



## Cloud-based business management solutions



### KCS solution provider program

This program has been Designed for experienced business management software resellers, or solutions providers, interested in scaling their businesses. KCS cloud-based business management solutions, which includes the distribution, automotive, rental, field service, and manufacturing industries, will impress your clients and prospects, increase your new client acquisitions and drive your top-line revenue.

We are looking for partners who share our vision, invest in both dedicated sales and delivery resources and who want to drive growth for their business.

- **New business sales**

KCS partners will receive generous commissions based on our silver, gold & platinum tiered systems for all new business which includes any additional upsell/add-on licences. Our partners will enjoy commission for new business sales of between 30–50% of our licences fees at list price.

- **Existing customers**

Customer success is at the heart of everything we do at KCS. Our partners benefit from our recurring pricing model for existing customers, building a predictable revenue stream that generates consistent cash flow every month. Our solution providers are continuously engaged with our customers while providing Tier 1 excellent customer support.



### Markets we support

 Distribution











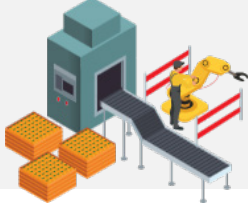



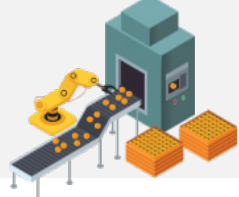
 Automotive

 Rental

 Field service

 Manufacturing

# KCS Solution Provider Program

 Distribution	 Automotive	 Field Service	 Rental	 Manufacturing
 <p>Industries we serve</p> <ul style="list-style-type: none"> <li>✓ Builders Merchants</li> <li>✓ Timber Merchants</li> <li>✓ Fixtures &amp; Fasteners</li> <li>✓ Plumbing &amp; Heating</li> <li>✓ Food Distribution</li> <li>✓ Tile Merchants</li> <li>✓ Wholesalers</li> </ul> 	 <p>Industries we serve</p> <ul style="list-style-type: none"> <li>✓ Garages &amp; Servicing</li> <li>✓ Parts Retailers</li> <li>✓ Distributors</li> <li>✓ Tyres</li> </ul> 	 <p>Industries we serve</p> <ul style="list-style-type: none"> <li>✓ Fire Protection &amp; Safety</li> <li>✓ Plumbing &amp; Heating</li> <li>✓ Security Installer</li> <li>✓ Electrical Contractor</li> <li>✓ EV Charger Installer</li> <li>✓ Building Maintenance</li> <li>✓ Construction Contractor</li> </ul> 	 <p>Industries we serve</p> <ul style="list-style-type: none"> <li>✓ Construction Equipment</li> <li>✓ Access &amp; Lifting</li> <li>✓ Audio Visual</li> <li>✓ Plant &amp; Tool</li> </ul> 	 <p>Industries we serve</p> <ul style="list-style-type: none"> <li>✓ Food &amp; Beverage</li> <li>✓ Oils &amp; Chemicals</li> <li>✓ Steel &amp; Pressings</li> <li>✓ Seals &amp; Gaskets</li> </ul> 

## What does it take to become a successful KCS solution provider?

At KCS, our diverse community of solution providers shares a vision and common approach that helps these businesses achieve success. Our most successful partners take the following approach:

- Application expertise**

To realize a significant return on investment, qualified solution providers must have a solid working knowledge of financial accounting, including experience in industries that complement KCS's core solutions such as distribution, automotive, rental, field service, and manufacturing for SMB and Enterprise markets.
- Dedicated sales & marketing resources**

Partners who employ dedicated sales & marketing resources gain immediate results. These representatives are responsible for KCS's new business license quotas to ensure expected revenue targets are achieved. Most partners experience ROI and growth when having these dedicated resources.
- Methodology experience**

To maximize their business potential, successful solution providers should have a dedicated implementation/delivery team who fully understand how to implement business software applications, develop customized business processes and convert financial and accounting data.

## What are some best practices to help drive a thriving KCS solutions provider business?

As with any successful business venture, customer acquisition and retention are critical for success. KCS's most successful 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 industry and product expertise to deliver value added solutions and services to a specific vertical. KCS help complement your specialty with our own industry-leading solutions that help your clients get up and running faster with the capabilities of our business management solutions.
- Business development/lead generation**

To meet your business goals, it's critical to invest in dedicated business development personnel, skilled in demand generation to ensure business growth. KCS accelerates your lead generation efforts with dedicated pre-sales support, sales tools and co-branded marketing content.
- One product/one market**

With KCS, our solution providers can deliver a powerful solution to their client that can be integrated, providing even more functionality and capabilities. Partners that deliver complementary wrap around services and additional offerings can shorten their sales cycles.

## Partner Benefits

As a partner, you will receive unmatched revenue-sharing on new licenses and renewals, with ongoing dedicated partner support and management to help build and expand your KCS practice.

Financial Benefits	
New license commission revenue	up to 50%
Recurring revenue/commission on renewals	up to 30%
Internal use products	✓

Sales and Marketing Benefits	
Sales support from a seasoned & dedicated Team	✓
Access to our partner portal	✓
Partner sales tools & marketing content	✓
Use of KCS Company Logos and Trademarks	✓
Real-time lead registration	✓

Technical Benefits	
Access to KCS community	✓
Dedicated partner support	✓
Pre sales & product demonstration support	✓
Pre-release schedules and documentation	✓
Online learning management solution (LMS)	✓
Accelerated onboarding training	✓
Certification testing	✓
Dedicated partner manger	✓
Executive business reviews	✓

Technical Benefits	
Experience	Demonstrated sales/implementation experience with accounting knowledge & industry experience
Dedicated staff	Minimum (1) Sales, (1) Pre-sales, and (2) delivery/implementation
Signed agreement and sales plan	✓

For more information on joining the Kerridge's solution provider program please visit:

<https://www.kerridgecs.com/solution-providers>

### Contact Kerridge Commercial Systems

UK +44 (0) 1488 662 000

Ireland +353 (0)1 469 3375

hello@kerridgecs.com

www.kerridgecs.com