

# SimplyAssess Partner Kit

## Welcome to the Microsoft Partner Program

This kit contains everything you need to become a successful SimplyAssess partner and deliver assessment & compliance solutions to your Business Central customers.

## Why Partner with SimplyAssess?

### REVENUE OPPORTUNITY

- Earn 20% revenue share on all customer referrals
- Recurring commission on subscription renewals
- Average partner earns \$15,000-\$50,000 annually
- No caps on earnings - scale with your customer base

### MICROSOFT CO-SELL BENEFITS

- Listed in Microsoft's co-sell catalog
- Access to Microsoft sales resources and pipeline
- Joint go-to-market campaigns and webinars
- Microsoft Field referrals for qualified opportunities

### WHITE-LABEL CAPABILITIES

- Brand the extension with your company logo
- Custom domain for assessment portal
- Your branding on all customer-facing materials
- Position as your own IP for enterprise deals

### TECHNICAL SUPPORT

- Dedicated partner support channel (< 4 hour response)
- Technical onboarding and training sessions
- Co-delivery assistance for complex deployments
- Access to product roadmap and beta features

### SALES & MARKETING ASSETS

- Pre-built demo environments
- Customer presentation decks and case studies
- ROI calculators and business justification templates
- Co-branded marketing materials

# Partner Program Tiers

## SILVER PARTNER (Entry Level)

Requirements:

- Complete partner training program (4 hours)
- 1 successful customer implementation
- Business Central consulting practice

Benefits:

- 20% revenue share on referrals
- Partner portal access
- Technical support (email/ticket)
- Marketing co-op funds (\$500/quarter)

## GOLD PARTNER (Established)

Requirements:

- 5+ successful customer implementations
- \$50,000+ annual recurring revenue
- Microsoft Solutions Partner designation

Benefits:

- 25% revenue share on referrals
- Priority technical support (phone/video)
- White-label options available
- Marketing co-op funds (\$2,000/quarter)
- Co-sell ready status with Microsoft
- Quarterly business reviews

## PLATINUM PARTNER (Strategic)

Requirements:

- 20+ successful customer implementations
- \$150,000+ annual recurring revenue
- Dedicated practice with certified consultants

Benefits:

- 30% revenue share on referrals
- Dedicated partner success manager
- Full white-label capabilities
- Marketing co-op funds (\$5,000/quarter)
- Microsoft Field collaboration
- Early access to new features and roadmap input
- Custom SLAs and enterprise support

# Getting Started: Next Steps

## STEP 1: Apply to Partner Program

Email [admin@donahapp.com](mailto:admin@donahapp.com) with the following information:

- Company name and website
- Primary contact (name, email, phone)
- Microsoft Partner ID (if applicable)
- Business Central practice size and focus areas
- Target customer segments and industries
- Expected number of customers in first 12 months

## STEP 2: Complete Partner Onboarding

After application approval, you will receive:

- Partner agreement and NDAs
- Access to partner training portal
- Demo environment credentials
- Sales and technical certification courses

## STEP 3: Technical Certification

Complete 4-hour online training covering:

- SimplyAssess architecture and capabilities
- Business Central integration setup
- Common customer use cases and demos
- Troubleshooting and support escalation

## STEP 4: First Customer Implementation

We'll support your first deal with:

- Joint sales calls and demos
- Technical implementation assistance
- Customer success check-ins

## Resources & Support

Partner Portal: [partners.simplyassess.com](https://partners.simplyassess.com)

Technical Support: [support@simplyassess.com](mailto:support@simplyassess.com)

Partner Success: [partners@simplyassess.com](mailto:partners@simplyassess.com)

General Inquiries: [admin@donahapp.com](mailto:admin@donahapp.com)

## Ready to Get Started?

Email [admin@donahapp.com](mailto:admin@donahapp.com) with "Partner Application" in the subject line.

We typically respond within 1 business day.