

BUSINESS
PARTNER
GUIDE

**Grow your
business,
and your
customers',
with Accredo**



WHY PARTNER WITH ACCREDO

Accredo is proven accounting and business management software, purpose Designed for growing Australian companies.

The key difference between Accredo and competing business software packages is Accredo's over 30 year history of caring for its customers. An amazing 50% of Accredo customers have been using the software for more than 12 years – upgrading at their own pace, according to their own business needs.

WHY BECOME AN ACCREDO PARTNER?

Accredo's resellers are made up of chartered accountants, business software consultants and computer support experts. Some of the more than 80 that represent the software have been with Accredo since the firm began.

Accredo improves business flexibility because the software can be tailored to better match the specific business processes of each customer. Accredo resellers help customers run their Business the way they want to and enable them to maximize their growth opportunities.

LET US GROW TOGETHER

Accredo Australia offers three levels of partnership that you can achieve. As your company progress through the partner program, you will receive more from Accredo in resources and rebates.



The partner levels are:

Channel Partner – Annual software sales of \$0 - \$7999

- “dealer own use” buying privileges, - Not for Resale software
- Joint marketing opportunities
- On-line and in-person training
- Incentives and campaigns that drive sales
- Product documentation and developer support
- Access to available sales resources
- Access to Accredo Australia/ NZ support team
- Use of the Channel Partner Logo

Silver Channel Partner – Annual Software Sales of \$8000 plus

- “dealer own use software” - Not for Resale software
- Joint marketing opportunities
- On-line and in-person training
- Incentives and campaigns that drive sales
- Product documentation and developer support
- Increased Discounts
- Commissions on update subscription renewals
- Access to available sales and marketing resources
- Access to Accredo Australia/ NZ support team
- One staff member can attend a qualified support person refresher course free of charge
- Use of the Silver channel partner program logo

Gold Channel Partner – Annual Software Sales of \$56,000 plus

- “dealer own use software” buying privileges, - Not for Resale software
- Joint marketing opportunities
- On-line and in-person training
- Incentives and campaigns that drive sales
- Product documentation and developer support
- Access to available sales and marketing resources
- Increased discounts
- Commissions on update subscription renewals
- Eligibility to access Marketing Development Funds
- Dedicated Accredo Account Manager and support person
- One staff member can attend a qualified support person refresher course free of charge
- Access to Accredo Australia/ NZ support team
- Use of the Gold channel partner program logo

Diamond Channel Partner – Annual Software Sales of \$112,000 plus

- “dealer own use software” buying privileges, - Not for Resale software
- Joint marketing opportunities
- On-line and in-person training
- Incentives and campaigns that drive sales
- Product documentation and developer support
- Access to available sales and marketing resources
- Increased discounts
- Commissions on update subscription renewals
- Eligibility to access Marketing Development Funds
- Dedicated Accredo Account Manager and support person
- Access to Accredo Australia/ NZ support team
- One staff member can attend a qualified support person refresher course free of charge
- Use of the Diamond channel partner program logo



THE FUTURE TOGETHER

Now you have become an Accredo Channel Partner, you will have opportunities to work with Accredo and grow within the partner program.

Our team will work with you along the way, and help you put a plan together and maintain a plan to ensure you maximize the possible returns for the efforts you put in.

We will encourage you to work closely with your Partner manager and we will be evaluating partner's results annually to determine whether you qualify for a status change within the program.

The next level is a SILVER Partner. To achieve this level you will need to reach the revenue target for that 12 month period. The partner program does not stop there though, as a SILVER Partner you will be encouraged to not only maintain, but to exceed your targets and work towards the next level of membership – GOLD or Diamond.



HOW TO BECOME A PARTNER

Becoming an Accredo partner is quick and easy. Simply complete the application form on the Accredo Australia website.

REGISTER NOW AT: www.accredo.com.au/about/become-an-accredo-partner

Our team will contact you to discuss further your application within 5 business days.

KEY BENEFITS OF BECOMING AN ACCREDO PARTNER

- **Accredo Partner program works:** This program provides organizations with the expertise to sell, manage, integrate, plan, and implement Accredo solutions for customers worldwide. It provides training and enablement, technical support, software benefits, and sales and marketing tools.
- **Accredo systems are provided for your use:** Use Accredo to access and work with your clients' files and run your own business (Valued at over \$15,000. Terms and conditions apply)
- **Free technical support:** All channel partners receive full technical support from a dedicated support team
- **Ongoing marketing campaigns:** Accredo is dedicated to supporting its dealers. We run ongoing marketing campaigns in conjunction with channel partners and all leads are forwarded on to those partners
- **Free website listing:** Get listed as a channel partner on our website and receive online referrals
- **Become a long term source of advice:** Accredo is a system for growing companies, which means you can build a long term relationship with your customers and continue to support them as their business gets bigger and more sophisticated

- **Powerful but simple reporting:**

With Accredo you have the flexibility to extract information tailored to suit the requirements of your business. Create high level summary reports, consolidate information across business divisions and drill down into detailed performance data – quickly, effectively and at a fraction of the cost of other reporting tools



- **Easy access to marketing information:** Accredo's accounts receivable ledger provides a rich customer database for marketing purposes, allowing firms to comprehensively manage customer and sales information. Clients can communicate with customers, whether it be with special offers and promotions, or to solve credit problems before they get out of hand

- **Prepare for success:**

A system that works well for one user may struggle when another three or four users are added. Accredo runs equally well for small and medium sized businesses. It scales, handles multiple concurrent user sessions and is able to cope with the increasing volumes of data created by a growing business



Interested in becoming an Accredo qualified support person

- Accredo sells its software exclusively through Qualified Support People (QSPs) – business and IT specialists who are trained in consulting, implementation and ongoing software support
- Accredo has over 80 resellers representing the software around Australia and New Zealand, many of whom have been loyal to the company since the firm began
- If you would like to learn more about becoming an Accredo QSP, please phone **Ian Crates** on **1800 233 916**



For more information contact us at 1800 233 916 , email ian@accredo.com.au or visit www.accredo.com.au

