



Beam Report

Partners program overview

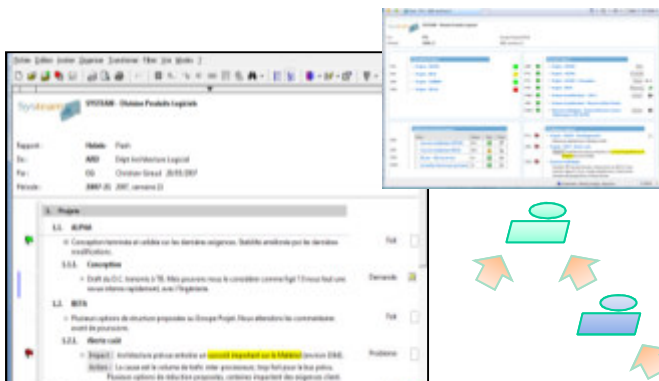


Feb. 2009

About Beam-Report

Beam-Report

- > A lightweight solution for teams reporting
- > Smart weekly-reports with a better quality of information, easy to create and use



More info at www.systemam.fr/eng

Customers benefits

- > Leverage people's insights
- > Establish a common language
- > Save time
- > Managers can focus on decision-making

What makes us different

- > New concept, no direct competition
- > Prestigious references
- > No IT infrastructure needed
- > Operational in just a few days
- > Scalable: from 15 to 2500+ users

Customer references

- > 5000 licences sold, 6 countries, 17 sites
- > 1000+ licences at Airbus
- > 2500 licences at CNES (French aerospace agency)

AIRBUS

ThalesAlenia
A Thales / Finmeccanica Company
Space

cnès
CENTRE NATIONAL D'ÉTUDES SPATIALES

EADS
astrium

SOGETI

RENAULT
TRUCKS



Types of partnerships

	Bring business	Sell licences & services	Customer services	Customer support
Silver Partner	X			
Gold Partner		X	[X]	[X]

▲ **Description**

- > Partner identifies a Qualified Lead and informs Systemam
 - See annex slide "Criteria for Qualified Lead" at the end
- > If approval, define contract terms
- > Sales process, customer services & support performed by Systemam or other Gold Partner
- > Partner receives commission fees upon sale

▲ **Criteria**

- > Executive-level contacts, ability to sell a new class of product

▲ **Business model**

- > Contract terms define:
 - Partner duties
 - Scope of business case
 - Commission fees and what triggers the fees
 - Co-marketing terms
 - Terms vary according to the lead's qualification level, partner's involvement in the sales process, total sales potential, etc.
- > A frame contract can be defined if recurrent business cases

▲ **Description**

- > Same as a Silver Partner except that:
 - Partner performs the sales process
 - Partner can also perform customization services and 1st line of support

▲ **Criteria**

- > Like Silver Partner, plus software sales experience in large companies
- > Knowledge of general management issues in large companies
- > For customizations services:
 - Ability to accompany the change in customer's organization
 - Standard IT skills

▲ **Business model**

- > Same as Silver Partner except that:
 - Partner gets higher commission fees
 - Systemam gets commission on customization services
 - Exclusivity on a specified territory possible

↳ General sales information

▲ Beam-Report target customers

- > Medium-sized (>200p) to large companies (>1000p)
 - see annex slide "Criteria for a Qualified Lead"
- > Not tied to a specific industry
- > Target contacts:
 - In large companies: head of department (R&D, marketing, IT, purchasing, production)
 - In smaller companies: top management

▲ Typical sales process for one large account

- > T0+3 months = pilot evaluation project (initial sale)
 - Customer services range from 3 to 10 days for an initial sale
- > T0+6 months = 100 licenses
- > T0+12 months = +200 licences
- > T0+18 months = +400 licences (total 700)
- > 70% licence fees, 15% customer services, 15% maintenance (each year)

▲ Revenue range for one sale

- > Total: 10-200K€
- > Partner commissions: 1-60K€

↳ Sales tools

▲ **Web & marketing materials**

- > References & customers testimonies
- > Report example sheet & brochures
- > 3-minutes presentation
- > Video
- > Free online demo version

▲ **Live demo**

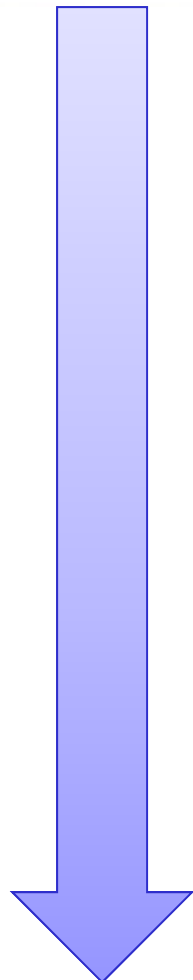
- > On-site or on-line

▲ **Free personalized ROI study**

- > Includes a Beam-Report customization prototype
- > For hesitant leads

▲ **Pilot Project Package (not free)**

- > Not free but flexible
- > Some rare leads may skip this step



Sale

Systemam support to partners

▲ Silver Partner

- > Demo training
- > Customers FAQ
- > Marketing material
- > Free try-out Beam-Report licences

▲ Gold Partner

- > Same as Silver plus:
- > Customization training
- > 2nd line support

↳ How to start ?

▲ Contact us

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▲ We define together our collaboration scheme

- > Trainings
- > Evaluation licences
- > Marketing materials
- > Joint sales
- > Partner support infrastructure & follow-up process

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Criteria for a "Qualified Lead"

Criteria	Description	Target	Lead
Contact's hierarchy level	N, N+1 (people's manager), N+2 (=manager of managers), N+3 etc.	$\geq N+2$	
Contact's weight in decision	Contact has a real impact on the buying decision	yes	
Short term potential	Potential nb of licences directly depending on the contact	≥ 20	
Mid-term potential	Potential nb of licences in the organization where contact belongs (e.g. the R&D division if contact is a program manager)	≥ 40	
Long-term potential	Potential total nb of licences in the company	≥ 80	
Regular written reporting practices are in place	People write regular qualitative reports (highlights) using Word, email, ppt, etc. Managers receive those reports, analyze and consolidate them, and make also reports to other managers or customers etc.	yes	
Reporting frequency	Every day, week, 2 weeks, month	$\leq 2 w$	
Competition	<p>Already have reporting tools that address the qualitative reporting, using e.g. home made tools, ERP, project management tools...</p> <p>Most of reporting data are based on data from the information systems (budget, planning, etc.), not on the people's feedback.</p>	no	