

**ABBYY®**



**ABBYY European  
Solution Partner Programme**

*for Data and Document Capture*



## **A Solid Foundation for Growth**

Welcome to the ABBYY partner community. We believe that a strong partner relationship based on trust and reliability is the key to success for a company. Since its foundation in 1989, ABBYY has continuously been working on developing innovative technologies and establishing new markets. Based on growth and sustainability, the ABBYY network today contains regional and international partners in over 130 countries. Become a part of the community and take advantage of the long-term experience of a global technology leader.

## Partner with ABBYY

ABBYY's Solution Partner Programme is designed to help our partners to realise their business goals, drive new revenue streams and meet the needs of their customers. We strive to ensure our partners' success by providing the most complete and reliable data capture solutions available. In addition, we offer the necessary resources to support our partners throughout the marketing, sales, implementation, and support processes.

### **Participants in the ABBYY Solution Partner Programme have the ability to:**

- Build new solutions and services on top of established, well-branded Data Capture technology
- Expand their knowledge base and technology expertise with access to cutting-edge technology and experts
- Broaden their sales reach
- Strengthen their company and service brands through ABBYY co-marketing programmes

We know that a strong network of qualified partners is essential for driving a successful business. It is through work with partners that we can best serve the needs of companies, government agencies, financial institutions and other organisations looking for powerful solutions customised for their businesses.

### **By working with partners we can:**

- Access rapidly growing markets
- Drive technology innovation
- Address vertical market needs
- Enhance levels of customisation for customers





## **Capitalise on Opportunities with ABBYY Data and Document Capture products**

ABBYY has a long history in developing innovative technologies for retrieving information from paper, fax documents and images. We have been delivering comprehensive business solutions for more than 20 years. ABBYY Data Capture products deliver high performance extraction of data from documents and are applicable in various scenarios, from small organisations and workgroups to medium-sized organisations and governmental projects. The expandable and flexible product architecture provides full compatibility across multiple levels of deployment — from desktop to scalable client/server and Web-service environments — enabling customers to easily grow their FlexiCapture deployments as their businesses and throughput demands evolve over time.

### **ABBYY Data and Document Capture products deliver:**

- Superior accuracy in document classification and data extraction
- Advanced scalability and performance
- Flexible integration and optimised customisation

ABBYY Data and Document Capture solutions provide a full-range of features for the extraction of business-critical information from customers working in various industry segments such as logistics, financial services, healthcare, government, Business Process Outsourcing and many others.

# Benefits of Joining the ABBYY Solution Partner Programme

The ABBYY Solution Partner Programme is built around a community of high-quality partners to whom we commit considerable resources in order to ensure our partners' success. The goal of the ABBYY Solution Partner Programme is to bring industry and technology knowledge together to help you expand your sales, broaden your customer base and give you a lead over your competition. Participation in the ABBYY Solution Partner Programme provides many benefits.\* ABBYY offers an attractive mix of rewards and resources that include a dedicated sales manager together with inside sales and technical support personnel to assist you in growing your business and open up new markets.

## Sales

ABBYY provides considerable Sales Support to help partners generate sales more quickly, leverage existing relationships and expand business. ABBYY assigns a dedicated Sales Manager to each partner in order to foster communication and to strengthen the relationship between both sides. The dedicated Sales Managers are the first line of contact and can provide partners with information related to ABBYY and ABBYY products. They are also the right contact with regard to Deal Management as well as to competitive pricing.

Additionally, ABBYY partners are able to participate in a Sales Acceleration Training which explains how to position, demonstrate, price, and propose ABBYY Data Capture solutions. Further benefits of the ABBYY Sales Support for partners include an ABBYY Solution Partner Programme Welcome Kit with materials to help get started and pre-sales support for providing the best possible solution for a project.

## Marketing and Public Relations

ABBYY pursues a determined marketing strategy with ongoing marketing activities. These activities are designed to educate the market on innovative ABBYY technologies and to generate demand for ABBYY solutions. The ABBYY Solution Partner Programme offers a variety of joint-marketing activities that provide partners with the communication tools they need to expand their customer base and generate more sales. ABBYY Marketing Support includes marketing and sales materials as well as eligible joint Press Announcements and Case Studies and the possibility to co-exhibit at ABBYY events. Finally, a Market Development Fund (MDF) may be considered based on attainment of revenue targets.

\* The level of partner support varies based on the partner status. The extent of resources at your disposal will be determined by the level of participation in the ABBYY Solution Partner Programme. For a full list of all conditions please see page 8.





## Training

Our partners receive technical certification training as well as product-specific trainings directly from ABBYY. This ensures that they receive all information they need for successful evaluation, deployment and implementation of data capture projects.

### Technical Certification Training

The mandatory technical training is comprised of a hands-on product training with a detailed functional overview of ABBYY's Data and Document Capture product line. A training fee not only ensures a first class level quality of both the information and the accompanying support delivered by ABBYY, but also shows the partner's commitment to ABBYY products. The focus of the training is to provide the partners with the knowledge they need to be able to independently set up data capture projects.

### Product Update Training

With each product release ABBYY offers extensive information on new features and settings. This gives partners a deep insight into product setup, functionality and positioning in the markets. ABBYY provides members of the Partner Programme with valuable guidance that helps with the evaluation of prospective projects.

## Partner Communications

Participants in the ABBYY Solution Partner Programme are granted access to extensive information on ABBYY products including announcements on new product releases and versions, documentation on functionality and deployment, direct download of trial versions and previews of future product features. Additionally, ABBYY provides relevant communication materials for promoting the partner status and growing the demand in potential markets.

## Technical Support and Professional Services

Our highly skilled members of the ABBYY Professional Services Group (PSG) work with you to find the most efficient solution for your project needs and to successfully deploy that solution onsite. Certified Partners are eligible to benefit from the PSG's Business Acceleration Programme which includes a pre-sales consulting support voucher and in addition offers preferential rates on pre-paid hours. In addition, under this programme, privileged access to ABBYY industry experts ensures that partners quickly capitalise on knowledge gained to win more business and deliver solutions.

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# ABBYY Solution Partner Programme Levels

ABBYY offers different partner levels based on different levels of partner commitment and participation.

## **ABBYY** Europe

Certified Partner

### **Certified Partner**

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- Committed partnership with ABBYY
- Introduction to ABBYY technology and sales models
- Access to key marketing and sales tools
- Sales support

## **ABBYY** Europe

Gold Certified Partner

### **Gold Certified Partner**

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- Expanded relationship with ABBYY
- Advanced level technical and product support capabilities
- Active marketing and sales of ABBYY products
- Jointly agreed upon business plan
- Added marketing and sales support



# ABBYY Solution Partner Programme

## Features and Benefits Matrix

	Certified	Gold Certified
<b>Sales</b>		
Welcome to ABBYY Solution Partner Programme Package	YES	YES
Dedicated Sales Manager	YES	YES
Sales Acceleration Training	YES	YES
Pre-sales support	YES	YES
Joint business planning	Eligible	YES
Sales leads forwarding	Eligible	Eligible
Preferential Pricing	NO	Eligible
NFR Licence of Product	1 per certified consultant	1 per certified consultant
<b>Marketing and Public Relations</b>		
Marketing and sales materials	YES	YES
Joint Press Announcement	Eligible	YES
Joint Case Study	Eligible	Eligible
Co-exhibition at ABBYY events	NO	Eligible
Market Development Funds	NO	Eligible
<b>Training</b>		
Technical Certification Training	YES	YES
Product Update Training	YES	YES
Training voucher	NO	YES
<b>Partner Communications</b>		
ABBYY Partner Portal and online resources	YES	YES
Partner Newsletter	YES	YES
Use of ABBYY Solution Partner Programme Logo	YES	YES
<b>Technical Support and Professional Services</b>		
Post-sales 2 <sup>nd</sup> level support	YES	YES
Business Acceleration Package	Eligible	Eligible

## Overview Programme Requirements

	Certified	Gold Certified
ABBYY Partner Agreement	YES	YES
Technical Certification	YES	YES
Staff allocation	1 FlexiCapture Certified Consultant (Alternatively: 1 FlexiCapture Practitioner)	2 FlexiCapture Certified Consultants and 1 trained sales person
Maintain proficiency in ABBYY Data Capture Products	Product Update Training on new versions	Product Update Training on new versions
Annual joint Business Plan	Eligible	Required
Annual programme fee	NO	NO



# How do I become an ABBYY Solution Partner?

## Steps for membership and certification include:

- Partner registration form
- Partner Agreement including non-disclosure agreement
- Certification via attendance and passing of product certification training

## Minimum criteria for Membership:

- Professional, outbound and trained sales, business development, or consulting services organisation
- Technical expertise in at least one key application area:
  - Document management/document archiving/document indexing
  - Scanning and document conversion
  - Knowledge or Content Management
  - Business Process and Transaction Management experience
  - Forms processing or automated data entry
  - OCR application development or deployment
  - Target vertical market (government, financial, insurance, etc.)
- Corporate marketing function or department

## Contact data

For any questions related to  
ABBYY Solution Partner Programme  
please contact [partners\\_eu@abby.com](mailto:partners_eu@abby.com)



# ABBYY®

**ABBYY Europe GmbH**  
Eisenheimerstr. 49  
80687 Munich, Germany  
Tel: +49 89 69 33 33 0  
[sales\\_eu@abby.com](mailto:sales_eu@abby.com)  
[www.ABBYY.com](http://www.ABBYY.com)

**Regional Contacts**  
**UK & Ireland**  
[sales\\_uk@abby.com](mailto:sales_uk@abby.com)

**France**  
[sales\\_france@abby.com](mailto:sales_france@abby.com)

**Spain & Portugal**  
[sales\\_es@abby.com](mailto:sales_es@abby.com)

**Italy**  
[sales\\_it@abby.com](mailto:sales_it@abby.com)

**Benelux**  
[sales\\_benelux@abby.com](mailto:sales_benelux@abby.com)

**Nordics**  
[sales\\_nordic@abby.com](mailto:sales_nordic@abby.com)