

Advanced Distribution Shared Solutions Referral Program

Partnering to Increase Your Capabilities with Advanced Distribution for Microsoft Dynamics AX 2009

Program Overview

The Advanced Distribution Software Partners support multi-channel Distributors and Retailers by offering industry expertise and sophisticated software solutions to help streamline processes, improve customer service and better manage the supply chain.

As a powerful group of dedicated professionals, we are able to offer those in the Distribution space something different – results. We couple deep Distribution industry knowledge with Microsoft technologies to help Distributors improve their margins.

The Advanced Distribution Referral Program is designed for Microsoft Dynamics Partners to use the Advanced Distribution Partners as a sales and consulting team member to win and implement Microsoft Dynamics AX distribution opportunities located across the United States. As a group, we understand the importance of mutually beneficial relationships. For this reason, we are respectful of other Microsoft Dynamics Partners, allowing them to benefit from our offering while retaining the primary relationship with their customers.

Process and Levels

When you identify an opportunity within the United States that may involve Microsoft Dynamics AX and Distribution needs, contact the appropriate Advanced Distribution Partner in that region (see next page for a list of partners).

We offer 2 Customer Referral Levels, and we will leave it up to the partner to decide which level they want to engage at:

Full Customer Referral

This level is ideal for Microsoft Dynamics partners that do not have Microsoft Dynamics AX experience. With this option, you can refer to us the entire Microsoft Dynamics AX and Advanced Distribution Opportunity. Once a project is successfully closed, and software payments have been received*, the Advanced Distribution Partners will share 10% of the licensing revenue from the Microsoft Dynamics AX and Advanced Distribution products.

Advanced Distribution Customer Referral

This level is ideal for Microsoft Dynamics AX Partners. With this option, you simply refer to us the Advanced Distribution opportunity. Once we determine the opportunity to be qualified and commit together, you provide the sales person/account management, local support and presales financials resources. The Advanced Distribution Partners will provide the presales resources for the Advanced Distribution product. Once a project is successfully closed, and software payments have been received*, the Advanced Distribution Partners will share 10% of the licensing revenue from the Advanced Distribution product.

Otherwise, consulting in the project is provided according to each originating partner's expertise. Microsoft quota credit, CAE credit, and 'Customer-add' credit will go to the originating partner. The client relationship remains with and is managed by you, the originating partner.

* The Advanced Distribution Partners will bill the end client directly, regardless of Referral Level.



"The Advanced Distribution Partners have a long history of successfully working with Microsoft Dynamics VARs, ISVs, and customers and look forward to continuing and adding to those relationships in the future."

*David Smith, General Manager,
U.S. Dynamics Partners*



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Benefits

- Grow revenue and profits without increasing cost structures.
- Allocate growth to other areas, without missing the chance to pursue Retail and Distribution opportunities.
- Lower your pre-sales investment.
- Reduce risks associated with successfully implementing Advanced Distribution and Microsoft Dynamics AX for your clients.

Technical Support

The Advanced Distribution Partners provide all Referring Partners with expert technical support on the Advanced Distribution solution. Our representatives are here to make sure all Advanced Distribution product implementations and integrations go smoothly.

Pre-Sales Support

Our Pre-Sales Support exists to help you leverage your partnership with the Advanced Distribution Partners. Enjoy expert knowledge in the areas of Advanced Distribution product functionality and benefits.

Recorded Demos

The Advanced Distribution Partners will have a library of pre-recorded product demos and webcasts available for use by our Partners. These demos walk through typical usage scenarios, as well as demonstrate product capabilities.

Product Brochures

The Advanced Distribution Partners have product literature, brochures, and collateral pieces available for use. These brochures can be given to customers and prospects, providing information on the Advanced Distribution module.

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**For more information on the
Advanced Distribution Referral Program, visit
www.advanceddistributionsoftware.com**