



**Before you become a
Synexsys Partner...**

The IT Asset Management market is growing up.

Get your market share with Synexsys® !





Synexsys

Synexsys is a recent product (2001) based on very simple, but rarely applied, concepts: **Simple, Powerful, Efficient**. Sounds like marketing doesn't it? The difference here is that we should speak about "applied marketing".

Synexsys is really like this. It's easy to install and maintain, it's very exhaustive and most of all, you don't have to spend 10 years at University of Technology to be able to use it efficiently.

Furthermore, Synexsys is like a *can opener*. Every company needs a product like this. The investment is not huge and, therefore, Synexsys is easy to sell. Once you get in with Synexsys, first you can add value with related services then you are in the right place to discover the other needs of your client.

Commercial strategy

We were a small company working with big companies like The French Post, United Nations Organizations, Nestlé, Aventis, Barclays Bank, Paco Rabanne, Sony, etc. We were happy with but it was becoming harder and harder to manage the Development, the Sales and the Integration in parallel.

Early 2003, we decided to focus almost exclusively on Development and started to create a worldwide Partner network made of Value Added Resellers, Integrators and Distributors. As we've just started to build this channel, there are still a lot of opportunities available.

Partnership by country

Our approach is to find one or maybe two strong Partners by country and give them priority instead of trying to find lots of Partners.

Partners can resell in their country but also in other countries (following a certain number of rules).



Partner profile

There's no ideal profile to work with us. We collaborate with freelances as well as with IT Resellers, with International Consultancy Groups or Local Software Integrators.

We are looking for people who are really interested to become efficient with our solution and who will resell Synexsys Inventory "by conviction" other than only opportunity.

Partnership agreements

There are basically two different contracts you can sign with us:

Integrator Agreement

The Integrator has to promote the product, resell it to its clients, implement it and provide the 1st level of support, (we'll provide 2nd level to the Integrator).

Basically, you can start today if you like it. The more you sell, the higher your margin gets. You don't have to pay anything; you don't even have to sell anything... although, of course, it would be better for you and for us.

The big advantage here is that your commitment is limited to basic rules and your investment is low. If you provide us with your prospects list on a regular basis, we will even protect you against other Partners competition.

Distributor Agreement

The Distributor is doing exactly what the integrator is doing with more advantages and also more constraints. It should have additional well trained people, in both technical and commercial sides, to be able to fulfill its commitments.

The Distributor's role is to promote the product directly and to create its own Synexsys Resellers Channel. It has a sales volume to achieve.



Prices

Synexsys prices are usually lower than the other comparable competitors' products. It's hard enough to be more precise, because similar products are sometimes difficult to compare.

For Synexsys Inventory, the average end user price under 1000 licenses is US\$ 8 to 25 by license, according to the country of destination. One license corresponds to one audited PC.

The mandatory annual Maintenance & Support Contract is representing 18% of the total purchase amount. It covers all new versions and technical support.

Margins for the Partners

Margins are set according to :

- The agreement type
- The purchase volume

How to apply for a Partnership ?

First, you should test the product and see if it answers your clients and prospects needs.

Then, if you are convinced, please fill out the form on the following URL :

<http://www.synexsys.com/Partners/index.htm>

Usually, we will give you an answer within 24 hours.

If you have any question about Partnership or commercial aspects, please write an e-mail to **partnership@synexsys.com** or call us at **+41 21 651 06 30**.

We are eager to collaborate with you soon!

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