

# Solution Partner Programme



Western European Solution Partner Programme

# Partner program overview: FlexiCapture

## Capitalize on opportunities with the ABBYY Solution Partner Program - FlexiCapture:

- Access to high performance extraction of business critical data for use in backend processes
- Optimize business critical document driven processes in your organisations
- Deliver high-scalable Data and Document Capture for distributed capture scenarios
- Leverage on high performance extraction and tight integration into backend workflows
- Implement various solutions for:  
**All Industries. All Documents. All Data.**

**TOOLS AND SOLUTIONS  
FOR FLEXIBLE,  
INTELLIGENT  
DATA CAPTURE**

 **ABBYY FlexiCapture**

**Standalone**

**Small businesses**

Cost-effective, easy-to-deploy and -use, yet powerful solution for workgroups and department tasks.

**Distributed**

**Medium-sized Businesses**

Powerful, manageable, reliable and scalable solution for medium to high-volume projects.

**Server**

**Higher-volume Projects**

Benefit from a powerful variant that covers high volume throughput – for example on government projects

**ABBYY®**

# Partner program overview: Recognition Server

## Capitalize on opportunities with the ABBYY Solution Partner Program – Recognition Server:

- Robust and highly scalable server-based solution for automating OCR for document recognition and PDF conversion in enterprises
- Virtually no end user training is required.
- Delivers also functionalities for document indexing and routing
- Automatic, reliable and accurate processing of documents for export into DMS, Document Workflow, eMail systems and Microsoft® SharePoint installations
- Connection to Desktop and Enterprise Search Systems like Microsoft Search and Google Search Appliance.
- Integration options for VARs integration API and internal Scripting.

# Partner program structure

**ABBYY® Europe**

Certified Partner

- Committed partnership
- Partner sells ABBYY solutions actively
- Got introduced to ABBYY technology and sales and licensing models
- Has access to key marketing and sales tools
- Basic ABBYY marketing and sales benefits

**ABBYY® Europe**

Gold Certified Partner

- Expanded relationship
- Has advanced level technical and product capabilities
- Actively does marketing and sales of ABBYY products
- Develops complete business applications on ABBYY solutions
- Represents ABBYY products on special ABBYY events
- Joint business planning
- Extended ABBYY marketing and sales benefits

# Partner levels

## BENEFITS

Certified level, plus:

- Market Development Funds (MDF)
- Preferential Pricing
- Free training voucher
- Discounts on training
- Joint Press announcements

- Partner portal access
- Dedicated sales manager
- Access to partner resources
- Pre-Sales support
- Eligible for sales leads forwarding

**Gold  
Certified**

**Certified**

## REQUIREMENTS

- 2 FlexiCapture Certified Consultants
  - 1 trained sales person actively selling ABBYY products
  - Joint Business planning
    - Can be achieved after the first year
- 1 FlexiCapture Certified Consultant (*Alternatively:* 1 FlexiCapture Certified Practitioner)
- Full or Basic Technical Certification Training
  - Completed the partner profile

# Program features and benefits

## Benefits for Certified ABBYY Solution Partners:



- NFR (not-for-resale) software for development and demonstration with free updates and upgrades
- Pre-sales support including configuration, pricing and RFP procedures
- Technical support including web and telephone support
- Business Acceleration Package (Pre-Sales support voucher, purchase PS at discount, privileged access to ABBYY industry experts)
- Materials and sales tools, including collateral, demos, sales presentations, configurators, templates and more
- Access to partner online resources: partner portal and partner newsletter
- Eligible for sales leads forwarding

# Program features and benefits

**A Gold Certified Partner gets all benefits a certified partner has, plus:**

**ABBYY® Europe**  
Gold Certified Partner

- Being eligible to obtain Market Development Funds (MDF, based on the previous year) after the first year
- Joint marketing events: eligible for co-exhibition on events where ABBYY is exhibiting
- Eligible for a preferential pricing
- Joint press announcements
- Joint business planning session
- Eligible for co-development of solutions and customizing

# Program requirements

- Signed Partner Agreement between ABBYY and partner
- Certification (via attendance and pass of a certification training course)
- 1 FlexiCapture Consultant (*Alternatively: 1 FlexiCapture Practitioner*)
- Provide first level support to end customer (ABBYY delivers support to partners only)
- No annual recurring program fee, only costs for training
- Maintain proficiency in product by attending product update trainings

**Certified**

- Signed Partner Agreement between ABBYY and partner
- 2 FlexiCapture Consultants
- 1 trained sales person actively selling ABBYY software
- Provide first level support to end customer
- Annual joint business planning session
- No annual recurring program fee, only costs for training
- Maintain proficiency in product by attending product update trainings

**Gold  
Certified**



# Certification Programme Overview

ABBYY offers the following certification training courses.

## Full Technical Certification (5 days)

<b>Qualification</b>	Mandatory to become a Certified Partner
<b>Certification</b>	FlexiCapture Certified Consultant (P1 + P2)
<b>Purpose</b>	Partners who want to develop complete business applications based on ABBYY Data Capture software
<b>Requirements</b>	Knowledge DMS/ECM/OCR/Scan

## Technical Certification Part I (3 days)

<b>Qualification</b>	Mandatory to become a Certified Partner
<b>Certification</b>	FlexiCapture Certified Practitioner
<b>Purpose</b>	Expand business offerings with DC products and build sustainable base
<b>Requirements</b>	Basic knowledge in one of the areas: DMS/ECM/OCR/Scan

## Product Update Training (2 days)

<b>Qualification</b>	Mandatory, Re-Certification
<b>Certification</b>	FlexiCapture Certified on actual product
<b>Purpose</b>	For partners to maintain proficiency in FlexiCapture products; needs to be undertaken to certify for new Release
<b>Requirements</b>	Attendee must be a Certified/Gold Certified partner

## Technical Certification Part II (3 days)

<b>Qualification</b>	Optional course
<b>Certification</b>	FlexiCapture Certified Consultant
<b>Purpose</b>	For developers who want to develop FlexiLayout projects and for Certified to become Gold Certified
<b>Requirements</b>	Attendee must have a Technical Certification or Full Certification

# Steps in ABBYY solution partnership

1<sup>st</sup> Step: Become a Certified partner

2<sup>nd</sup> Step: If partnership is successful, advance to Gold Certified

Technical  
Certification Part 1  
(3 days)

Basic Certification to start first projects.

Full Technical  
Certification  
(5 days)

Full technical details for data capture business application development.

**ABBYY  
Certified  
Partner**

Technical  
Certification Part 2  
(3 days)

Additional certification in FlexiLayouts needed to become Gold Certified. Partner has to fulfill business goals.

No additional certification needed. Partner has to fulfill business goals.

Certified partner achieving business goals and revenues targets?

If yes proceed.  
(After the first year)

**ABBYY  
Gold  
Certified  
Partner**

# Steps in becoming a partner

## How to become an ABBYY Solution Partner:

1. Fill in partner registration form (online or offline)
2. Sign and send in partner agreement
3. Book, attend and graduate from ABBYY certification program
4. Receive certificate of partner status and graduate from ABBYY
5. Receive marketing and sales materials (Welcome to ABBYY Solution Partner Program Package)
6. Start your first project as ABBYY solution partner

# Appendix A - Benefits Matrix (1)

	Certified	Gold Certified
<b>Sales</b>		
Preferential pricing	NO	Eligible
Welcome to ABBYY Solution Partner Program Package (Welcome Kit)	YES	YES
Dedicated Sales Manager	YES	YES
Sales Acceleration Training	YES	YES
Sales leads forwarding	Eligible	Eligible
Joint business planning	Eligible	YES
Pre-sales support	YES	YES
NFR Licence of Product	1 per certified consultant	1 per certified consultant

# Appendix A - Benefits Matrix (2)

	Certified	Gold Certified
<b>Marketing and Public Relations</b>		
Marketing and sales materials	YES	YES
Joint Press Announcement	Eligible	YES
Joint Case Study	Eligible	Eligible
Co-exhibition at ABBYY events	NO	Eligible
Market Development Funds	NO	Eligible
<b>Training</b>		
Technical Certification Training	YES	YES
Product Update Training	YES	YES
Training voucher	NO	YES

# Appendix A - Benefits Matrix (3)

	Certified	Gold Certified
<b>Partner communications</b>		
ABBYY Partner Portal and online resources	YES	YES
Partner Newsletter	YES	YES
Use of ABBYY Solution Partner Program Logo	YES	YES
<b>Technical Support and Professional Services</b>		
Post-sales and 2 <sup>nd</sup> level support	YES	YES
Kick-Start Business Acceleration Package	Eligible	Eligible

# Appendix B – Requirements Matrix

	Certified	Gold Certified
ABBYY Partner Agreement (signed)	Yes	Yes
Technical Certification	Yes	Yes
Staff allocation	1 FlexiCapture Certified Consultant (Alternatively: 1 FlexiCapture Practitioner)	2 FlexiCapture Certified Consultants <b>and</b> 1 trained sales person
Maintain proficiency in ABBYY Data Capture products	Product Update Training on new versions	Product Update Training on new versions
Annual joint business plan	Eligible	Required
Annual program fee	No	No

# Appendix C – Forms and Contracts

**ABBYY PARTNER REGISTRATION FORM**  
for the ABBYY Solution Partner Program (Western Europe)

**Company information**

Company: \_\_\_\_\_ Last name: \_\_\_\_\_  
 First name: \_\_\_\_\_ Email: \_\_\_\_\_  
 Job Title: \_\_\_\_\_ Website: \_\_\_\_\_  
 Phone: \_\_\_\_\_ ZIP, Town: \_\_\_\_\_  
 Street address: \_\_\_\_\_  
 Country: Deutsch

**Business information**

Reseller Type: Vertriebs Integrator (SI) Specialization: Other  
 Industry sector: Marketing (Primary industry focus of partner)  
 How many employees are in your company?  
 1-5  6-10  11-50  50-100  >101  
 Annual revenue of your company?  
 < 0.5 Mil. €  0.5 - 1 Mil. €  1 Mil. - 5 Mil. €  5 Mil. - 10 Mil. €  > 10 Mil. €  
 Year started: \_\_\_\_\_  
 Please describe the geographic focus of your company:  
 \_\_\_\_\_  
 What ABBYY products do you plan to work with?  
 Data Capture products (FlexCapture)  Document conversion products (Recognition Server)  
 Engine products (FinReader)  Mobile products (Mobile OCR)  
 If your partnership registration is based on an existing opportunity, please specify below:  
 Customer information: \_\_\_\_\_  
 Opportunity description: \_\_\_\_\_ Backend: Other  
 Project size (EUR): \_\_\_\_\_  
 Customer industry: Healthcare  
 Project SME/NE: \_\_\_\_\_ (DOMMYTTY)  
 Date, Place: \_\_\_\_\_ Signature: \_\_\_\_\_  
 Company Stamp: \_\_\_\_\_

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Partner Registration Form

**ABBYY** Solution Partner Program  
for Western Europe

**ABBYY SOLUTION PARTNER AGREEMENT**

ABBYY Europe GmbH (ABBYY)  
 Eisenhammer Str. 49  
 81567 München  
 Germany

By: \_\_\_\_\_ By: \_\_\_\_\_  
 Name: \_\_\_\_\_ Name: \_\_\_\_\_  
 Title: \_\_\_\_\_ Title: \_\_\_\_\_

**1. VERHÄLTNIS**

1) Der Solution Partner, eintritt ein in ein (insbesondere Software (SaaS)) Service ein & System integrieren, möchte bestimmte Software-Lösungen/Produkte/Dienste für die Verwendung mit HP Produkten wie in diesem Vertrag beschrieben erwerben, installieren, nutzen, betreiben, weiterverkaufen und weitergeben.

2) HP möchte der Solution Partner bereit durch Genehmigung des Zugriffs auf mehr- und Einzelnen-Titel und/oder, um HP durch den Solution Partner Program, "COPIES" sowie die geeignete Inhalte verfügbar machen, sowie auch Rechte auf den Kaufpreis für bestimmte geringfügige HP Produkte, die zum Erwerb, Konsumieren, Testen und Demonstrieren von Produkten/Diensten des Solution Partner sowie zum Lernen von Integrationen oder Beratungsleistungen für HP Lösungen oder Plattformen im ENGLISCH-Bereich notwendig sind.

3) Der Solution Partner versichert, kommerziell sinnvollen Aufwand zur Durchführung folgender Aufgaben zu erbringen:

4) Erwerben, Konsumieren, Testen, Demonstrieren, Konsumieren und Bereitstellen bestimmter Produkte/Dienste des Solution Partner für die Verwendung mit HP Produkten. Alle der Solution Partner neue Versionen, Releases, Updates, Updates, oder sonstige Verbesserungen bestimmter Produkte/Dienste (einschließlich der während der Laufzeit dieses Vertrags eigenen verfügbare sind ("Verbesserungen"), und der Solution Partner zum gewissen Zeitpunkt sein eigenes eine kommerzielle Zielmarkt, anhand der Verbesserungen für die Verwendung mit HP Produkten eigenen verfügbare machen.

5) Lernen von Integrationen oder Beratungsleistungen für HP Lösungen oder Plattformen.

6) Der System Integrator und seine Key-Customer/Endkunden, die in den Bereichen technische Beratung, Vertrieb, Partnermarketing, Weiterbildung über die Produkte des Solution Partner Program informieren und sie aufbauen, auch für das Programm zu registrieren, um diesen Vertrag zu erfüllen und in dem Genuss der unter 1) und 2) beschriebenen Vorteile zu kommen.

7) Der Solution Partner ist bereit einverstanden, für eine zur Entwicklung der Produkte/Dienste sowie für das gesamte diesbezügliche Marketing notwendigen Kosten und Aufwendungen, einen bestimmten zu sein, sofern in einer separaten, schriftlichen Vereinbarung mit HP nicht anders verordnet.

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Revisions-Datum: 1/20 Revisions-Übersicht: 1/1

Solution Partner Agreement

**ABBYY**

ABBYY ist ein ABBYY Europe Certification Trainings & Course Schedule

**ABBYY EU Course Schedule**

ABBYY offers instructor-led certification trainings on ABBYY Data Capture products. These trainings are offered in ABBYY Training facilities throughout Europe and are required for solution partners. The different courses include all course materials, catered lunch and snacks during scheduled breaks. In order to register, please select the right training course from below and click on register.

Date	Course	Duration	Agenda	Location	Registration
22 - 26. Apr.	FlexCapture 9.0 Full Technical Certification	5 days		Munich	Register now
22 - 24. Apr.	FlexCapture 9.0 Full Technical Certification (Part 1)	3 days		Munich	Register now
26 - 30. Apr.	FlexCapture 9.0 Product Update Training	2 days		Munich	Register now
21 - 23. Apr.	FlexCapture 9.0 Full Technical Certification (Part 2)	3 days	n.a.	Munich	Register now
7 - 11. June	FlexCapture 9.0 Full Technical Certification	5 days		Munich	Register now
7 - 9. June	FlexCapture 9.0 Technical Certification (Part 1)	3 days		Munich	Register now
16 - 18. June	FlexCapture 9.0 Technical Certification (Part 2)	3 days	n.a.	Munich	Register now

Sign up for Certification