifecycle, executing a refit or decommissioning, IFS provides a single version of the truth to help businesses maximize value over the asset lifecycle.



## Enterprise Resource Planning

Configured for specific industries, IFS's enterprise resource planning software is designed to help businesses rapidly take advantage of emerging technology and the changing market landscape, maximizing the agility of their business.

Our solution includes functionality for Enterprise Project Management, Enterprise Asset Management and Service Management. The application can be configured for a variety of industries and excels in demanding settings that combine elements of manufacturing, project, service and asset management.



## Service Management

An industry leading solution, as recognized by Gartner four times in a row, IFS offers world class scheduling and optimization solutions along with unrivalled breadth in service management capability. Equip your customers to tackle even the most complex use cases and choose between cloud or on-premise deployment with our software dedicated to helping service-based organizations.



## Enterprise Service Management

Transform the delivery of internal services in your business for improved employee experience and customer satisfaction. Deliver best-in-class service with IFS assyst. Your customers are consumers. Your employees are too. Both have increasing expectations. Delivering service excellence to your employees simply and quickly, using automation and collaboration, enables your employees to better service your customers.

# Why partner with IFS?

At IFS, we believe in building strong, collaborative relationships that connect our partners with new opportunities and deliver outstanding value. Our comprehensive and flexible partner engagement model ensures we support your company's individual goals including revenue models for direct compensation from IFS to partners for referral, resell and co-sell activities. For IFS, our partners aren't just a number – they are the long-term, personal relationships we value as the key channel of our go-to-market strategy.



## A partner program that delivers value...

IFS is dedicated to ensuring the success of our partners; and we recognize that a strong program foundation plays a crucial role in delivering that success. As a partner, IFS:



Is **easy to do business** with. We believe in being clear and transparent in how we communicate and operate.



Is **globally recognized** with leading solutions in target industries and a strong brand presence.



Enables **high revenue potential** for your business through industry leading partner commission and benefits.



Believes in **partner-first commitment** to facilitate new opportunities and deliver tangible value to your business.



Provides **unparalleled enablement and support programs** so you can realize ROI quickly and efficiently.

## ...To increase profitability for your company

We pride ourselves on providing a platform of services to distinguish your organization from the competition and open the doors to opportunities to demonstrate your strengths and unique offerings. Provides unparalleled enablement and support programs so you can realize ROI quickly and efficiently.

# A structured approach to partnering

Whether your focus lies on selling and delivering best-of-breed enterprise software solutions, developing innovative infrastructure or servicing customers to help them realize their full potential, our partner program is for you.

## Authorized

This is the entry point for building a foundation to initiate a long, lasting business relationship. IFS will recommend best practices to help partners increase their status.

## Silver

Silver Partners have the opportunity to immerse themselves in the IFS Partner Program to determine how IFS will complement their company's strengths. At this tier, your expertise will come into play as you start to align with the IFS sales organization on a deeper level.

## Gold

A Gold partnership represents a deep and significant relationship between IFS and the partner. The Gold Partner level is a collaborative alliance with expertise in specific industries or solutions.

## Platinum

Platinum partners have demonstrated proficiency in delivering customer value with a clear focus on selling complex solutions.

### Commercial Partner

Partners who sell IFS software licenses. Includes Channel, Global System Integrators and Regional System Integrators.

### Services partner

Partners who deliver Services to IFS customers. Enhances or expands the ability to deliver complex IT and managed services projects.

### Technology Alliance

An IFS Global Technology Alliance partner is an organization that provides complementary technology products to the IFS solution portfolio. The Technology Alliance partner's products supplement and extend IFS functionality in a way that enhances our customers' experience and the value of their relationship with IFS.

## IFS academy training and development

We know the importance of being recognized as an expert, and ensuring our partners have the technical expertise needed to support and deliver value to their IFS customers, and drive business growth – which is why we created the IFS Academy.

IFS Academy provides a range of training and enablement programs and certifications to help our partners enhance their knowledge and show their level of expertise. Through our digital learning platform and classroom trainings, IFS Academy helps onboard your consultants, sales and presales and keep them at the forefront of innovation while supporting you through the sales lifecycle.



# Program requirements

## Global SI Requirements

	Authorized	Silver	Gold	Platinum
New Customer Attainment	●	●	●	●
Relationship Manager	●	●	●	●
Pipeline Reporting	●	●	●	●
Revenue Quota*		●	●	●
Business Review (per year)		1	2	4
Certifications		5	20	100
Trained Presales		1	5	5
Case Studies (per year)		1	2	5
Joint Campaign Sponsorship (per year)		2	2	4
Joint Event Sponsorship (per operating region/year)			1	4
IFS Global Customer event			●	●
Co-branded Collateral				●
Face-to-Face Strategy Review				●

## Regional SI Requirements

	Authorized	Silver	Gold	Platinum
New customer attainment	●	●	●	●
Relationship Manager	●	●	●	●
Pipeline Reporting	●	●	●	●
Revenue Quota*		●	●	●
Business Review (per year)		2	4	4
Certifications		10	40	75
Trained Presales		1	4	5
Case Studies (per year)		1	2	4
Joint Campaign Sponsorship (per year)			2	4
Joint Event Sponsorship (per operating region/year)			2	4
IFS Global Customer Event		●	●	●
Co-branded Collateral			2	2
Face-to-Face Strategy Review		1	1	1

\* Specific benchmarks for revenue quota and other requirements will be outlined in the IFS partner agreements that must be signed by the partner company to join the IFS Partner Program.

# Program requirements

## Channel requirements

	Authorized	Silver	Gold	Platinum
New Customer Attainment	●	●	●	●
Relationship Manager	●	●	●	●
Pipeline Reporting	●	●	●	●
Revenue Quota*		●	●	●
Business Review (per year)		1	2	4
Certifications		5	20	50
Trained Presales		1	2	5
Trained Sales		1	2	4
Case Studies (per year)		1	2	5
Demand Generation Plan	●	●	●	●
Joint Campaign Sponsorship (per year)			2	4
Joint Event Sponsorship (per operating region/year)	●		1	4
IFS Global Customer Event			●	●
Co-branded Collateral				●
Face-to-Face Strategy Review				●

\* Specific benchmarks for revenue quota and other requirements will be outlined in the IFS partner agreements that must be signed by the partner company to join the IFS Partner Program.

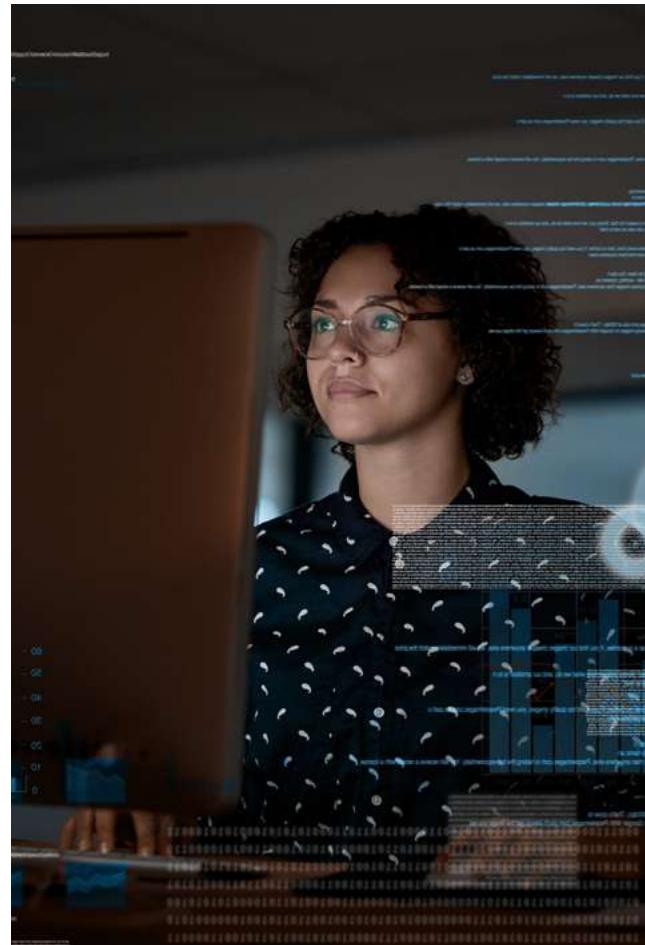
# Program benefits

Partner with a recognized industry leader and gain access to the resources, tools, training and support you need to accelerate your business and deepen customer relationships.

## Use of IFS Logos

IFS partners can promote their partnership and expertise by displaying the corresponding IFS Partner Program logos on their websites, in addition to advertisements and other approved marketing materials. Certified individuals will be given a logo that they can use on business cards and/or email signatures.

Authorized	Silver	Gold	Platinum
•	•	•	•



## Business Planning

Partners are required at the onset of the relationship, and yearly thereafter, to work with their IFS Partner Manager to produce and work on a joint business plan. This should contain key performance indicators (KPIs), with the plan giving a clear set of objectives for how to achieve these. Our dedicated partner resources will assist with executing the marketing programs and to make the most of the budgets while yielding maximum results.

Authorized	Silver	Gold	Platinum
•	•	•	•

## Access to IFS Partner Connect

IFS partners will receive access to the IFS Partner Connect, our Partner Relationship Management tool. This is a platform that provides partners with the information and tools needed to be successful when aligning with IFS. It includes lead management, sales and marketing resources, training, and much more.

Authorized	Silver	Gold	Platinum
•	•	•	•

## Partner Profile on ifs.com

Gain recognition and demonstrate commitment to IFS by displaying your company logo and information on ifs.com. Visibility on this level will help your organization reach more IFS customers and prospects. The “Find an IFS Partner” capabilities on ifs.com enables visitors to find a company by partner type, region, industry and more.

Authorized	Silver	Gold	Platinum
•	•	•	•

## Sales Enablement & Training

Empowering our partners with training for sales and pre-sales to aid business development, providing the expertise and tools partners need to successfully engage with prospects.

Authorized	Silver	Gold	Platinum
●	●	●	●

## Product Demo & Training Environment

IFS partners' use of the Training and Demo Database is for internal end-user training and prospective end-customer demonstration only. Additional fees for third party licenses may apply.

Authorized	Silver	Gold	Platinum
●	●	●	●

## IFS Academy Training & Certification

The IFS Academy delivers classroom and virtual training for partners so they are equipped with the skills and knowledge they need to ensure customers realize the most value from IFS solutions. It is important to work with the IFS Partner Manager and Academy to ensure that training plans are a part of the yearly business plans.

Authorized	Silver	Gold	Platinum
●	●	●	●

## Partner Success

With IFS Partner Success partners can deliver services to customers as prime contractors and can provide additional levels of advice and guidance with the help of IFS resources.

At IFS we believe success can be predicted and by buying Partner Success partners will be provided with services to help plan for and achieve it, driving towards a truly strategic partnership.

Authorized	Silver	Gold	Platinum
●	●	●	●





## IFS Scope Tool Access

IFS Scope Tool is the embodiment of the IFS global project expertise combined with the IFS Applications product documentation. By utilizing the powers of IFS Scope Tool in a presales context, you not only create a best-in-class transition to the project and enable project accelerators, but also provide sales differentiators:

- Clear visualization of scope definition
- A translation between the customer's terms and IFS dictionary
- Sales efficiency and effectiveness

Authorized	Silver	Gold	Platinum
•	•	•	•

## Discounts on IFS Events & Sponsorships

Members of the IFS Partner Program have the opportunity to be invited to attend and/or sponsor specific IFS customer and sales events. Partners are able to interact with customers who are in need of complex solutions while strengthening alliances with the IFS sales organization and complementary partners. Throughout the year, IFS also organizes events targeted to specific partnertiers or partners with specialized industry experience.

Authorized	Silver	Gold	Platinum
•	•	•	•

## Partner Self Service Portal

IFS has a Partner Self Service portal using IFS assyst to streamline requests from partners. Partners manage who from their organization gets access to the partner self-service portal in order to raise tickets for assistance.

Authorized	Silver	Gold	Platinum
•	•	•	•

## Marketing Development Fund

IFS wants to help create profitable partnerships. IFS will fund a percentage of the license value sold by partners to a Marketing Development Fund. IFS will match a percentage of the cost of any lead-generating or joint marketing activity that has been approved for partners in our exclusive IFS Partner Program.

Authorized	Silver	Gold	Platinum
•	•	•	•

## Run your Business using IFS software

Use IFS Software to run your internal business. As an IFS partner, you will get access to IFS Applications at a discounted rate.

Authorized	Silver	Gold	Platinum
•	•	•	•

## Collaborative Marketing Support

Partner and IFS will co-sponsor a physical event (in region) whereby both parties invite prospects and/or customers to attend educational sessions, domain practice discussions, industry innovation roundtables and/or unique solution overviews and demonstrations. All sessions to be attended by appropriate partner and IFS sales and executive personnel.

Authorized	Silver	Gold	Platinum
	•	•	•

## Concierge Marketing Services

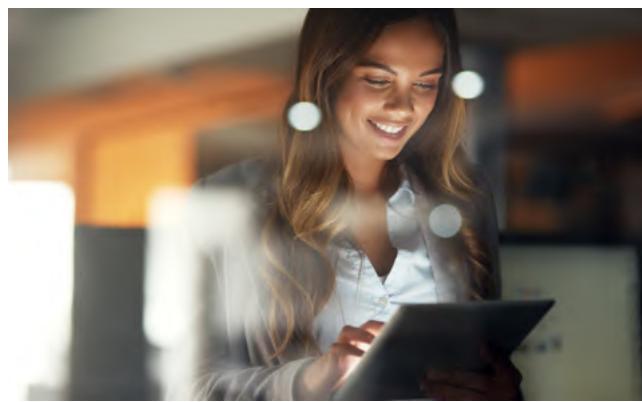
Partners will have access to IFS marketing campaigns on Partner Connect. IFS will support our partners with marketing services and enablement

Authorized	Silver	Gold	Platinum
•	•	•	•

## Executive Briefing Sessions

Executive briefing sessions enable IFS and our most strategic partners to develop a more complete picture of how to deliver value to IFS customers. These partners also get to learn how IFS can be a more strategic partner and help them achieve the results they desire. Briefing sessions will be held bi-annually, on request.

Authorized	Silver	Gold	Platinum
			•



This guide provides a general, high-level view of program benefits and deliverables associated with the IFS Partner Program. IFS reserves the right to make changes to the guide and the overall program without notice. Except what might otherwise be specified in a binding written agreement by and between IFS and a Partner company, this document has no legal status. IFS also reserves the right to make the benefits listed in this document available to any of its partners, or to withhold any of the benefits, terms, obligations and the like. Program members are responsible for their employees' compliance with the guidelines and terms of the IFS Partner Program and any signed agreement that may be associated.

**Want to know more? Join IFS today and ignite your business growth**

Learn how IFS solutions can help your company grow through targeting larger and more complex prospects. IFS has the solutions and industry experience to be your partner for the future.

Contact the IFS Partner team to begin the conversation or visit [ifs.com/partners](http://ifs.com/partners)

## About IFS

IFS develops and delivers enterprise software for companies around the world who manufacture and distribute goods, build and maintain assets, and manage service-focused operations. Within our single platform, our industry specific products are innately connected to a single data model and use embedded digital innovation so that our customers can be their best when it really matters to their customers—at the Moment of Service™.

The industry expertise of our people and of our growing ecosystem, together with a commitment to deliver value at every single step, has made IFS a recognized leader and the most recommended supplier in our sector. Our team of 4,500 employees every day live our values of agility, trustworthiness and collaboration in how we support our 10,000+ customers.

Learn more about how our enterprise software solutions can help your business today at [ifs.com](http://ifs.com).

#MomentOfService