



Enabling Evolution

Partnership opportunity • January 2018

The Digital Workplace

Enabling evolution

The Digital Workplace



- Global spending for enterprise software was \$392.4 billion in 2016
- By 2020, US businesses are projected to spend \$216 billion in transitioning to Cloud software
- SaaS ECM Market was worth \$5.6bn in 2017 with a projected growth rate of 15.6% in the US in 2017 (compared to global rate of 14%)

Why are partners important?

Enabling Evolution

Partners who understand our business model are key to Invotra's growth. The partner landscape is changing, shifting away from an on-prem, capex model towards a cloud based, recurring revenue model. Invotra has a proven track record in this space.

A unified approach

Invotra's US route to market involves like-minded, culturally compatible organizations to help us expand. Our route to market will be via software resellers, eliminating conflict with large direct sales teams. We will collaborate on sales activity, product training & support services, with you.



Collaborative



Agile



Analytical



Innovative



Secure

Types of partners

Invotra seeks partners that are committed to investing in the partnership from a quality and brand reputation perspective. We've built a product and business model based on innovation and service. Retaining this model & reputation as we expand is crucial.

Value Added Resellers

VAR's add value added services to Invotra solutions and resells it to customers, to offer a complete or 'turn key' solution.

Cloud partners

A Cloud partner offers a component of a digital transformation solution.

Both Value Added Reseller & Cloud partners will have the following commitments to maintain partner status:

- Annual revenue threshold
- New Customer Acquisition (NCA) targets
- Application Course Certification requirements

Invotra's core audience

& how the platform supports their objectives

Technical Architects	Digital Comms	CFO's
Secure, Cloud SaaS	Employee engagement	No 'vendor lock in' or Fixed Term Contract
Ease of integration with other applications	Engaging content targeting & personalization	Reduced Running Costs
Enables secure, sustainable technical evolution	Knowledge Management	Only pay for what you use

Vertical Markets

Government	Membership organizations/ Education	Healthcare/ Financial Services	Teleco/Media
Secure, Cloud SaaS	Cost effective	Governance & Security	Open Source
Integrate with legacy systems	No vendor lock in	Knowledge Management	Employee experience
Enables secure evolution	Only pay for what you use	Integrate with legacy systems	Engaging content targeting & personalization

The Partnership Opportunity

Supported by Invotra

Working with you

- 25% SaaS licence fee
- Onboarding revenue
 - Business analysis and consulting
 - Integration support services
 - Data migration
 - Training
 - Implementation support
- New product development/roadmap participation

Sustainable growth opportunities

Supported by invotra

- Free product training
- Free sales support & co-selling at the beginning of the relationship
- Co-branded marketing/content support

Working with you, not against you

- Our route to market will be via software resellers, eliminating conflict with large direct sales teams.
- We will collaborate on sales activity, product training & support services, with you.

Commercials - onboarding & MMR

Revenue projections are based on existing use cases - and will scale up/down based on client size & specific requirements.

This example pertains to a 20,000 user client

























<i>Example onboarding cost 20,000 users</i>				
User base	Consulting	Integration	Data Migration	Implementation
20,000 users	\$50,000.00	\$50,000.00	\$200,000.00	\$100,000.00
<i>Monthly Recurring Revenue - MRR</i>				
#users	Monthly cost	Your 25% margin		
20,000	\$90,000.00	\$22,500.00		

Agreement overview

- Partner agreements are one year in length
- Clients contract with partners directly for all onboarding & integration services
- SaaS/product support is handled by Invotra
- Partners are responsible for growth in the account
- Partners receive % ongoing revenue when they negotiate renewals

Get certified with Invotra

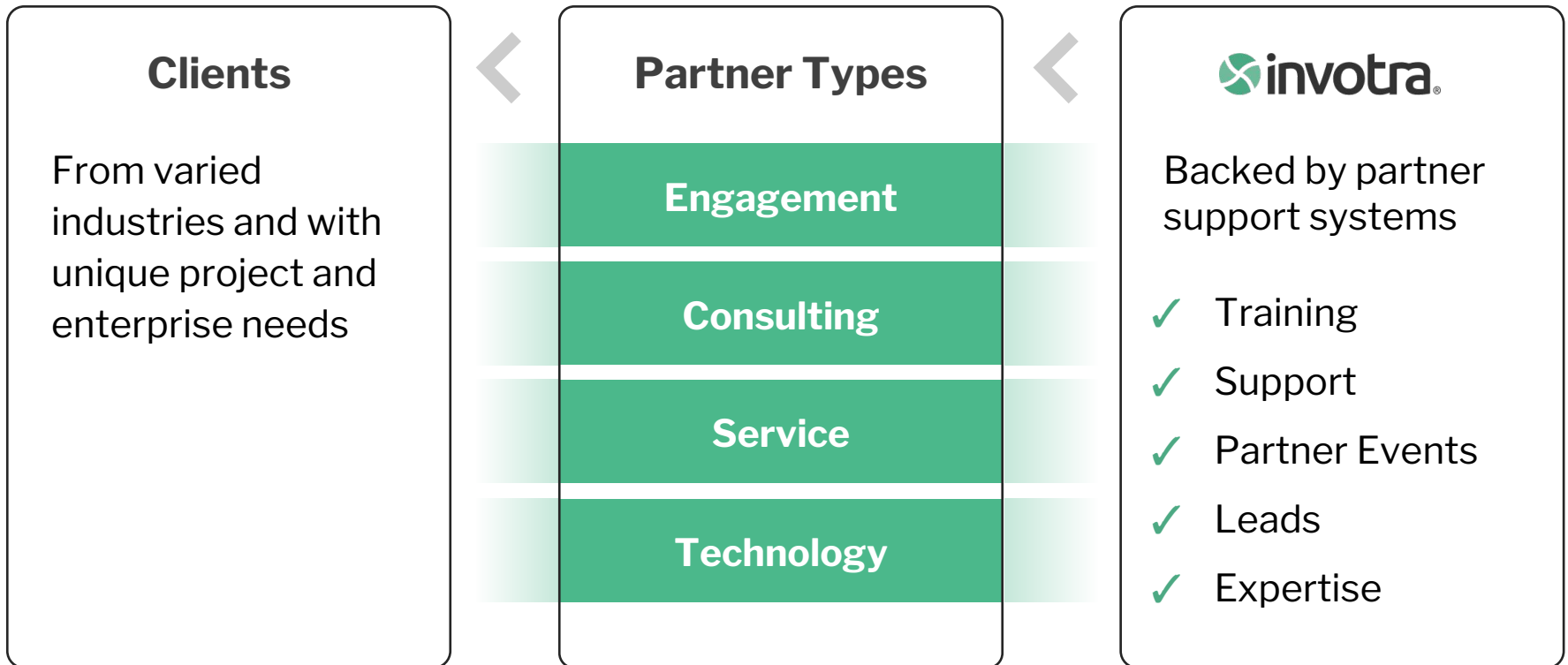
Ensuring you're fully equipped for sales, implementation & service delivery

Mandatory Course/Certifications	Core	Silver	Gold	Platinum
 Certified Publisher				
 Certified Webmaster				
 Certified Consultant				
 Certified Trainer				
 Certified Project Manager				
 Certified Developer				
 Certified Integration Consultant				

This is a chargeable service, based on our published day rate \$750 and travel expenses, only where applicable/required. Minimum one team member participates in each online training/testing module (one per role) in adherence with partner agreement.

A model to fit your model

You own your customer relationships; we simply add value to what you already offer



Next steps

Let's continue the conversation

NDA

Review & sign partner agreement

Sales training

Technical architecture deep dive - our tech team & yours

Get in touch

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