



VISION33 RECEIVES US\$34,000 REFERRAL FEE

A SINGLE LEAD RESULTS IN A SUBSTANTIAL BONUS

QUICK FACTS

Company

- Name: Vision33 Inc.
- Location: Irvine, California
- Profession: SAP software solution partner and full-service consultancy
- Web site: www.vision-33.com
- Client types: Small businesses and midsize companies

Referral Program Benefits

- Big financial rewards and leading business software for your customers
- 5% of the initial net software license revenue (or first year's subscription to the SAP® Business ByDesign™ solution), totaling up to US\$50,000 (or €50,000), on referrals that are won, closed, and paid
- No software expertise required
- Secure Web site for easy lead entry and tracking
- Free membership

Referral Products

SAP solutions for small businesses and midsize companies

- SAP BusinessObjects™ Edge solutions
- SAP Business One application
- SAP Business All-in-One solution
- SAP Business ByDesign solution

SAP BusinessObjects portfolio

- SAP BusinessObjects enterprise performance management solutions
- SAP BusinessObjects Strategy Management application
- SAP BusinessObjects Planning and Consolidation application

Vision33 Inc. is an additional US\$34,000 in the black thanks to sharp lead-generation tactics – and the SAP® Referral program. Vision33, a reseller of the SAP Business One application, is also a member of the SAP Referral program. When the company came across a software sale opportunity that was better suited to the SAP Business All-in-One solution than to SAP Business One, the company submitted the lead to the SAP Referral program.

Staying in Touch Pays Off

Carl Lewis, general manager of the north-west region for Vision33, recalls the story. “The first contact we had with the prospect was when the previous IT manager found our Web site in 2004 and contacted us directly. Over the next two years, we stayed in touch. However, things changed quickly when a new IT manager was hired and the need for a new business software solution became imminent. At this time, we recognized that this rapidly growing company needed SAP Business All-in-One, so we immediately sent the lead on to the SAP Referral program.”

SAP allocated the lead to a value-added reseller for SAP Business All-in-One that had the geographic presence and industry knowledge to close this deal.

Lewis reflects on the full referral cycle: “Making this referral was very cost-effective for Vision33. As soon as we began to qualify the prospect, we knew it was better suited for SAP Business All-in-One than for SAP Business One. Being an active participant in the SAP ecosystem through participation in the SAP Referral program helps us recover some of our lead-generation costs in a creative and profitable manner.”

Closing the Deal

With rewards of up to \$50,000 or €50,000 per lead that converts to a won, closed, and paid deal, it's easy to see why both current SAP partners and newcomers to the SAP ecosystem find the SAP Referral program a natural choice.

Other Ways to Partner with SAP

In addition to the SAP Referral program, you can also partner with SAP through other business-building programs including the following.

Take Action

Learn more about the SAP Referral program at www.sap.com/ecosystem/partners/referral. It's easy to enroll your company – and just as easy to submit leads.

SAP PartnerEdge™ Program

This award-winning partner program gives you the power to offer some of the world's top business management, business intelligence, and performance management solutions directly to your

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Carl Lewis, General Manager, Northwest Region, Vision33 Inc.

customers and prospects. With the SAP PartnerEdge™ program, you have everything you need to sell, market, develop, implement, support, and manage complete solutions for small and midsize enterprises:

- Sales and marketing resources to assist you throughout the entire sales cycle
- Highly qualified business opportunities and leads
- Generous market development funding to help jump-start your business and sustain ongoing growth
- Access to the SAP PartnerEdge P2P Network, a secure online sales and marketing collaboration tool where partners collaborate, share, and expand your market reach
- Systems, education, and ongoing support that help you proactively manage your SAP relationship, build competency and expertise, and succeed with successful sales and implementations

SAP Extended Business Program

Here's a great way for you to join forces with an existing SAP partner – to capitalize on established core competencies and skills with limited investment or fine-tuning of your own business model. This free program puts you on a fast track to SAP opportunities with a broad range of tools and resources geared specifically for our “extended business” program members. It's ideal for product and service providers with expertise related to SAP solutions and an interest in taking those capabilities to the next level:

- Receive the same sales and consultant training our partners receive
- Get access to the secure SAP Channel Partner Portal site
- Gain market visibility
- Enjoy the variety of benefits we provide our partners
- Use the SAP Extended Business program logo
- Join and participate with no fees
- Receive business enablement working with companies experienced in the packaged-solution approach
- Learn as you go in all areas (sales, presales, implementation, support) by being integrated into the value-added reseller's team
- Access the most updated information, tools, and assets for the channel community

Find Out More

Get a jump start on new opportunities. Find out more today about all the SAP programs that can give your company the edge in solutions for small businesses and midsize companies by visiting our Web site at www.sap.com/ecosystem/partners.



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