



NetSuite Associate Solution Provider for OpenAir

Experience the SuiteLife With the Leading Cloud ERP

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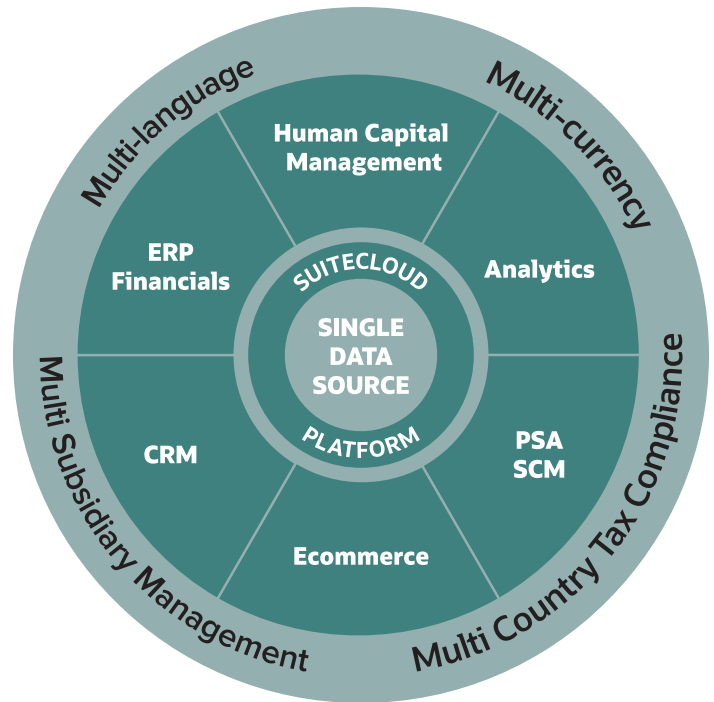
Experience the SuiteLife with NetSuite's Associate Solution Provider program for OpenAir. The program allows you to sell the leading professional services automation solution and was designed from the ground up to serve the needs of services delivery businesses.

Welcome to the SuiteLife

When you become a NetSuite Associate Partner for OpenAir, you'll experience the SuiteLife—our state-of-the-art engagement program. SuiteLife will have you selling and implementing OpenAir quickly. In addition, the ongoing training and support NetSuite partners receive will enable you to expand your business and ensure every customer engagement is a success.

The NetSuite Associate SP level is designed for experienced agencies interested in increasing their footprints within the professional services agency (PSA) sector. OpenAir's leading cloud-based project management platform helps PSAs optimize their resource management and deliver all projects on time and within budget. You'll impress your clients and prospects, increase your new client acquisitions, and drive your top-line revenue.

We're looking for partners who share our vision, invest in both dedicated sales and delivery resources, and want to make industry-leading margins.



Earn Unmatched, Recurring Revenue

With NetSuite's unique revenue-sharing model, you will earn boxed-product margins on existing customers, year-over-year, building a predictable revenue stream that generates consistent cash flow every month.

Expand Your Client Base

NetSuite helps you to rapidly expand your client base by giving PSAs the power to automate resource management, project management, project accounting and timesheet/expense management.

Extend Your Market Reach

Through enhanced customization technology, you can now meet the needs of the PSAs that you're already working with, then replicate those accounts as you sell OpenAir to multiple companies within your target market.

What Does It Take to Become a Successful NetSuite Associate Solution Provider OpenAir Partner?

At NetSuite, our diverse community of solution providers shares a vision and common approach to their businesses to achieve success. Our most successful partners take the following approach:

- **Experience Working With Services Delivery Businesses**
To realize a significant return on investment, qualified solution providers must have a solid working knowledge of the professional services industry as it relates to mid-market and enterprise customers. This expertise ensures your clients get the service they need when designing, implementing and deploying their business management solution. We supplement our partners' expertise with web-based and instructor-led training opportunities and certifications.
- **Dedicated Sales Resources**
Partners that employ dedicated sales representatives gain immediate results. These representatives carry OpenAir new business license quotas to ensure expected revenue targets are achieved. Most NetSuite partners experience a very fast path to breakeven and profit on this dedicated sales investment.
- **Methodology Experience**
To maximize their business potential, successful solution providers should have a consultant on

staff who fully understands how to implement business software applications and develop customized business processes.

What Are Some Best Practices to Help Drive a Thriving NetSuite Business?

As with any successful business venture, customer acquisition and retention is critical for success. NetSuite's most successful Associate Solution Provider OpenAir partners share the following common practices to achieve maximum results:

- **Vertical/Industry Specialty**
Successful partners are focused on core vertical industries in which they can best leverage their domain and product customization expertise to deliver value-added solutions and services to a specific vertical market. NetSuite complements your specialty with our own industry software solutions that help your clients get up and running faster.
- **Lead/Demand Generation Expertise**
To meet your business goals, it's critical to invest in dedicated marketing resources skilled in demand generation for business application software sales. NetSuite accelerates your lead generation efforts with co-branded marketing materials, sample campaigns and cooperative marketing funds.
- **One Product/One Market**
To drive customer success, it's key that Associate Solution Provider OpenAir partners have delivery expertise to provide their clients with a leading cloud-based project management solution for PSAs. They can deliver complementary services to the NetSuite solution, shorten their sales cycles and demonstrate fast time-to-value for their prospective and existing clients.

Partner Benefits

As an Associate Solution Provider partner, you will receive unmatched revenue-sharing on new licenses and renewals, generous co-op accrual, Advanced Partner Support, and more.

Financial Benefits	
New License Revenue/Margin	30% – 50%
Recurring Revenue/Margin on Renewals	10% – 30%
Services and Support Revenue	15%
Internal Use Products	<input checked="" type="checkbox"/>
Sales and Marketing Benefits	
Sales Support from a Seasoned, Dedicated Team	<input checked="" type="checkbox"/>
On-Demand Self-Service Resource Center	<input checked="" type="checkbox"/>
Real-Time Lead Registration	<input checked="" type="checkbox"/>
Use of NetSuite Logos and Trademarks	<input checked="" type="checkbox"/>
Co-Brandable Marketing Campaigns	<input checked="" type="checkbox"/>
Free Demonstration Accounts	<input checked="" type="checkbox"/>
Cooperative Marketing Funds	<input checked="" type="checkbox"/>

Technical Benefits	
Advanced Partner Support (APS)	<input checked="" type="checkbox"/>
Sales Engineering/Product Demonstrations Support	<input checked="" type="checkbox"/>
Online Learning Cloud Access	<input checked="" type="checkbox"/>
Accelerated Onboarding Training	<input checked="" type="checkbox"/>
Program Requirements	
Experience	Demonstrated sales/implementation experience with accounting, ERP, CRM and/or ecommerce applications
Dedicated Staff	Minimum (1) Sales, (1) Pre-Sales and (1) Delivery/Implementation
Signed Agreement and Sales Plan	<input checked="" type="checkbox"/>
New License Sales Commitment (yr)	\$100,000

For more information on joining the NetSuite Solution Provider Program, send your inquiry to solutionproviders@netsuite.com or visit www.netsuite.com/partners.