

ACUMATICA ALLIANCE PROGRAM

"Where members are the top priority"

KEY ADVANTAGES

Fastest growing ERP software publisher 10-years running

No program fees

100% channel sales driven

Comprehensive onboarding and enablement program

Easiest platform to customize and extend for customers

Dedicated Relationship Managers support your every step

Focus on community and a culture of a relationships and customer rights

Free online training through Acumatica University

Comprehensive portal

Marketing Automation platform to drive lead generation

Leads driven to resellers in a multi-year award winning reseller program



2015 2017 2018 2019
2020 2021 2022 2023
2024

INTRODUCTION TO THE ACUMATICA ALLIANCE PROGRAM

Acumatica’s formula for success is simple.

- A focus on the customer – including a Customer Bill of Rights.
- A focus on the platform – providing customers and partners with the most powerful set of tools and technology in the world.
- A focus on ease of use and a consumption-based model that gives Acumatica customers and partners a real advantage in the marketplace.
- A focus on our partners – our most significant competitive advantage.



Acumatica offers a world-class, award-winning set of programs that allow participating Alliance Members to collaborate with Acumatica and our community to establish the fastest growing ERP publisher in the world for over a decade.

Acumatica recognizes that no business succeeds alone, and that’s why we are more than a product—we are a thriving community of partners, customers, and creators committed to delivering technology that enables tomorrow’s leading companies to innovate, collaborate, and grow on their terms. Our community is predicated on working differently; connecting our community so we can work together to build the future of business, together.

This Acumatica Alliance program guide is the detailed roadmap for your success as an Acumatica Alliance Member. In the pages that follow, you will uncover all the benefits, requirements and rewards of being an Acumatica Alliance Member.

Acumatica prides itself on the culture. Our goal is to create value for you, Acumatica, and our customers. We are looking to create synergies, co-create solutions, co-market and co-sell your offerings, cross-refer customers, share best practices and collaborate on innovation. Organizations participating in this program will have access to extensive Acumatica resources including marketing assets, learning materials, and accessibility to Acumatica employees at all levels. From your dedicated relationship manager to our CEO, Acumatica’s team is unified in the mission to lead Alliance Members through an engaging experience, which fosters growth in both of our respective businesses. This culture of strong relationships significantly differentiates Acumatica from other ERP publishers. The most successful Alliance Member will leverage all resources available through the program.

Welcome to the Acumatica Alliance program!

WHY ACUMATICA?

Acumatica is the only cloud ERP vendor who sells entirely through the channel – never competing with our partners and making all our programs, tools, resources and assets available to our partners at all times! Acumatica does not charge fees to participants in any of our programs because we feel strongly that our partnership, and therefore our joint focus, should be in the success of our mutual customers.

Whether your focus is on selling and delivering award-winning business management solutions or developing innovative applications to extend our leading cloud development platform, Acumatica is the vendor of choice for forward looking partners.



WHY DO YOUR CUSTOMERS CARE?

Acumatica is built for mobile and telework scenarios and easily integrated with the collaboration tools of your choice. Acumatica delivers flexibility, efficiency, and continuity of operations to growing small and midmarket organizations. Acumatica Cloud ERP provides the best business management solution for digitally resilient companies, providing the best path for transforming your customer’s business to thrive in the new digital economy.

“I am really thankful we have Acumatica in place right now. If we had been still operating from the old platform, we would have had some significant challenges with people working from home and staying connected. Keep up the good work!”

- Alex Craster, Owner, Craster

“While our competition struggles to adapt, our team has been able to work anywhere and maintain business continuity under any scenario because we’re running PennAir on Acumatica in the Cloud.”

- Seth Bray, CEO, PennAir

“Power Storage Solutions is not missing a beat, thanks to our decision to go with Acumatica.”

- Derrick Elledge, VP of Operations, Power Storage Solutions

	Connected business	Delivered
	Rapid integrations	Delivered
	Remote collaboration	Delivered
	Business resilience	Delivered
	Future proof	Delivered

ALLIANCE REQUIREMENTS AND BENEFITS



As a multi-year CRN award winner, the Acumatica's programs sets the industry standard for program development, value, and overall satisfaction. We are excited to bring this level of expertise to our new Alliance Program. This program framework summarizes the requirements and benefits, designed to guide the Alliance Members through the maturity lifecycle of mutual engagement.

Requirements	Tiers			
	Bronze	Silver	Gold	Platinum
Register a Minimum Number of Sales Qualified Leads Annually	1-10	11-30	31-60	61+
Participants to Complete Acumatica Alliance Learning Path	✓	✓	✓	✓
Go-to-Market: Complete Marketing Initiative in First Ninety (90) Days	✓	✓	✓	✓
Go-to-Market: Joint Demand Generation Email Campaigns				✓
Rewards & Benefits	Bronze	Silver	Gold	Platinum
Referral Fees (Opt in or Out)	15%	15%	15%	15%
Access Acumatica Online Resources (Partner Portal)	✓	✓	✓	✓
Access Volumes of Online Training Videos & Webinars	✓	✓	✓	✓
Access to Self-Service Knowledge Base and Community Forums	✓	✓	✓	✓
Access to Product Features, Benefits and New Releases	✓	✓	✓	✓
Non-Production License of Acumatica	✓	✓	✓	✓
Exclusive Access to Acumatica Industry Specialists (SSDM)		✓	✓	✓
Access to Additional Discounted Acumatica Pricing for Your Clients		✓	✓	✓
Dedicated Relationship Management and Executive Sponsor			✓	✓
Quarterly Business Review and Joint Business Planning			✓	✓
Complimentary Pass to Acumatica Summit			1	1
Qualification for Presidents Club				✓
Resources	Bronze	Silver	Gold	Platinum
Use of Approved Acumatica Member Logos and Native Assets	✓	✓	✓	✓
Access to Acumatica's Marketing Automation Platform	✓	✓	✓	✓
Access and Use Acumatica's Social Syndication Platform	✓	✓	✓	✓
Use Acumatica Created Marketing Content for Marketing Activities	✓	✓	✓	✓
Go-to-Market: Include Joint Messaging in Acumatica Monthly Newsletters		✓	✓	✓
Go-to-Market: Quarterly Promotion Across Acumatica Organic Social Channels			✓	✓
Go-to-Market: Joint Demand Generation Email Campaigns				✓

PROGRAM REQUIREMENTS AND BENEFITS DEFINED



This section defines in detail the Program Requirements and Benefits listed in the Program Framework at the beginning of the Alliance Program Guide. As always, the final and up-to-date information can be found on the [Portal](#).

Requirements

REGISTER A MINIMUM NUMBER OF SALES QUALIFIED LEADS ANNUALLY

All Acumatica Alliance Members are expected to register a certain number of member sourced leads, which then must be accepted by Acumatica, to qualify for any given tier annually.

Alliance Tier Eligibility: How It Works

Similar to an airline frequent flyer program, your achievement resets to zero submitted leads on January 1 of each calendar year. With each registered lead that meets Acumatica's qualification criteria, the Member receives credit towards tier achievement. As the accepted lead numbers grow, the Member will move up through the tiers as the year progresses, subsequently unlocking access to more program benefits. Whichever tier the Member is in on December 31 of that calendar year, is the initial starting tier for the ensuing calendar year.

For example, if Member A registers twenty-five (25) accepted leads in 2024, qualifying Member A for the Silver tier in 2025, Member A will begin 2025 enjoying the Silver tier benefits even with zero accepted leads registered in 2025. If in 2025, Member A registers their thirty-first (31) lead, Member A will move into the Gold tier, immediately. [See the annual tier requirements here.](#)

Each Member is required to understand and adhere to the requirements of their current tier to remain compliant to the program in order to enjoy the benefits of program participation.

In the first year of program participation, achievements will be pro-rated to align to the calendar year. For example, if the agreement is signed on July 1 with six-months remaining in the calendar year, and a member submits ten (10) accepted leads, the Member would be granted Silver tier status on January 1 of the following year. In this example, the performance is doubled due to program participation occurring for six of the twelve calendar months.

Lead Registration and Acceptance

As with any sales cycle, the faster we engage with the prospect, the better chance there is to drive a successful close. Members are encouraged to promptly register leads at the time a prospect is identified. As a reference, please see your executed Alliance Program Agreement for all terms related to lead acceptance.

PARTICIPANTS TO COMPLETE ACUMATICA ALLIANCE LEARNING PATH

Acumatica expects all individuals associated with the Alliance program and operating in the capacity of lead generation and submission, have a basic understanding of Acumatica, our products, navigating in and using the tools in our portal ecosystem, and the terms and conditions of program participation.

To enable these individuals, Acumatica provides self-paced training specifically created for the Alliance members online in Acumatica's [University](#). Individuals who complete this learning path, comprised of various recorded modules and related assets, will achieve a badge to demonstrate completion of the learning path.

GO-TO-MARKET: COMPLETE MARKETING INITIATIVE IN FIRST NINETY (90) DAYS

Because all sales begin with an active pipeline, Acumatica believes that to generate momentum as an Alliance Member, beginning the marketing process early is imperative to our mutual success. Using Acumatica's marketing resources and in concert with your dedicated relationship manager, Alliance Members must complete the first marketing initiative within ninety (90) days of signing the Agreement.

Preparing you for a rapid go to market, Acumatica provides training courses at Acumatica University which explain Acumatica's marketing best practices, guidelines and available resources. This training is optional.

Acumatica’s [Marketing Automation Platform](#) (MAP) includes a wealth of resources to use including native assets for co-branding, logos, and webpage templates to name a few. If you have questions about the applicability of assets on MAP, please speak with your Account Manager for assistance.

GO-TO-MARKET: JOINT DEMAND GENERATION EMAIL CAMPAIGNS

Acumatica’s goal is to create value for you, Acumatica, our partners, and our customers. Acumatica is looking to create synergies, co-create solutions, co-market and co-sell our offerings, cross-refer customers, share best practices and collaborate on innovation. Acumatica will collaborate with our Platinum Alliance Members to identify, formulate, prioritize, and implement effective go-to-market strategies. Our Platinum Alliance Members represent our most important relationships where we will go to market together to drive mutual success.

Rewards & Benefits

REFERRAL FEES

As a reward for generating and registering a minimum number of accepted, qualified Acumatica leads to Acumatica, Acumatica will pay the Alliance Member a referral fee for any member sourced lead which converts to a closed won sale as outlined in the agreement, unless the Alliance Member opts out to receive referral fees. Any Alliance Member who chooses to opt out must notify Acumatica of this election in writing.

The fee will be a percentage of the customer sale price for Acumatica first-party product SKUs. The following conditions apply:

- Members must qualify for the Bronze, Silver, Gold or Platinum tier by registering the required minimum number of accepted leads within a calendar year to be eligible for payment of any referral fee.
- Qualified leads must be registered by:
 - Generating individual referral links through the Alliance widget located on the portal
- Sharing this link with your prospects
- Eligible leads must be accepted by Acumatica, convert to an opportunity and become a closed won sale within one-year post-registration.

The referral fee will be calculated as:

- a percentage of the customer price, for Acumatica product SKUs at the time of deal close, and
- the percentage applied is dependent on the Member’s tier at the time of deal close
- Third-party product SKUs (e.g. Fulfilled by Acumatica) and service SKUs are excluded from the referral fee calculation.

2024 Referral Fees		
Tier	Minimum Number of Registered and Accepted Leads **	Percentage
Bronze	1-10	15%
Silver	11-30	
Gold	31-60	
Platinum	61+	

Table 1

Notes:

- For more information related to how the tier structure works, please see [Alliance Tier Eligibility](#).
- Alliance Members may opt out of receiving referral fees at the time of enrollment by submitting this election in writing to Acumatica.
- Acumatica reserves the right to modify the tier-based requirements and related payments at Acumatica’s discretion.

ACCESS ACUMATICA ONLINE RESOURCES (PARTNER PORTAL)



Acumatica has a prodigious amount of information, tools, programs, documentation, courses, webinars, videos, etc. posted in the Acumatica portal environment. Our most successful members frequent the portal environment, stay up to date on new product information and any education related to their role. All Partner employees should spend time reviewing applicable resources.

While not comprehensive, below is a listing of some of the more popular and strategic links.

[Acumatica Portal](#): This is the hub of your experience as an Alliance Member. You will find applicable documentation, resources and links to quickly help you find what you need.

[Acumatica University](#): A comprehensive learning environment that is designed to help partners consume education materials. Every employee engaged in the Alliance Program must consume the contents of Alliance learning path in University and may choose optionally to review other available materials to understand more about Acumatica's products. Learners will login through the portal and click "Learn" on the top navigation.

[Acumatica Community](#): An interactive community forum where partners, customers and Acumatica can collectively engage to communicate important news and engage in productive discussions. Acumatica Community boasts a forum where partner specific conversations can safely take place, out of view from customers. Additionally, Acumatica User Groups, Product Ideas, and Knowledge Base are now hosted on Acumatica Community, making it a one-stop shop for inquiries and focus groups alike. Find [News & Announcements of interest here](#). From Acumatica Community, you may easily navigate to other areas of the Acumatica portal environment. Alliance Members have a [private forum](#) to engage with each other and Acumatica stakeholders. Everyone is encouraged to subscribe to this forum to stay current on news and information related to the program.

[Acumatica Open University](#): A dynamic learning platform designed to help **end-users** learn to use the capabilities, features and power of Acumatica. Beginner, intermediate and advanced topics are all delivered virtually and readily available in a self-paced learning environment. Be sure to check the [Job Aids](#), which are an incredibly powerful resource.

[Acumatica Marketing Automation Platform \(MAP\)](#): - Acumatica's Marketing Automation Platform contains an [asset library of native marketing assets](#) for use by Alliance Members. Some of these assets may also be used to drive lead generation using the marketing automation functionality of MAP.

ACCESS VOLUMES OF ONLINE TRAINING VIDEOS AND WEBINARS



Acumatica's library of online training content is the best in the industry. Acumatica has created a seemingly endless supply of materials that are all free and available 24x7.

As a part of our continued emphasis on education, Acumatica creates and maintains content as follows:

- Acumatica University houses hundreds of hours of content.
- Product-based video recordings which highlight new functionality or little-known capabilities of Acumatica's products.

Regardless of your role or focus within the organization, Acumatica has created content that will help you come up-to-speed quickly and remain current on our offerings. Acumatica content is comprehensive and professionally delivered. Acumatica has created a learning path specifically for Alliance Members to get you started in the program.

ACCESS TO SELF-SERVICE KNOWLEDGE BASE AND COMMUNITY FORUMS

In support of members who need after-hours support, or prefer to self-serve whenever possible, Acumatica offers an extensive knowledge base and community forums which may be directly accessed, 24x7, by members and customers alike.

The knowledge base includes troubleshooting articles, webinar recordings and workarounds for known issues.

An online, topically focused, feedback portal is open for members to share new product ideas or comment on existing posts.



ACCESS TO PRODUCT FEATURES, BENEFITS AND NEW RELEASES

Acumatica communicates product related updates through a multitude of channels which include e-mails, case studies, product blogs and industry specific articles. You will learn about our product features and benefits, as well as the latest new product releases. This is an opportunity to stay informed about all things Acumatica.

NON-PRODUCTION LICENSE OF ACUMATICA

A non-production license is available for any interested member to download and install to become more familiar with our products. Members may utilize this resource as they see fit. Downloads are available [here on our community site](#).

EXCLUSIVE ACCESS TO ACUMATICA INDUSTRY SPECIALISTS (SSDM)

Silver, Gold and Platinum tier members will be offered opportunities to engage with Acumatica industry specialists on Acumatica's SSDM team. This resource will be able to answer functional and technical questions related to Acumatica and provide timely connectivity to the appropriate resources within Acumatica.

ACCESS TO ADDITIONAL DISCOUNTED ACUMATICA PRICING FOR YOUR CLIENTS

For Alliance Members who are not able to receive referral fees, we will extend special discounts on Acumatica products may be passed through to Acumatica prospects referred by your organization. Please work with your Relationship manager if this should be a consideration for your organization.

DEDICATED RELATIONSHIP MANAGEMENT AND EXECUTIVE SPONSOR

Your Acumatica Relationship manager will be your primary point of contact at Acumatica. ERP solutions are exceptionally complex and the companies that sell and support them require a great deal of support and partnership. Acumatica believes that a **high touch** relationship is the best way to create and build long-term, successful business relationships. To that end, Acumatica makes significant investments in resources dedicated to helping Gold and Platinum tier Alliance Members build a viable pipeline with joint business planning and quarterly business reviews. Direct access to an Acumatica Relationship manager will be your internal advocate to ensure both our organizations achieve success. They will help you collaborate with our expansive ecosystem and connect you with our VAR partners, Services partners and ISV partners. Equally important, Gold and Platinum tier members will have an Acumatica leadership team member who will be accountable for the success of your relationship within Acumatica.

QUARTERLY BUSINESS REVIEW AND JOINT BUSINESS PLANNING

Gold and platinum tier Alliance Members will work with their relationship manager and executive sponsor during business planning sessions to develop joint go-to-market strategies which facilitate pipeline growth and co-selling motions when appropriate. We will conduct and support Quarterly business reviews (QBRs) to adjust our plan based on business dynamics and deliver agreed revenue outcomes.

COMPIMENTARY PASS TO ACUMATICA SUMMIT

Gold and platinum tier Alliance Members are eligible to receive one (1) complimentary pass per member to attend Acumatica's annual Summit conference. Please speak with your relationship manager once Summit registration is available to receive your complimentary pass.

QUALIFICATION FOR PRESIDENTS CLUB

Platinum tier members of the Alliance Program will be eligible, at Acumatica's discretion, to attend the exclusive Presidents Club event.

Resources

USE OF APPROVED ACUMATICA MEMBER LOGOS AND NATIVE ASSETS

Acumatica's business model is one hundred percent (100%) indirect and as a result, we have hundreds of separate and distinct organizations messaging and branding into the marketplace at any given time. To ensure continuity, it is imperative that Acumatica and all members in our ecosystem deliver a unified, modern and professional image to the world. It is in the best interest of all stakeholders to maintain a consistent look and feel of the Acumatica brand through the application of approved logos and messaging.

The [Acumatica Marketing Automation Platform](#) provides content which includes logos, videos, testimonials, workbooks, playbooks, website page templates and other materials to support your marketing efforts, all free of charge. Acumatica boasts the most comprehensive marketing resources in the industry, empowering partners with the tools to professionally get the word out.

To ensure branding is consistently delivered in the market, Acumatica provides [Brand Identity Style Guidelines](#) which Alliance Members should keep at their fingertips and certainly review prior to implementing any and all marketing initiatives.

ACCESS ACUMATICA'S MARKETING AUTOMATION PLATFORM (MAP)

Acumatica provides a free Marketing Automation Platform (MAP) to all Alliance Members. With MAP, members can launch pre-built emails, customize them as needed, upload their prospect database and nurture their own leads with just a few clicks. Additionally, MAP provides co-branded landing pages to capture new leads, all pre-built and ready to launch. Landing pages may be published on your website and use email and social campaigns to drive prospects. All leads stay in your personal instance on MAP and no one (including Acumatica) may access them unless the member decides to share them with Acumatica, consistent with privacy laws and regulations. On MAP, members will find over 300 assets including: success stories, white papers, checklists and more. All assets are created as co-branded materials promoting both brands. To learn more about Acumatica's Marketing Automation Platform, [click here](#).

ACCESS AND USE ACUMATICA'S SOCIAL SYNDICATION PLATFORM

Every member has access to Acumatica's Social Syndication Platform, Sociabble, which organizes all of Acumatica's social content into one easy-to-use platform, making it quick and simple to share the content most relevant to your followers. Get social and grow your professional visibility and credibility in the cloud ERP space. In order to get started, please email Acumatica's Partner Marketing team at partnermarketing@acumatica.com. To learn more about Sociabble, please [click here](#).

USE ACUMATICA CREATED MARKETING CONTENT FOR MARKETING ACTIVITIES

Acumatica creates volumes of marketing content for members to use in their marketing activities. Since Acumatica relies solely on our partner community to serve as an extension of Acumatica for marketing, branding and messaging activities, all of the content found on the Marketing Automation Platform, and any other Acumatica managed site may be personalized and co-branded for lead generation purposes.

All partners utilizing Acumatica content of any kind in their marketing initiatives should first preview the [Brand Identity Style Guidelines](#) on Acumatica's Marketing Automation Platform.

GO-TO-MARKET: INCLUDE JOINT MESSAGING IN ACUMATICA MONTHLY NEWSLETTERS

In an effort to provide greater opportunities for Silver, Gold and Platinum members to become even more engaged with Acumatica's broader ecosystem, there are many ways to promote your products and services. As you help us, Acumatica would like to help you jointly promote your products and services within our ecosystem. This is an opportunity to expand your reach and increase the popularity of your products and services within Acumatica.

GO-TO-MARKET: QUARTERLY PROMOTION ACROSS ACUMATICA ORGANIC SOCIAL CHANNELS

Acumatica social channels reach millions of people around the globe. Gold and Platinum members have an opportunity to participate in our quarterly promotions via these channels. This is another way that Acumatica would like to help you jointly promote your products and services within our ecosystem.

GO-TO-MARKET: JOINT DEMAND GENERATION EMAIL CAMPAIGNS

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