



# 2020 Tier Announcement

April 2, 2019

sw!ftpage™

# Today's Agenda

2020 Engagement Model

2020 Tier Structure

Premium Pricing

Channel Partner Acquisition Rules

# Engagement Model

# Growth Era Act! Partner Program Evolution

Partner Type	Associate Channel Partner	Managed Channel Partner	Master VAR
<b>Description</b>	Associate Partners focus on low volume sales, consulting services including implementation, integration, training and maintenance	Managed Partners focus on high volume software sales consulting services including implementation, integration, training and maintenance	Master Value Added Resellers have responsibility for growing a designated territory through creation and management of a multilevel VAR network
<b>Compensation</b>	10-25% on new sales; 15-25% on renewals	15-40% on new sales; 20-40% on renewals	Compensation varies based on region and responsibilities
<b>Requirements</b>	Channel Partner agreement and \$250 certification fee	Annual Recurring Revenue minimums, Partner certification and \$1000 certification fee	New revenue and renewal minimums, dedicated sales and renewal resources, existing partner network and Preferred Partner status

# Growth Era Partners - Associate vs Managed

Associate Partner	Managed Partner
Growth Suite Certification required	Growth Suite Certification required
Ability to receive consulting leads from Swiftpage; no ROR transfer	Minimum of \$75K in total Annual Recurring Revenue in prior year
10-25% commission on new sales; 15-25% on all renewals	3 performance based tiers
Swiftpage owns end user billing relationship on new sales	Dedicated Channel Sales Executive
Yr1 ROR renewal commission rate grandfathered at tier for 2020	Portal / Order Desk access
Portal / Order Desk access	Eligible to apply for Market Development Funds (MDF)
Web listing – directory	Web listing - detailed
Community access	Community access
Support access	Support access
Certification fee \$250	Certification fee \$1000 for Primary ACC, \$500 for secondary ACCs

# 2020 Tier Structure

# 2019 Tiers and Commission

Tier Level	Growth Suite (incl. Client Hosted w/ AMA)	Cloud (CRM Only)	Client Hosted CRM	Pro
Diamond	40	40	35	20
Platinum	35	35	30	20
Gold	30	30	25	20
Silver	22	22	17	20
Bronze	10	10	5	20

- Tier attainment for 2019 was based on either UUM or Revenue performance in prior year
- Compensation based on total Invoiced Revenue

# 2020 Tiers and Commission

Tier Level	ARR Threshold	Growth Suite (incl. Client Hosted w/ AMA)	Cloud (CRM Only)	Client Hosted CRM		Pro / Prem (perpetual)
Diamond	\$450,000					
Platinum	\$200,000					
Gold	\$75,000					
Associate	\$15,000					
	N/A					

- Tier attainment based on total Annual Recurring Revenue (ARR); ARR in year 1 dictates starting tier for year 2
  - Premium perpetual, Pro and all other one time revenue are excluded from ARR
  - Premium perpetual and Pro are compensated at 20%
- Compensation is based on Annual Contract Value vs Invoiced Revenue
- Partners move up in tier in the first month following attainment of next tier threshold



# 2020 Tiers and Commission

Tier Level	ARR Threshold	Growth Suite (incl. Client Hosted w/ AMA)	Cloud (CRM Only)	Client Hosted CRM		Pro / Prem (perpetual)
		New and Renew	New and Renew			
Diamond	\$450,000	40	40			
Platinum	\$200,000	35	35			
Gold	\$75,000	30	30			
Associate	\$15,000	25	25			
	N/A	10 on New Only	10 on New Only			

- Tier attainment based on total Annual Recurring Revenue (ARR); ARR in year 1 dictates starting tier for year 2
  - Premium perpetual, Pro and all other one time revenue are excluded from ARR
  - Premium perpetual and Pro are compensated at 20%
- Compensation is based on Annual Contract Value vs Invoiced Revenue
- Partners move up in tier in the first month following attainment of next tier threshold

# 2020 Tiers and Commission

Tier Level	ARR Threshold	Growth Suite (incl. Client Hosted w/ AMA)	Cloud (CRM Only)	Client Hosted CRM		Pro / Prem (perpetual)
		New and Renew	New and Renew	New	Renew	One Time
Diamond	\$450,000	40	40	30	35	20
Platinum	\$200,000	35	35	25	30	20
Gold	\$75,000	30	30	20	25	20
Associate	\$15,000	25	25	15	17	10
	N/A	10 on New Only	10 on New Only	10	N/A	10

- Tier attainment based on total Annual Recurring Revenue (ARR); ARR in year 1 dictates starting tier for year 2
  - Premium perpetual, Pro and all other one time revenue are excluded from ARR
  - Premium perpetual and Pro are compensated at 20%
- Compensation is based on Annual Contract Value vs Invoiced Revenue
- Partners move up in tier in the first month following attainment of next tier threshold

# Premium Pricing

# Price Updates – New ‘CRM-Only’ Customers

- Effective 5/1/19
- For new ‘CRM-only’ customers, the price will be the same across products and deployment methods.
- Existing customers retain their prices per previous slides.

Product	Current Price	New Price	Change (\$)
Act! Premium	\$25/mo (\$300/yr)	\$35/mo (\$420/yr)	\$10/mo (\$120/yr)
Act! Premium Cloud	\$35/mo (\$420/yr)	\$35/mo (\$420/yr)	\$0.00

# Channel Partner Acquisition Rules

# Channel Partner Acquisition Rules

- In situations where one Channel Partner acquires another, commission rates on transferring subscriptions will be capped at the pre transition rate
- By way of example, if a Diamond partner acquires an Associate partner with active subscriptions, the compensation associated with those active subscriptions (i.e. renewals, add-ons and additional seats) will be capped at commission rate of the Associate partner for the life of the subscription
- All ROR transfer request are subject to review and approval



**Thank you!**

**sw!ftpage™**