

About the Ambassador & Reseller Program



IDEaS Resellers are organizations who resell IDEaS software, services and consulting within predefined accounts and geographic regions. Resellers are expected to maintain a salesforce proficient with IDEaS offerings and commit to market development efforts in the assigned geographic regions.



IDEaS Ambassadors are consultants, practitioners and influencers in the hospitality and travel industry who refer clients to IDEaS and/or leverage IDEaS software, services and consulting offerings with their own clients.

About IDEaS Partner Programs

The IDEaS Partner Programs are a worldwide network of more than 80 system integrators, channel partners, academic and industry experts who partner with IDEaS to provide comprehensive pricing and revenue management solutions to clients and further revenue management learning and understanding in the hospitality and travel industry.

By leveraging IDEaS intellectual property in terms of skills, experience, and knowledge resources as well as IDEaS background of continued innovation and world-class client support, IDEaS' Partners can create a sustainable competitive advantage in their marketplace.

Benefits of the IDEaS Partner Programs:

- **Support:** Provide value-added support, services and an integrated solution offering to mutual clients
- **Grow:** Expand combined reach, add new clients profitably and generate incremental revenue from existing clients
- **Differentiate:** Create a sustainable competitive advantage by leveraging proven Pricing, Forecasting and Optimization expertise and intellectual property

*If interested in becoming an IDEaS Reseller or an IDEaS Ambassador,
please download the Expression of Interest Form on our website:*

www.ideas.com/partners

Partner Benefits & Commitments

RESELLER

AMBASSADOR

Onboarding Commitments by Partner

Expression of Interest Form	✓	✓
IDeaS Non-Disclosure Agreement	✓	
Business Plan (3-Year)	✓	
Partner Agreement	✓	✓
Contract Term	2 Years	1 Year (Auto Renews)

Access to IDeaS Tools & Knowledge Support

Knowledge Resources & IDeaS Learning System	✓	✓
IDeaS Community	✓	
IDeaS Partner Portal	✓	
IDeaS RMS Demo Site	✓	
IDeaS Global Sales Kickoff Invitation	✓	
Assigned IDeaS Sales Contact	✓	✓
Shared IDeaS Partner Resource	✓	

DeaS Marketing Support

Use of IDeaS Corporate Identities	✓	
Joint Press Release (Strategic Wins)	✓	
Partner Newsletter	✓	✓
Electronic Collateral	✓	✓
Printed Collateral	✓	
Tradeshaw Support/Partner Kits	✓	
Website Starter Guide	✓	

Program Commitments by Partner

IDeaS Learning System Proficiency	✓	✓
Custom Onboarding Workshop	✓	
Annual Performance Metrics	✓	
Solution Selling Training	✓	
Attend Sales Enablement/Onboarding Workshop at IDeaS/SAS Offices	✓	
1 Full-Time Employee (RM Expert)/Trained by IDeaS	✓	
1 Full-Time Equivalent (RM Sales)/Trained by IDeaS	✓	
Online Presence (Website with product info and links to IDeaS)	✓	
Annual Marketing Commitment	US \$5,000	
Annual Reseller Support Fee (Waived if Sales Targets are met)	US \$5,000	

IDeaS Sales Process Commitments by Partner

Follow IDeaS Lead Approval Process for Lead Generation	✓	✓
Lead Qualification	✓	✓
Contract Execution/Close Opportunities	✓	
Client Account Management	✓	

Please refer to the IDeaS Partner Agreement for additional terms and conditions.

ideas.com

Main +1 952 698 4200

Fax +1 952 698 4299

IDEAS™
A SAS COMPANY

DRIVING BETTER REVENUE