

# IAS Partner Program

Document Number // 02//PS//00002221//000

Prepared By / Burak Bayrakdar

Date 08.11.2018

# 1 Program Overview and Benefits

The IAS Partnership Program targets sustainable partnerships that are growth-oriented and mutually beneficial. Through its successful business partners, IAS offers solutions and services that meet localization needs. The aim of the IAS is to build long-term relationships by constantly developing competitive skills through training and workshops with business partners, while bringing together partners' knowledge and experience in the local market.

## 2 Partner Types

### 2.1 Business Partner

Business Partners are companies that offer project implementation and support services as well as license sales in designated regions.

### 2.2 Referral Business Partner

Referral Business Partners are companies that are only focused on delivering potential leads.

## 3 How to be a business partner

### 3.1 Minimum requirements to be a Business Partner

#### 3.1.1 General Conditions

Filling out the Business Partnership evaluation form

Preparation of business plan for 3 years projection

Meeting the minimum required team criteria described below

### 3.1.2 Consulting Team

Having a consulting team of at least 5 people fitting the following structure.

#### Senior Project Manager ( 1 Person )

- Minimum 4 years experience
- The total budget of the projects managed should be minimum 500K €
- Preferably graduated from an industrial engineer or related course
- Should possess a high level of knowledge in logistics, production and finance processes
- Advanced SQL knowledge
- Preferably having object-based programming knowledge
- Having strong communication skills and a high level of knowledge in project management methodology

#### Project Manager ( 2 Persons )

- Minimum 2-4 years experience
- The total budget of the projects managed should be minimum 250K €
- Preferably graduated from an industrial engineer or related course
- Should possess a high level of knowledge in logistics, production and finance processes
- Advanced SQL knowledge
- Preferably having object-based programming knowledge
- Having strong communication skills and a high level of knowledge in project management methodology

#### System Consultant ( 2 Persons )

- Up to 2 years experience
- Preferably graduated from an industrial engineer or related course
- Preferably possessing a good level of knowledge in any of the logistics, production and finance processes
- SQL knowledge
- Preferably having object-based programming knowledge
- Having strong communication skills

P.S. Consulting team CVs need to be submitted to the IAS Partnership Program management.

### 3.1.3 Sales and Marketing Team

Having the appropriate sales and marketing team as described below

#### Sales Specialist ( 1 Person )

- Minimum 2-4 years experience
- Preferably having an enterprise software sales experience
- Having strong communication and presentation skills

P.S. In case of having a consulting team of 5 people as described above, the specified sales specialist position can also be filled by the partner manager.

#### Technical Sales Specialist ( 1 Person )

- Minimum 4 years experience
- Preferably graduated from an industrial engineer or related course
- Should possess a high level of knowledge in logistics, production and finance processes
- Advanced SQL knowledge
- Preferably having object-based programming knowledge
- Having strong communication and presentation skills

P.S. In case of having a consulting team of 5 people as described above, the specified technical sales specialist position can also be filled by the partner manager / senior project manager.

#### Telemarketing Specialist ( Optional )

- Up to 2 years experience
- Preferably having an enterprise software telemarketing experience
- Having strong communication skills over the phone

## 4 Value Proposition

### 4.1 Trainings

Free trainings for the first year

- Consultant Training Program ( 2-4 Weeks )
- Software Development ( 1 Week )
- Sales ( 2 Days )
- Telemarketing ( 1 Day )
- Pre-Sales ( 2 Days )

P.S. Certificates will be given to the trainees who have passed the certification exam after the training.

Optional Continuous Module Trainings

### 4.2 Technical Support

- The opportunity to implement first two projects with IAS
- Localization and translation support

### 4.3 Documentation

- Detailed help documentation
- Documents explaining more than 2000 processes with video recording
- Fast document generation infrastructure for Project or Sector based documentation

P.S. Documents are available in English, German and Turkish.

### 4.4 myCanias Partner Portal Application

- Following continuous software updates
- Making suggestions for the software development and following all the suggestions created
- Consulting the experts about the decision points in the project
- Access to continuously updated documentation, video library and training videos
- Following all news & announcements

Continuously released update packages; one main version in every 4 years and one subversion every year on average

Periodical bulletins on technical developments in the software

### 4.5 Marketing and Sales

We provide unique product presentation resources, along with rich marketing materials that we offer.

## 4.6 Business Management, Profitability and Sustainability

The opportunity to manage all your business processes with the sample Canias ERP Implementation that IAS has created with 30 years of experience.

- Sales and CRM processes
- Consulting Project Management
- Performance ve Cost Management
- Purchase and Finance Applications

### 4.6.1 Financial Profit Suggestion

For Business Partners

#### License Fee

Calculated as 50% of the list price.

#### Maintenance Fee

Calculated as 10% of the list price.

#### Revenue and Profitability Suggestion

An EBIT between 30-35% is targeted depending on the three-year projection prepared for team sizes of 5 for the first year, 12 for the second year and 23 for the third year. The details of the three-year projection will be shared seperately.

For Referral Partners

#### License Fee

Calculated as 5% of the list price.