




Do More. Know More. Sell More
With StayinFront Partnership Benefits

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Who We Are⁺

StayinFront is the world leader in mobile, cloud-based Sales Force Automation (SFA) and Customer Relationship Management (CRM) software.

Our software enables companies to optimize the performance of their mobile field teams and gain greater visibility into business performance. Using StayinFront, managers and field teams, including sales reps, distributors and van delivery drivers, are able to **Do More**, **Know More** and **Sell More** in every interaction.

Our Global Statistics⁺



20+

Years of Experience



400

Employees



13

Offices + Global Partner Network



6

Continents Using StayinFront Software



10B+

USD in Processed Orders



25+

Languages



Our Customers⁺

StayinFront is used by companies with mobile teams, sales reps, merchandisers and van delivery drivers (typically minimum of 50 mobile users).

Our Customers Include:

- + Multi-national and national companies
- + Distributors
- + Contract sales organizations (CSOs)



Why Companies Choose StayinFront⁺

StayinFront delivers world-leading Sales Force Automation software specifically designed to meet the industry specific needs and business processes.



EXPERTISE

Business and technology experts around the globe provide implementation and support



FLEXIBILITY

Easily configurable to specific roles, workflows and languages



DELIVERED IN THE CLOUD

Eliminates need for costly infrastructure investment and speeds up deployment time



RECOGNIZED LEADER

Recognized by trusted analysts and industry experts such as Gartner and Consumer Goods Technology (CGT) Magazine



MOBILITY CHOICES

Runs on a range of mobile devices using the Android, iOS and Windows platforms



VALUE

Our commitment to customers to achieve the shortest and lowest cost path to value





StayinFront Customers Do More. Know More. Sell More.+



Mobile field reps take orders, audit promotional compliance, and ensure products are ranged and on display.



Van drivers deliver products on routes, capture electronic proof of delivery, sell products, print invoices, and reconcile start and end of day cash and inventory.



Managers use graphical dashboards and analytics to track the location, times and activities of field reps and drivers, as well as product placements and promotional activities in stores.



Mobile users deliver dynamically generated sales pitches to maximize orders and sales from each point of purchase.

Awards and Recognition⁺

StayinFront has been recognized in our field by leading analysts and trusted industry associations.



Gartner

Recognized in 2015, 2016 & 2017 Gartner Market Guide for Retail Execution and Monitoring Solutions for Consumer Goods



Consumer Goods Technology (CGT) Readers' Choice Survey

Readers' Choice for Retail Execution, Mobility and CRM (2016-2018)
Readers' Choice for CRM (2015)
Editors' Pick (2012 & 2014)



Promotion Optimization Institute - Best in Class

2018: 6 Categories - Analytical Insights, Guided Selling, Mobile UX, Coaching, Interactive Presentations and Retail Activity Optimization
2017: 5 Categories - Analytical Insights, Guided Selling, Mobile UX, Coaching and Interactive Presentations
2016: 3 Categories - Analytical Insights, Guided Selling, Mobile UX



the drinks association

Endorsed by and strategic technology partner of the Australian drinks association

07



Why Partner with StayinFront⁺

StayinFront partners have the opportunity to successfully engage in large, high value projects with leading companies.

Partners can establish long-term business relationships and join a company in delivering high-value solutions to leading national and multi-national companies.

Earning Opportunities Include:

- + Product implementation, training and ongoing services
- + Local support (Level 2)
- + SaaS subscription

How We Help Our Partners Succeed⁺

StayinFront places great value on our partners' success and we're committed to providing the support and collaboration needed to ensure that success. We offer the following to all of our trusted partners:



Product Benefits

- + Innovative SFA and CRM software for the consumer goods sector – a superior product which customers prefer over generic and low-cost competitors
- + Quarterly releases and continuous innovation that enables our customers to retain a competitive advantage



Technical Benefits

- + StayinFront mobile solutions run on iOS, Android and Windows 8/10 tablets and smartphones
- + StayinFront solutions are delivered via the cloud enabling the need for partners and customers to invest in costly infrastructure



Training Benefits

- + StayinFront provides comprehensive product training in Sales, Services and Support



Sales & Marketing Benefits

- + Comprehensive marketing collateral and demonstration environments
- + Leverage StayinFront's global customer base and investment in global marketing to achieve new sales opportunities
- + Assistance to successfully sell StayinFront products to new opportunities introduced by the partners





Becoming a StayinFront Partner⁺

StayinFront partners with **Systems Integrators (SIs)** and **Complementary Product Vendors (CPVs)**.

StayinFront partners should have experience and skills in one or more of the following:

- + Business consulting and/or software services to medium-large organizations (local offices of multi-nationals and/or local companies)
- + Implementing and/or supporting enterprise applications (eg. ERP, CRM, SFA), cloud applications, or mobile applications
- + Sales and/or support of products that complement StayinFront solutions such as ERPs, Distributor Management System, Route Optimization and mobile applications
- + Customers with large volumes of mobile field reps (eg. sales reps, merchandisers, delivery van drivers) and strong network of senior level contacts within
- + Business and/or technical domain expertise:
 - SFA, Retail Execution, Direct Store Delivery, Analytics
 - Mobile applications, cloud applications

What are the Partner Responsibilities +

Partners are expected to complete StayinFront's comprehensive training programs:

- + Selling StayinFront products
- + Implementing StayinFront products
- + Supporting StayinFront products

New partners will be responsible for:

- + Generating sales
- + Level 2 Support in local language
- + Data integration

Experienced partners will optionally be responsible for:

- + Full sales cycle
- + Full implementation cycle including project management, requirements definition, product configuration, data integration, customer product training, custom specific reports and analytics





For More Information ⁺

StayinFront is interested in partnering with companies that can help us sell and support our products in more locations. Join our global network of reseller partners who have successfully leverage StayinFront technology to bring added value to their customers.

If interested in becoming a partner, please [download](#) the partner application form and submit to partners@stayinfront.com or contact one of our regional offices.

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