



PARTNER NETWORK



RedPrairie Partners in Motion

Teaming on Demand
Generation and
Co-Marketing
Programs to Drive
Business Growth

In an era of relentless globalization, commerce never stops. Markets are in motion, products are in motion, employees are in motion and consumers are in motion. Keeping pace with the ever-changing dynamics of today's global supply chains and hyper-connected consumers requires the collective power of a thriving partner ecosystem: the RedPrairie Partner Network (RPN).

As Partners in Motion, we can work together to align and advance our shared goals and innovative solutions. From increasing revenue potential and market share, to staking our claim in emerging markets, the RPN offers unlimited potential for our companies, and unlimited satisfaction for our customers.

Let's get started today - with so much opportunity to pursue and business to win, there's no time to waste!

RedPrairie Partners in Motion

At your service: RPN demand generation and co-marketing opportunities

RedPrairie is at your service. As a valued RPN member, you have access to RedPrairie's Demand Generation Team who stand ready to assist you in developing a winning go-to-market formula:



Advancing our co-marketing plans from strategy to execution

Whether you want to announce a joint client success or gather C-level executives for a briefing, we can help you move that idea from strategy to execution. The following represents several demand generation and co-marketing activities for us to explore:



Activities to foster an ever-growing pipeline of qualified leads

Lead Referral and Opportunity Management

Growing profitable lines of business—together—is what the RPN is all about. We look forward to taking part in the regular, mutual exchange of opportunities that benefit both RedPrairie and your company. Our proven steps for opportunity management and lead referral can set you well on your way to building a robust pipeline.

Pipeline Reviews

Ensuring that we maximize every opportunity in the pipeline is critical. Regularly scheduled calls and communications is a must for select RPN member levels. We'll exchange updated pipeline and forecast information during these communications to ensure we're properly advancing all leads. Whether our meetings take place weekly, monthly or quarterly, we'll work with you to establish a convenient time, vehicle, and location for these important discussions.

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RedPrairie Education and Training

RedPrairie is proud to provide you with access to ongoing education on everything from how to best sell and competitively position RedPrairie solutions to how to expertly test, configure, integrate and implement at client sites. To augment that education and promote knowledge retention, we can also provide supporting materials to your field team for handy reference.

Events for direct connection with a targeted audience of customers and prospects

RedShift User Conference

Our RedShift User Conference is one of the industry's largest gatherings of executive-level decision makers across the supply chain. Whether you join us in the United States, Latin America, Europe, or Asia Pacific, you'll gain direct access to our customers plus quality networking time with RedPrairie executives, technology leaders and industry-influencers. Let's discuss RedShift's cost-effective sponsorship opportunities, speaker placement and more!

Industry Trade Shows

CSCMP, FSTEC, NACS, NRF and NRCE are among the many industry trade shows that take place each year. While you may face intense pressure both inside and outside of your organization to have a strong presence at each show, your marketing dollars can only stretch so far. Consider teaming with RedPrairie! Together we can join forces to increase our visibility and drive demand for our mutual solutions.

Thought Leadership Events

Targeting C-level executives and other key decision makers, RedPrairie brings together an influential mix of customers, prospects and partners for exclusive, invite-only events. Scheduled in major markets throughout the year, our events set the stage for your business to showcase your industry leadership.

Webcasts

Requiring just a brief investment of time, and so convenient for speakers and participants alike, webcasts are an ideal way to host a live and interactive event scaled to any sized audience. From demonstrating a new product or version release to spotlighting a customer success, webcasts enable us to efficiently relay our joint message and then build our pipeline with timely follow up.

Demand generation campaigns to drive awareness and build interest

Multi-Touch Customer and Prospect Outreach

Regularly engaging with customers and prospects through a multi-touch campaign is a must for any effective co-marketing program. We can communicate targeted messages, extend an invitation, or qualify leads. And whether we outreach digitally through email and social media, by telemarketing and direct mail, or a combination of all methods, we can establish a program and frequency that ensures meaningful connections with our target audience.

RedPrairie Advantage Newsletter

The RedPrairie Advantage newsletter is a valuable source for the latest strategies, innovations and real world successes of companies putting Commerce in Motion. If you have valuable information to share with RedPrairie customers and prospects, we can help you determine the best way to communicate your message to our subscribers.

Customized Joint Materials

Let's work together to develop customized materials that relay our differentiating joint value proposition and key capabilities of our combined offering. We can create materials for an internal audience to educate our field teams and also target an external audience with materials such as joint marketing hand-outs and presentations that support outreach to our prospects and customers.

RPN Designation

Leverage your good standing as an RPN member by adding the appropriate RedPrairie partner logo to your own marketing materials. The RPN logo immediately identifies your company as a valued member of our global partner ecosystem while also sending a strong message of your association with the best-of-breed supply chain and all-channel retail solutions from RedPrairie.

RedPrairie Partners in Motion

Customer evidence & thought leadership to build a convincing business case

Customer Evidence

There comes a time with every prospect when they want proof to support your offer. Here's when approved and publishable customer evidence comes in handy. And fortunately, there are so many ways to work with our customers to capture and publicize their success:

- Summarize the major benefits realized in a mini testimonial or quotation for repeated re-use in a variety of materials from press releases to PPTs.
- Detail their business challenge, implementation highlights and measurable outcomes achieved in a comprehensive case study that we can then leverage in a variety of activities.
- Capture highlights of our customer's story on video for posting on our respective websites or incorporating into presentations.

Whitepapers

With IT budgets being tightened, our customers may be asked to present a convincing business case prior to investing in any new solution. Let's leverage our combined industry expertise with thought leader pieces and whitepapers. Both are effective for informing, educating and persuading on a wide range of topics from insight on the latest industry research and market trends to benchmarks tests featuring the latest versions of our solutions.

Thought Leader Blogs

Share your insights and executive commentary on industry trends, best practices and joint customer successes with RedPrairie's on-line community.

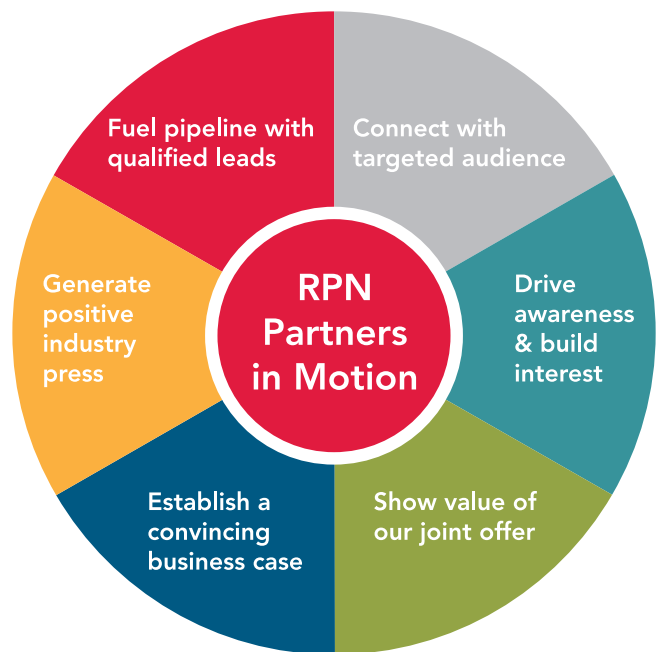
Public relations to gain awareness and generate positive industry press

Joint PR Efforts

From developing spokesperson bylines to outreaching to media on story placement, and supporting trade shows with timely news announcements and press meetings, we can team together on a range of powerful public relations activities. We can also develop press releases to announce key partnership milestones such as signing a notable customer, leading a successful go-live, or launching a game-changing innovation.

Partners in Motion: reaping benefits with every step

At RedPrairie, putting Commerce in Motion is a team sport. If everyone stays active and plays their position well, we all win together. Increase your revenue potential and market reach with RPN Partners in Motion Marketing program and reap the benefits:



Let's get moving today with the RPN Partners in Motion Marketing Program. Now's the time to raise your profile and increase your accessibility to RedPrairie's growing base of worldwide customers and prospects. Contact us today at Partners@RedPrairie.com to learn more.