# The ANCILE Value-Added Reseller Program

## Deliver rapid deployments, accelerate adoption, reduce risk, and increase satisfaction.

ANCILE is a leading global developer of workforce productivity, on-demand learning, and validated communications software used by many of the Global 2000. Our products, ANCILE uPerform™ and ANCILE uAlign®, make it simple to improve workforce productivity by easily capturing and making available valuable knowledge, engaging and enabling employees, and accelerating software adoption.

## We've Built Our Business on Partnering

For more than a decade, ANCILE has partnered with global software vendors to deliver learning solutions that support successful software implementations and accelerate user adoption for clients.

By partnering with ANCILE, you can offer your customers a comprehensive and economical training approach to ensure return on their software and implementation investment. Our partners have generated new revenue streams, increased customer satisfaction, and differentiated themselves from competitors.

## Our Value-Add Reseller Program

**The ANCILE VAR Program includes three key opportunities:**

- Create new revenue by reselling ANCILE software to help your customers meet their learning needs across a wide variety of enterprise and web-based applications.
- Use ANCILE software to enable your professional services team to more quickly and efficiently deliver successful implementations.
- Use ANCILE software to power your content factory to drive revenue with content licensing opportunities.

Partners in our VAR Program share revenue based on net license value, and all ANCILE products are priced on an end user basis. We offer both perpetual- and subscription-based licensing.

ANCILE has operated globally for many years. We serve and support customers in nearly 90 countries, with regional channel sales, a global product support organization, and regional professional services. Plus, our products support over 30 languages.

### Program Features

#### Enablement
- ➤ ANCILE product demos & documentation
- ➤ Access to marketing collateral & sales tools
- ➤ Assigned ANCILE channel manager

#### Sales
- ➤ Sales enablement services
- ➤ Ability to contract with customers directly
- ➤ Pre-sales support

#### Services
- ➤ Implementation services enablement (fee)
- ➤ Training/services certification (fee)

#### Development
- ➤ On-premise, SaaS and Cloud solutions
- ➤ Agile development methodology

#### Tech Support
- ➤ Award-winning, multi-lingual team
- ➤ Tier 1-3 support provided by ANCILE
- ➤ Access to ANCILE knowledgebase

For additional details about the ANCILE VAR program, or our referral program, email **info@ancile.com**

**ANCILE** All Around Smarter ™

www.ancile.com

# We Have Solutions to Your Challenges

Maintaining user adoption and your customers' software skills are challenges that don't end at 'go live'. These are ongoing challenges that can impact your success. Our VAR program helps you ensure your new customers' success and offers a compelling entry point back into existing customers as you revitalize and renew relationships.

| Your Challenges | Our Solutions | Your Results |
| --- | --- | --- |
| You are squeezed for every penny. | • Our partners share net revenue.<br>• Our content factory model drives additional revenue opportunities.<br>• Our pricing is cost-effective across all customers. | • Drive operational efficiencies by managing and reusing content across engagements. |
| You must meet aggressive deployment plans, while remaining very flexible. | • We offer several implementation options: subscription, hosted, and on-premise. | • Reduce learning content creation time by 50%. |
| You need to ensure customer satisfaction and drive user adoption. | • Our products reduce user frustration and time-to-competency. | • Trim time-to-user-competency from an average of 8-14 weeks to 5-11 weeks. |
| You must reduce the risk of failed implementations. | • Our technologies deliver validated communications and performance support to help ensure project success. | • Address first-line questions through in-application help and messaging campaigns. |

## Your Unique Advantages with ANCILE

### Pricing
• Transparent user pricing
• Cost-effective for small- and medium-sized organizations

### Margin
• Net revenue share
• Competitive rates

### Royalty
• Revenue streams from content

### Deployment
• Subscription
• Hosted
• On-premise

**ANCILE Partners**



SAP Partner — SAP® Certified Enterprise Support Integration • hp • bmc • OPENTEXT™ • EMC² • SUNGARD® PUBLIC SECTOR • SUNGARD® K-12 EDUCATION • McGraw Hill Education • CAMSTAR

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