

TABAQ PARTNERS

Tabaq Software has designed three types of Partners Programmes to cater to the need of different businesses. Each Partners programme offers benefits and earning opportunities to companies based on their expertise.

Tabaq Partner Programmes:

The three types of Tabaq Partners Programs are:

1. Value Added Partners
2. Premium Partners
3. Premium Plus Partners

Value Added Partners:

Our value Added Partnership is the entry level program in Tabaq Partners Program and is especially designed to provide earning opportunities to small and medium size enterprises. To provide better business opportunities to our Value Added Partners we will provide them access to various tools including technical expertise in addition to marketing material and information as well as sales support.

After a careful selection process to ensure a win-win arrangement, we ensure that our Value Added Partnership program will provide our resellers every opportunity to succeed.

Premium Partners:

Tabaq Premium Partners are value-added resellers and integrators who sell, market, and provide technical support to customers. These partners have an experienced background and have proved their expertise in their respective industries. They will demonstrate high sales and technical capabilities and a commitment towards Tabaq Software through committed sales figures. Accordingly Tabaq Software will also provide them a wide range of technical, marketing and sales support.



After a careful selection process to ensure a win-win arrangement, we ensure that our Premium Partnership program will provide our resellers every opportunity to succeed.

Premium Plus Partners:

Tabaq Premium Plus Partnership program is an extension of the Premium Partnership program. Like the Premium Partners these partners are also the specialists in their respective industries. They will demonstrate high sales and technical capabilities and a commitment towards Tabaq Software through committed sales figures. However they will also be responsible for Installation and support services and they are required to have technically qualified staff to provide such services.

After a careful selection process to ensure a win-win arrangement, we ensure that our Premium Partnership program will provide our resellers every opportunity to succeed.

TABAQ PARTNERS

	Value Added Partners	Premium Partners	Premium Plus Partners
Key Requirements			
Existing client base in specialised industry sectors	✓	✓	✓
Dedicated specialist consultants on staff	✓	✓	✓
Minimum number of trained sales representatives (1 Person)	✓	✓	✓
Revenue goals/targets	✓	✓	✓
Monthly pipeline development and forecasting report	✓	✓	✓
Resources and skill set to run and implement pilots demonstrating proof of concept		✓	✓
Participation in marketing activities		✓	✓
12-month rolling business plan		✓	✓
resources to deploy and integrate multi-vendor solutions			✓
experience in Java Application Server, Microsoft and Linux/UNIX operating systems			✓
resources to provide first level technical support			✓
minimum number of certified technical staff (1 Person)			✓
Key Benefits			
Tabaq partner account management	✓	✓	✓
Access to pre-sales resources	✓	✓	✓
Access to development resources	✓	✓	✓
Tabaq's sales support over the lifecycle of the project	✓	✓	✓
Involvement in customer testimonials	✓	✓	✓

	Value Added Partners	Premium Partners	Premium Plus Partners
Access to Partner Portal	✓	✓	✓
Invitations to webinars, training sessions and business updates	✓	✓	✓
Access to leads		✓	✓
Eligible to join Tabaq's MDF program		✓	✓
Technical support in line with Tabaq Technical agreement		✓	✓
Participation in pre-release program		✓	✓
Participation in beta program		✓	✓
Onsite sales training		✓	✓
Business development and marketing support		✓	✓
Access to product roadmap and advanced product information		✓	✓
Free evaluation software (subject to limits)		✓	✓
Access to Knowledge Base and online support		✓	✓
Participation in product incentives and promotions		✓	✓
free instructor led technical training			✓
Sales & Marketing Support			
Access to Pre Sales resources	✓	✓	✓
Access to Partner Portal which includes Sales Tools	✓	✓	✓
Assigned Channel Contact point	✓	✓	✓
Use of IIP Program logo		✓	✓
Listed on Tabaq Software website		✓	✓
Technical Tools, Case Studies, Data Sheet, Logo Imagery		✓	✓
Online Ordering & Licensing		✓	✓
Participation in product incentives and promotions		✓	✓
Onsite Sales training		✓	✓

	Value Added Partners	Premium Partners	Premium Plus Partners
Assigned Regional Channel Manager		✓	✓
Business Development Support		✓	✓
Channel Marketing Support		✓	✓
Marketing Development Funds - MDF		✓	✓
Sales Lead Program		✓	✓
Technical Support			
Involvement in customer testimonials	✓	✓	✓
Not For Resale (NFR) – for demo and Internal purposes		✓	✓
Technical Support Assistance in line with Tabaq Software Agreement		✓	✓
Internal Use Licenses only		✓	✓
Technology Previews		✓	✓
Participation in Pre release Program		✓	✓
Participation in Beta Program		✓	✓



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