

## Why Partner with Sword Active Risk?

Join forces with us to create a smarter, more connected global business community by becoming an Active Risk Business Partner. Recognizing the critical role our Partners play in delivering our solutions to customers around the world, we give our Partners a promise to provide tools and information to set them up for success, simplify doing business with us, and reward them for their growth and commitment to us.

We commit to positioning Partners for business growth by helping them gain a competitive advantage, differentiate themselves in the marketplace and expand their business. We reward them for their expertise and investment

in our relationship through clear rules of engagement that guide selling a flexible solution that is configurable out of the box vastly reducing the time to value in meeting customer's expectations.

The program provides the opportunity to represent a global leader in risk management software that has a rapidly growing global customer-base with customer references from some of the world's most prestigious companies.

### Our Partners are at the Heart of our Business:

- We have a proven track record of trusted Partnerships and consistent Partner investment.
- Joining the Partner Program is a joint long-term commitment based on a shared vision to demonstrate value out of managing risk.
- The Sword Active Risk Partner Program is designed for a mutually profitable relationship.

### Working Together

Sword Active Risk is the leader in Enterprise Risk Management for the world's largest Manufacturing, Engineering, Aerospace and Government organizations. Whether it's working with Sword Active Risk to deliver integrated risk solutions or delivering value added services, there are many exciting opportunities for our Partners to enhance their risk management offering to customers worldwide. By working together we're creating a thriving ecosystem in which we can all be successful. Sword Active Risk is committed to supporting our Partners through a framework built and designed to ensure success. This framework focuses on:

- Greater market exposure and expanded business opportunities as Partners differentiate themselves by leveraging Active Risk Manager capabilities.
- Rewards for sales success, solution development, and the ability to satisfy our mutual customers.
- Collaborative planning and execution.
- On-going support and development.
- Influencing the ARM road map to meet the needs of all customers.

## Supporting Partners Every Step of the Way

Joining the Active Risk Partner Program provides Partners with the opportunity to provide their customers with industry-leading Enterprise Risk Management software, increase their revenue base whilst having access to exciting opportunities for growth and new business.

### The Active Risk Partner Program Offers:

#### **Sales and Marketing Support**

Active Risk is committed to supporting Partners with their marketing and business development activities. We aim to provide collateral, creative and campaign support on activities that directly affect and grow the business. Partners also have access to a wide range of case studies, digital and printed collateral and whitepapers to help them generate demand and support the sales process.

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#### **Technical Support and Training**

We offer a comprehensive training and accreditation program to all Active Risk Partners. For on-going support they have access to the Active Risk Technical Support Team as well as on-location and web-based product and technical training.

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#### **Partner Portal Access**

Partners will be provided with access to the 'ARM Partner Hub' for all Program and product information, submit deal registrations, access training and sales resources and receive Partner communications.

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#### **Deal Registration Program**

Our Deal Registration is a Program that rewards individuals or organizations for bringing new business opportunities to Sword Active Risk. When a lead moves to closure Partners are remunerated with a generous percentage of the licence fee.

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#### **Global Risk Management Community**

Become an integral part of the Global Risk Management Risk community and have access to wider on-demand content, training, and customized solutions and attendance at our Global Customer Conferences typically held in the USA, UAE, UK and Australia.

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