



Equisys Solutions Partner Program



Enhance your core business, shorten your sales cycle and increase your competitive edge

"We signed a partner agreement with Equisys in October 2010, and planned and executed campaigns into our customer base quickly afterwards as Equisys had marketing tools ready and available for us to use.

With a compelling value proposition and ROI we had identified our first opportunities in days and, with the support of Equisys sales and pre-sales teams, we had closed our first deal within 6 weeks.

Equisys made it really straightforward - they asked us to run the campaign and provided all the collateral. We ran it, and we made sales. What more could you ask for?"

**Sarah Heller, Sales & Marketing
Director, Technology Management**

For over 20 years, Equisys has been providing innovative software solutions to help organizations increase customer satisfaction and reduce costs.

Building on the success of our award winning Zetafax software, Zetadocs has been developed with seamless integration with Microsoft Dynamics NAV to increase customer service levels with electronic filing, and reduce costs with electronic document delivery.

Zetadocs Partner Program

Equisys has been working with a selective number of international partners in the Microsoft Dynamics channel community for more than 5 years, and Zetadocs has been deployed at over 200 customer sites across the world.

Equisys has therefore developed a Partner Program that offers great financial incentives as well as a set of sales and marketing tools to help you take Zetadocs to market.

Enhance your core business

- Enrich the Microsoft Dynamics NAV solution that you are already providing
- Differentiate your propositions from competitors
- Give better demonstrations that show a clear competitive edge
- Shorten sales cycles by meeting customer requirements up front
- Include document management as standard in new NAV installations
- Offer industry specific document management solutions for your vertical market applications

Improve margins

- Deliver repeatable solutions with less effort than developing your own add-on products
- Create additional discussion points, and generate more revenue from your existing customer base
- Encourage NAV upgrades and use of other Microsoft products such as SharePoint
- Increase license, service and annuity margins
- Access a competitive pricing model that delivers profitable margins

Improve margins and generate additional revenue from your existing customer base



Simple to sell

- Channel ready solution with low cost of sale
- Demonstrate a faster Return on Investment (ROI) for your prospects
- Reduces customization of NAV required to fulfil customer requirements
- Better case study and reference opportunities
- Full sales and technical training
- Sales tools including self-contained demonstration systems (Virtual PC) and click-through presentations of the software (DemoMate)
- Access to our development team where required
- Marketing toolkit providing product and campaign collateral, letter templates, ROI calculator, etc.
- Access to the Equisys Partner Portal, providing key information to assist your sales team in selling Zetadocs

How to become a Zetadocs Partner

Equisys has developed the Partner Program to lead you through a process of evaluation, training and sales readiness to ensure that you are given everything that you need to quickly and easily add Zetadocs to your portfolio. The key stages of this are as follows:

1. Initial meeting with Sales Director or Business Owner to discuss the opportunity
2. Technical evaluation of Zetadocs with technical support and guidance as required from Equisys
3. Agreement of sales and marketing strategy, along with margins and signing the Partner Agreement
4. Full sales and technical training for Zetadocs
5. Marketing launch checklists to begin promoting Zetadocs to customers and prospects

Following these preparatory stages, your staff will be fully equipped to sell, install and support Zetadocs, backed by account management and technical support from Equisys as required.

“We launched the Equisys e-Invoicing proposition to our customer base using the sales tools that Equisys provided.

We were able to demonstrate a very fast, personalized ROI for our customers which enabled us to identify new opportunities very quickly. The campaign has helped us exceed our Zetadocs quota for the quarter, and has given us a healthy prospect bank for the next quarter.

Zetadocs has really helped us deliver additional functionality to existing customers, whilst also driving SharePoint adoption and upgrades within our customer base, and making us more competitive in the market.”

**Sven Noomen, Product Manager
Dynamics NAV & CRM, Qurius NL**

Equisys Solutions Partner Program

**Simple to sell, channel ready solution
with a compelling ROI**



About Zetadocs

Zetadocs is a software solution that automates the production and delivery of business documents to reduce costs, and allows electronic filing in NAV of emails and paper documents.

By automating delivery via email, Zetadocs for NAV significantly reduces the cost of paper, consumables and postage, as well as saving time printing, collating and packaging documents to send.

Zetadocs also allows incoming emails, faxes or scanned documents to be captured and filed electronically alongside sent documents. This ensures that all information is available from a secure, central location for instant retrieval.

Further information

To find out more about Zetadocs for Microsoft Dynamics visit www.equisys.com, or refer to our product datasheets.

If you would like to know more about becoming authorized to sell and maintain Zetadocs, please contact us using the details below, or email us at partners@equisys.com.

“The team at Equisys has been extremely easy to work with, and have done practically everything for us to help us get up and running.”

Equisys has really helped us get to grips with the Zetadocs proposition, allowing us to be more competitive in the marketplace and deliver a rapid ROI to our customers.”

**Carl Grieves, Chief Sales Officer,
ADA Technology Services**

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