

# ProModel for PPM Partners – Program Overview

## Introduction

The ProModel PPM (Project and Portfolio Management) Partner Program is designed to help partners increase revenue by adding Microsoft product enhancing portfolio and project simulation solutions to their menu of value added products and services. These complementary tools drive additional sales in two ways.

- 1) The ProModel tools themselves integrate with and enhance the performance of Microsoft products already installed and in use with your clients. This gives you the opportunity to introduce the ProModel tools as further value added to your clients, which in turn generates software and/or service revenue for you.
- 2) Existing clients or new clients who do not yet have some or all of the Microsoft products deployed, may be more likely to purchase them with the potential additional capability provided by integrating the Microsoft and ProModel tools, thereby driving additional Microsoft product and service sales.

Whether you refer, sell or consult, ProModel has a program designed to enhance your business.

## PPM Product Suite

Some industry estimates indicate that over 70% of projects are completed late and/or over budget. The more complex the portfolio of products or projects, the more difficult it is to meet goals and objectives. ProModel's predictive PPM tool set provides a faster, more accurate, and more comprehensive platform with which your customers can significantly improve their ability to complete projects on time and within budget. This toolset includes:

**Project Simulator** allows you to add variability and risk around task times, resources, milestones and completion dates and costs. Planning and executing a simulated project with these additional factors creates a more realistic future view of the actual duration and cost of the project.

**Portfolio Simulator** enables you to do essentially the same thing, but across a multitude of projects all at the same time. This lets you understand how shared resources and interdependent projects are affected and in turn shows you an accurate picture of the future performance of the entire portfolio. Portfolio simulator can receive project input from Project Simulator, Microsoft Project, and Microsoft Project Server or from other tools such as Microsoft Excel. In addition, projects can be created directly in Portfolio Simulator.

**Enterprise Portfolio Simulator** is a collaborative way to access the power of Portfolio Simulator on the web as a RIA (Rich Internet Application) able to integrate and perform automated project input updates from Microsoft Project Server. This provides a seamless enterprise portfolio planning technology and methodology.

## Marketing Resources

**Marketing Collateral** – Each partner will be provided with the appropriate logos, website links, value propositions, customer success stories, product brochures & videos, white papers and other pertinent material to successfully promote ProModel's products to their customers.

**Partner Locator** – ProModel's partner website page [Partner Program Members](#), gives ProModel's SI (Solution Integrator) and VAR (Value Added Reseller) partners increased exposure to new potential customers. Our partner locator includes geographic, technical certification & partner level distinctions. Exclusively for Gold and Platinum SI and VAR Partners, we offer a dedicated company profile page.

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**Lead Referral** – As a ProModel Partner, we understand your core business and the value you bring to your customers, may benefit our customers as well. As we work with our existing accounts and bring on new customers we will refer them to you, if we see the potential value that a partner solution would bring them.

**Co-Marketing Initiatives** - We view our partners as an extension of the ProModel business development organization. To help provide the optimum chance for your success, ProModel encourages co-sponsored marketing initiatives with qualifying partners. Some examples include regional events, targeted campaigns, local tradeshows, PR and Social Networking and webinars.

## Sales Tools

**Inside Sales/Support** – ProModel’s Sales and Business Development team comprises Outside, Inside, Channel and Independent Sales people. Channel partners will receive the appropriate amount of support to accelerate and maintain their success.

**Dedicated Account Manager** – a single point of contact dedicated to ensuring your success as a ProModel Channel partner.

**Margins** – The ProModel partner program is set up to offer generous margins. As the partner develops a deeper proficiency and revenue stream, margins increase through goal based incentives.

**Access to Partner Portal** - The ProModel Partner Portal is a comprehensive “home base” for Partners designed to incorporate all essential business resources in one place. Its many functions include software downloads, marketing collateral, banners & logos, sales aides, training materials, ProModel channel news, promotions, and more.

## Training and Certification

**Web-Based Training Modules** – ProModel University offers pre-recorded on-line training curriculum that can be taken at your own pace.

**Live Webinars** – Live interactive training webinars are offered as a great way to access certain training without the time and expense of traveling.

**Live Classroom Training** – Sometimes you can’t beat the level of learning you receive when you come to one of our training sites in person. This also allows you to network with ProModel staff, customers and partners, which can prove invaluable.

**Not For Resale Licenses** - Discounted “Not for Resale” ProModel product licenses are available to Authorized Partners for evaluation, testing, demonstration, and limited “in house” use according to ProModel program guidelines.

**Beta Program Participation** – Authorized partners may qualify to participate in our Beta Testing program to get a jump on the release of new technology.

**Exclusive Technical Previews** – Get the highlights of what’s new when a ProModel Product release takes place, so you can always have the latest information for your customers and potential customers.

**Eligible for Annual Conferences** – Qualify to attend ProModel’s annual customer solution conferences.