



PARTNER NETWORK



## The RedPrairie Global Partner Network

Grow your business, gain a competitive edge, and leverage synergies with a world-class supply chain and retail technology provider

To champion customer success, you need a high-performing team. At RedPrairie, we bring together talented teams, committed to delivering certain economic value for our customers across more than 60,000 sites in over 50 countries. Our best-of-breed supply chain, workforce, and all-channel retail solutions help ensure visibility and collaboration between manufacturers, distributors, retailers and consumers, enabling optimized inventory, improved productivity, and increased sales.

With demand for RedPrairie solutions on the rise, now is the time to become active in the RedPrairie Global Partner Network. Fostering customer satisfaction has been our mission since we first aligned with hardware vendors more than 35 years ago. Today, through collaborative efforts with a diverse and expanding partner ecosystem, we remain focused on helping our customers achieve the best possible outcomes and return on their RedPrairie software investment.

We continue to grow our partner community based on that same principle, and our dedication to customer satisfaction has never been stronger. From seeking complementary software, hardware and services providers, to certifying value-added resellers, we strive to team with partners on every deal. It's a surefire strategy: Our customers benefit from an unbeatable, end-to-end solution from the plant floor to the consumer door, while together with our partners we can extend our reach, increase market share, generate revenue opportunities, and grow our businesses.

# Open for Business 24/7 at RedPrairie

Let the synergies begin! Every day, RedPrairie seeks to establish partnerships based on trust and mutual understanding with software, hardware and services companies, along with system integrators and thought leaders. We look for companies that can bring something unique to our partner network, including:

- Innovations that promise to fundamentally improve how our customers do business
- Experienced teams with knowledge and skills to drive success in emerging markets or industries

- A track record of influencing major deal selections with organizations of every size
- Capabilities that add value to the RedPrairie suite of supply chain, workforce, and all-channel retail solutions

If you can see your company succeeding within our partner network, let's roll up our sleeves, and explore a world of opportunities.

Let's work together to ...	What is Your Company's Specialty?			
	Software	Hardware	Consulting or Services	Thought Leader or Influencer
<b>Win New Business</b>				
Refer an opportunity	●	●	●	●
Introduce, nurture or develop a prospect	●	●	●	
Lead a sales cycle for both our company's products with limited involvement from RedPrairie	●	●		
Influence a current deal cycle	●	●	●	●
<b>Bring Fresh Innovations to Market</b>				
Create a unique offering in the market that we can jointly sell	●	●	●	
Develop a complementary solution or value-add capability to RedPrairie's offering	●	●	●	
Stress test, benchmark or certify RedPrairie software in conjunction with your offering	●	●		
<b>Deliver Services that Foster Customer Loyalty</b>				
Subcontract your consulting talent for RedPrairie-led implementations			●	
Provide first line or direct support to customers on RedPrairie products			●	
<b>Team on Business Development Activities</b>				
Advance business in a specific region, geography, industry or segment	●	●	●	●
Collaborate on joint go-to-market activities and promotions	●	●	●	
<b>Become a Certified Value Added Reseller</b>				
Handle the promotion, pricing and sublicensing of RedPrairie software			●	
Act as co-partner in helping to resell equipment or software to customers	●	●		
Lead the implementation of RedPrairie solutions at customer sites			●	
Engage RedPrairie as part of your consulting and implementation team	●	●	●	
<b>Entrust RedPrairie with Your Offering</b>				
Have RedPrairie serve as a reselling agent for your equipment or hardware	●	●		
Have RedPrairie assist your company at managing solutions on behalf of your customers	●	●		

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*"The strong partnership between Microsoft and RedPrairie continues to grow because of the expected value that our shared customers can gain by combining RedPrairie's productivity solutions with the familiarity and cost effectiveness of the Microsoft platform. By utilizing Microsoft technologies, RedPrairie solutions provide our mutual customers with unparalleled opportunities to maximize revenue potential and achieve competitive differentiation."*

Karen Laucka-Caudill,  
Global Alliances, Enterprise Partner Group, Microsoft Corporation

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## Gain More Business Value, Deliver More Customer Value

Joining the RedPrairie Global Partner Network can open new doors for your business. Our dedicated partner team can help your company navigate through our network, and align with us or other partners on a diverse range of opportunities. And with our partner portal, all the tools and resources that you need to succeed will be readily available in one convenient location. You'll have the power to position your company to realize significant benefits, including:

- Growing your business in new geographies, segments or industries at any stage of the business cycle
- Competing more effectively against larger or more well-known companies by extending or completing your offering with RedPrairie capabilities
- Better serving customers by pooling resources to mitigate risks while accelerating time to value and return on investment
- Differentiating your business by teaming with RedPrairie to provide our shared customers with everything needed to drive the efficient flow of goods throughout the supply chain

- Increasing visibility into new opportunities and demand for your offering with co-marketing campaigns and activities
- Staying on top of the latest technology trends, best practices and emerging tools with access to innovators and thought leaders from RedPrairie and other partners
- Leveraging the synergy of our flourishing ecosystem that offers your business proven resources, tools and opportunities

## Ready, Set, Let's Go Partner

If you want our dedicated partner team to consider your company as a potential partner, or if you would like to discuss how to take our existing arrangement to the next level, contact us today. We'll explore how to leverage our companies' unique strengths and provide differentiated value to our shared customers. There's no time to waste with fresh opportunities to grow your business right around the corner – Ready, set, let's go partner!

To learn more about the RedPrairie Global Partner network, contact: [Partners@RedPrairie.com](mailto:Partners@RedPrairie.com)

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*"With the world becoming more globalized, companies in emerging markets such as Latin American are adopting RedPrairie solutions to better manage inventory, improve visibility and gain a competitive advantage. As a value added reseller for RedPrairie, we are proud of NetLogistiK's role in enabling our shared customers to drive supply chain agility, efficiency and responsiveness for stronger operating margins."*

Francisco Giral,  
CEO for NetLogistiK

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# At Your Service: RedPrairie Resources, Tools and Activities for Partners

## Joint Sales

Lead referral and sales alignment

Pipeline review conference calls and/or meetings for forecast sharing

Sales toolkit to help identify and lead prospecting

Pricing models for joint partner/RedPrairie solution

Standard configuration of hardware or equipment that runs RedPrairie software

## Education, Certification and Support

Product/Sales training & certification discounts

e-Learning courses discounts

Instructor led training course discounts

More than 25 global offices serving 50 countries

## RedPrairie Internal Resales Team

Act as an agent on behalf of your company to resell your product within the RedPrairie customer base

Engineering, installation and certification team that tests, certifies and builds any required interfaces for your equipment or products that work with RedPrairie software

Adhere to and uphold partnership agreements and industry constraints

## RedPrairie Product Management & Development Team

In-depth understanding of industry requirements for inventory, transportation and workforce management solutions

Benchmark and stress tests

Performance assurance including scalability, flexibility and reliability

Adaptable technology with open architecture, customizable workflows and common user interfaces

## Marketing

Trade show and event participation

Customized go-to-market campaign materials, including joint value proposition messaging and brand advancement

Customer case studies, white papers and datasheets

Website presence with link

Solution knowledge transfer via alliance portal

Official RedPrairie Partner Network logo usage

## RedPrairie Synergies for Partner Implementations

Access to RedPrairie's proven methodology, ATOM (Assess, Transform, Own, Measure) and consultants

- Industry best practices
- Proven cost and time savings strategies
- Effective problem and resolution tactics
- Project tailored to customer's unique project requirements, timeline, budget and resources

## About RedPrairie

For more than 35 years, RedPrairie's best-of-breed supply chain, workforce, and all-channel retail solutions have put commerce in motion for the world's leading companies. Installed in over 60,000 customer sites across more than 50 countries, RedPrairie solutions adapt to help ensure visibility and collaboration between manufacturers, distributors, retailers, and consumers. RedPrairie is prepared to meet its customers' current and future demands with multiple delivery options, flexible architecture, and 24/7 technical and customer support. For a world in motion, RedPrairie is commerce in motion™.

To learn more about how RedPrairie solutions can optimize your inventory, improve employee productivity, or increase sales, visit [RedPrairie.com](http://RedPrairie.com) or email [info@RedPrairie.com](mailto:info@RedPrairie.com).



1.877.733.7724

[info@RedPrairie.com](mailto:info@RedPrairie.com)

[RedPrairie.com](http://RedPrairie.com)