

# Create!form Partner Program

## Program Overview

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Bottomline's Create!form solutions have leveraged years of product innovation and customer success to become market leaders in the e-forms and document output management industry. Known for rapid implementation, proven integration with a wide range of enterprise applications and platforms, and unmatched ease-of-use, Create!form's applications for advanced document and transaction processing have been deployed at more than 2,500 companies worldwide.

The Create!form Partner Program enables our partners to offer a comprehensive portfolio of document output solutions, including applications for document capture, composition, archive and retrieval, that support and extend the value of their existing technology investments.

The Create!form Partner Program is committed to building successful, long-term relationships that deliver business rewards for both parties. The program offers a range of categories to address each partner's unique needs and business objectives. See why Create!form partners have called our channel program "innovative," "a true business partnership," and most importantly, "profitable!"

## Partner Program Levels

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The Create!form program consists of three partner tiers that are designed to support a wide range of business models; Gold, Silver and Referral. Detailed descriptions of the various Partner Program tiers are provided below.

### Gold Partner

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The highest level of Create!form partnership, the Gold Partner level is comprised of companies that deliver a complete set of services to their customers, including consulting, implementation and post-sales support.

#### Benefits:

- Pre- and post-sale technical support
- Free sales training
- Market development support
- Sales lead referral
- Free demonstration software
- Discounts on products and services
- Create!form literature and presentation materials
- Create!form sales presentation and demonstration support
- Additional value for customers

#### Requirements:

- Proactive promotion of Create!form solutions
- Create!form trained and certified sales staff
- Create!form certified technical support staff
- Technical certification training
- Commitment for appropriate level of business activity in assigned territories
- Monthly sales and forecast reporting

## Silver Partner

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The Silver Partner level is the first step to becoming a full Create!form solutions partner. A Silver Partner recognizes the advantage of having a more formal business relationship with Bottomline, and of providing additional products and services to their customers. This program supplies the tools necessary to actively market Bottomline's Create!form solution suite without the added responsibility of maintaining a certified technical staff for post-sales support.

### Benefits:

- Discount on products
- Create!form literature and presentation materials
- Create!form presentation and demonstration support
- Additional value for customers

### Requirements:

- Proactive promotion of Create!form solutions
- Create!form trained and certified sales staff
- Commitment for appropriate level of business activity in assigned territories
- Monthly sales and forecast reporting

## Referral Partner

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The Create!form Referral Partner level is ideal for companies that wish to provide customers with a world-class document output solution without the responsibility of delivering products and implementation services. Referral Partners recommend Create!form solutions, distribute literature, and provide prospect names and numbers to Create!form channel managers for direct follow-up.

### Benefits:

- Fee for referral sale
- Additional value for customers

### Requirements:

- Signed Referral Partner Agreement
- Leads registered with Channel Manager

## How to Become a Create!form Authorized Partner

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For more information on the Create!form Partner Program, or to complete an application, please contact:

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