



## WITH LITTLE EFFORT, ET ALIA NETS US\$54,000 FROM THREE LEADS CREATING A REVENUE STREAM WITH LEAD REFERRALS

### QUICK FACTS

#### Company

- Name: et alia LLC
- Location: Milwaukee
- Profession: Developing, selling, implementing, and supporting qualified SAP® Business All-in-One partner solutions
- Web site: [www.et-alia.com](http://www.et-alia.com)
- Client types: Construction and professional services companies

#### SAP Referral Program Benefits

- Big financial rewards and the best business software for your customers
- 5% of the initial net software license revenue (or 5% of the first year's net subscription fee for the SAP Business ByDesign™ solution), up to US\$50,000 or €50,000, for a referral that becomes a won, closed, and paid deal
- No software expertise required
- Secure Web site for easy opportunity entry and tracking
- Free membership

#### Products Qualifying for the SAP Referral Program

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

Members of the SAP® Referral program come from all different business walks of life. It doesn't matter if you already know SAP solutions, if you already sell them, or are just getting to know the company by joining this program. The common bond among all members of the SAP Referral program is growing revenue in the small and midsize enterprise market by sharing leads. et alia LLC is an example of a current SAP partner that grew its bottom line by sharing leads that did not fit the company's current SAP-focused business model.

Milwaukee-based et alia sums up its mission as "enabling long-term business value, growth, and profitability with industry expertise and world-class business management software." Founded in 1999, et alia is built on a solid foundation of expertise in SAP solutions with a sharp focus on the construction and professional services markets throughout North America. The company's achievements as a channel partner for the SAP Business All-in-One solution have included SAP customer satisfaction awards as well as an SAP best practices award for solution development. With these credentials, you would think et alia would tend to keep leads for SAP business to itself. The reality is that et alia, like any other company, encounters opportunities that aren't the best fit. Thanks to the SAP Referral program, et alia can use an online process to submit leads to SAP, which then locates an appropriate partner

to follow up with the prospect. When that partner wins the business, et alia gets a bonus.

#### What's in a Name?

In Latin, et alia means "and others" – a reference to the company's business model, which relies on – and shares business with – a strong team of independent SAP specialists. These specialists are focused on selling, implementing, and supporting CREW for Construction and CREW for Professional Services, qualified SAP Business All-in-One partner solutions from et alia.

In many ways, the SAP Referral program builds on et alia's brand identity in terms of sharing business and revenue opportunities with "others." When et alia refers a lead to SAP, there's potential for et alia to help others create revenue opportunities and build a connection to other partners within the overall SAP ecosystem.

#### Take Action

Learn more about the SAP® Referral program at [sap.com/ecosystem/partners/referral](http://sap.com/ecosystem/partners/referral). It's easy to enroll your company – and just as easy to submit opportunities.

## Adding Value with Lead Referrals

At et alia, each lead is considered with all possibilities in mind. "We maintain a very focused approach to business development, including multiple active lead-generation campaigns," comments Tad Bungener, director of business

Remaining involved in the follow-up process associated with leads referred is not required and, from Bungener's perspective, is not necessary. "We trust the strong integrity of SAP and its partner community, and we refer SAP opportunities of all types with confidence."

"With the SAP Referral program, when an active opportunity falls outside our core focus, we have a way to add value to an otherwise unrewarded effort."

Bungener describes the online process for submitting referrals as "very simple, intuitive, and convenient. We have not had any challenges in this regard nor with any aspect of the program."

**Tad Bungener**, Director of Business Development, et alia LLC

If you're not already one of the many "others" benefiting from the SAP Referral program, now's the time to engage. Your next lead may not be right for you – but it can still mean big profits for your company. Newcomers to the SAP Referral program have the opportunity to increase sales and concurrently learn more about SAP, its solutions, and potential for additional partnering opportunities with SAP.

development at et alia. "With the SAP Referral program, when an active opportunity falls outside our core focus, we have a way to add value to an otherwise unrewarded effort." And the rewards have been big. Three referrals that et alia submitted resulted in a total of US\$54,000 in payouts from SAP.



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