



> INES.Partner

INES Solution Provider Program

INES Solution Provider Program is designed for experienced busINESs software resellers who are interested in growing their busINESses. As more and more small and mid-size busINESses turn to hosted CRM solutions to meet their busINESs needs, the opportunities for software resellers are bigger and better than ever before.

1. Capitalize on the Increasing Demand for CRM and Meet Your Clients Needs

The CRM market is exploding. Your clients deserve powerful CRM tools for sales, service, marketing and call centre operations. INES CRM solutions empower small and mid-size busINESses to boost both their sales and their customer satisfaction with:

- **Sales Force Automation** that lets salespersons streamline their sales cycles and drive higher close rates,
- **Marketing Automation** that allows companies to build, execute, and measure the success of their campaigns,
- **Customer Support and Service** that gives agents the ability to delight customers,
- **Real-time Dashboards** that integrate all critical busINESs data across departments.

2. Differentiate Your BUSINESs

Bring the leading CRM solutions for small and mid-size busINESses to your customers. INES CRM solutions are unique :

- Feature rich and hosted applications,
- Highly customizable and flexible to accelerate user adoption,
- Rapid - 10 days on average - implementation,
- No requirement for expensive IT infrastructure,
- Proven high availability so your clients access their data when they need it,
- 3 levels - application, facilities & network - data protection.

3. Earn Recurring Revenue and Extend Your Company's Market Reach

You market and sell the INES CRM Solutions as well as you can, up selling and cross-selling with your own product offerings, and then bill your clients with whatever terms you set out for them.

You can charge as much (or as little) for the INES CRM subscriptions you provide to your clients. We will take a set percentage off the list price and bill you for the remainder in a pro-rated, quarterly fashion. And the more you sell, the more you can save, with our scaling discount structures.

<http://www.inescrm.com>





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4. Expand Your Customer Base with a Proven Market Leader

Enjoy unparalleled access to our sales, marketing and technical support departments. From dedicated Account Managers to competitive commissions, we make it extremely efficient — and profitable — to sell and implement INES CRM solutions.

After you join INES's Solution Provider Program, you will :

- participate in marketing and other lead generation programs,
- purchase directly from INES and receive premier discounts on software subscriptions,
- generate add-on service busINESs by offering CRM implementation, customization, training and ongoing support to your clients.

If you're already providing services or technology applications for other busINESs, CRM is the next logical step.

INES CRM solutions will impress your clients and prospects, increase your new client acquisitions, and drive your top-line revenue.

Are you interested in helping your customers automate busINESs processes, reduce IT costs and maintenance, make better decisions, and improve collaboration within their organization?

Join us!

INES SOLUTION PROVIDERS			
REQUIREMENTS	INES.TENOR	INES.MAESTRO	INES.EXPERT
INES SOLUTIONS CERTIFICATION	INES.CRM SUITE	INES.SUITE	INES.SUITE
AVERAGE CUSTOMER SATISFACTION SCORE*	80%	80%	80%
MINIMUM NUMBER OF CERTIFICATIONS	1 consultant	min. 2 consultants	min. 5 consultants
MINIMUM NUMBER OF PROJECTS REGISTERED*	n/a	min. 20	min. 40
* last 12 months			

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Benefits	Tenor	Maestro	Expert
General Benefits			
INES partner portal	√	√	√
Lead registration & referral fees	√	√	√
INES partner newsletters	√	√	√
Technical Benefits			
Testing environments	√	√	√
Technical discussion boards	√	√	√
Community technical support	√	√	√
Pre-release environments	√	√	√
Product road map briefings	√	√	√
Marketing & Sales Benefits			
INES Leads	√	√	√
Partner Program logo	√	√	√
Event sponsorships	√	√	√
Marketing & sales best practices & tools	√	√	√
Joint PR activities		√	√
Joint marketing activities		√	√

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