



**WEBFORTIS**  
*The CRM Experts*

## We Sell CRM. You Get Paid.

### Ready to Unlock the Potential of Your Existing Customer Base?

Webfortis recognizes the value of the Microsoft Partner Channel, but we also know how difficult it can be for small to medium-sized partners to compete effectively. We can help you offer your customers more by leveraging the power of the Microsoft product stack, including Office Productivity, CRM, ERP, and Infrastructure solutions.

### Accelerate Your Success

Webfortis has developed a strategic partner initiative called the Webfortis Partner Network with programs to strengthen and expand business partnerships, provide cross promotion, and drive more qualified opportunities throughout our partner ecosystem.

### Working Together to Compete and Win

When the channel works together, we can leverage our technical expertise, industry relationships, and marketing ideas to establish a competitive business partner network that will compete and win against our largest competitors.

### Choose Your Partner Program

To provide the most flexible opportunities, Webfortis offers three levels of participation in our Microsoft Dynamics CRM Partner Network program – Strategic, Referral, and Collaborative.

Discover the many benefits of partnering with Webfortis to offer Microsoft Dynamics CRM:

- > Improved Marketing
- > Better Qualified Pipeline
- > Faster Sales Cycles
- > Increased Sales Through Cross-Selling and Up-Selling

### The Power of a Webfortis Dynamics CRM Partner Network.

- // Increase Sales Revenue
- // CRM Education & Resources
- // Compete More Effectively
- // Joint Marketing Initiatives
- // Paid Referral Fees
- // Three Levels of Participation
- // Expanded Partner Network

**Microsoft**  
**GOLD CERTIFIED**  
Partner

 Microsoft Dynamics CRM

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// Webfortis makes selling Microsoft Dynamics CRM fun, flexible and profitable for all our partners. We offer three levels of participation to help you start selling and marketing CRM in a way that works for your business.

## Webfortis Partner Network

	Strategic*	Referral*	Collaborative
Paid referral fees for new business, including software and services: <ul style="list-style-type: none"> <li>• Option to be partner of record with Microsoft</li> <li>• Up to 40% of licensing revenue (CSA) for first year</li> <li>• Up to 20% of services revenue for first year</li> </ul>	✓	✓	
Reciprocal lead tracking website (built on SharePoint) to track referrals and fees	✓	✓	
Two mutually-funded marketing projects over 12 month period	✓		
Jointly developed marketing collateral piece	✓		
Two annual planning sessions to develop sales & marketing programs	✓		
Invitation to one Webfortis company briefing to update employees on initiative	✓		
PowerPoint slides detailing the value proposition of joint solution	✓	✓	
Web Recognition, logo, Link, and joint value proposition on Webfortis site	✓	✓	
Ongoing recognition in Webfortis customer/partner newsletters	✓	✓	
Regular communications and announcements via Webfortis Partner newsletter, Twitter, LinkedIn, Facebook, and other methods	✓	✓	✓
Invitations to monthly educational webinars on CRM	✓	✓	✓

\* Requires signed Partner Agreement outlining terms and conditions for referral fees and acknowledgement of the Partner Code of Conduct.



### Looking to start a Microsoft Dynamics CRM practice?

Talk to us about launching your own Microsoft Dynamics CRM sales engine with a Webfortis OEM (White Label) strategy.

We wrote the books on it!



For more information about Webfortis Dynamics CRM Partner Programs: 866. 279. 5215 / [info@webfortis.com](mailto:info@webfortis.com)  
[www.webfortis.com/partner](http://www.webfortis.com/partner)

### What People Are Saying...

*“Adding CRM to our sales portfolio has significantly increased our average sales price and driven ERP deals we could not have closed without it. The Webfortis partnership makes it easy for us to extend our footprint and bring more value to our customers.”*

– HARVEY GRANT, CEO, Elypsis, Inc.

*“The Webfortis Partner Network has proven the ability to drive incremental revenue for partner organizations by selling and marketing very effectively across the entire Microsoft product line.”*

– JON WITTY, Microsoft Corporation,  
 Channel Manager, U.S. West Region Dynamics