



# WINDOWMAKER Partner Programme



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Becoming a  
**Windowmaker Partner**

# About Windowmaker

As a global software company with over 25 years experience, Windowmaker Software Ltd has the experience and expertise to provide innovative, packaged software to customers across the world - from one man resellers to multi-site, multi nationals. This has resulted in sales to more than 65 countries, and programmes delivered in 18 different languages.

This success is based on the commitment to the ongoing development and improvement of the product. Windowmaker has a development team in excess of 40, one of the largest in the industry, and a standard product built on the latest technology that can be then customised as required.

Supporting the global operation is the Head Office in the United Kingdom, as well as offices in North America, Poland and India. This is supported by an existing network of Windowmaker VARs in Ireland, Germany, China and Australia.

## Product range



The range of Windowmaker software includes the five core products:

- ▷ Windowmaker ERP
- ▷ Windowmaker SQL
- ▷ Windowmaker Express
- ▷ Windowmaker Lite
- ▷ Windowseller

In addition, each product includes a range of Windowmaker Options which can be purchased to enhance the functionality available within the system. Standard profile data is also available which can be further customised. Furthermore, Windowmaker Includes a powerful 'Rules' feature, meaning each solution can tailored to a customer's specific processes and requirements.

Supported by a range of third party software, hardware and services, Windowmaker can deliver a comprehensive package to the customer.

## Microsoft Gold Certified Partnership

Windowmaker is delighted to be a Microsoft Gold Certified Partner – the first in the industry to be so recognised, and the cornerstone of the relationship that sees Windowmaker software built on the latest Microsoft technology.

Windowmaker are also Microsoft Dynamics Partners – our flagship product, Windowmaker ERP, integrates with Microsoft's Business Solutions software - including Microsoft Dynamics NAV and AX.



# The opportunity

In providing advanced, flexible software that is built on the latest Microsoft technology, Windowmaker offers superb opportunities for VARs in both existing and new markets. Led by the international marketing of the Windowmaker brand, the company is continuing to grow and develop the software, and the recruitment of high quality Partners is crucial to help ensure Windowmaker provides the excellent local support and service that customers would expect.

The market for software within the window & door industry is considerable. When selling to key fabricators, total software values can range from £5,000 to £250,000. The value of supporting services, such as consultancy, training or support can be an additional 50-100% of this figure. Such services could include:

Pre-Sales Services	Post Sales Services
<ul style="list-style-type: none"><li>▷ Consultancy</li><li>▷ Process Planning / Implementation</li><li>▷ Training &amp; Installation</li><li>▷ Set-up and customisation of data</li><li>▷ Integration to Microsoft Dynamics</li><li>▷ Integration/links to third party software packages</li></ul>	<ul style="list-style-type: none"><li>▷ Customisation of the software / data</li><li>▷ Ongoing training</li><li>▷ Support</li><li>▷ System Healthcheck</li></ul>

In addition, the value of an integrated supply chain and the strength of the Windowmaker solution across the supply chain presents additional opportunities in a niche, vertical market.

Windowmaker software touches many of the core functions within a company. The benefits of such an integrated, comprehensive system allows for both delivery for a complete solution, and one that can deliver benefits across an organisation.

Key departments include:

## Sales

Windowmaker helps the sales people generate fast and accurate professional looking quotations with ease, helping to maximise the selling time and minimise the quoting time. The software provides the flexibility to handle complex products with automatic pricing for residential, trade and commercial jobs.

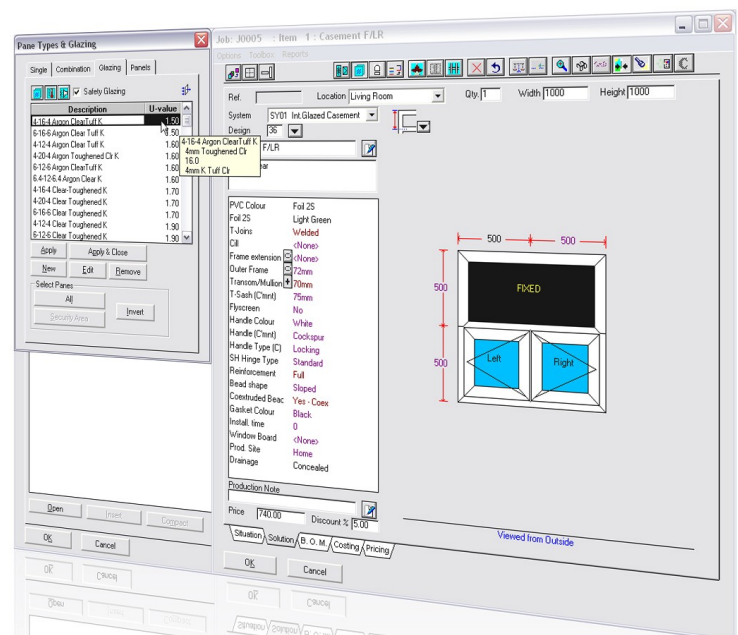
## Operations

Windowmaker enables the manufacturer to:

- ▷ Efficiently process customer orders
- ▷ Have an integrated inventory control system
- ▷ Simplify purchasing by automatic creation of purchase orders
- ▷ Adopt a flexible approach to invoicing
- ▷ Control financial performance
- ▷ Expertly manage distribution

## Production

Windowmaker enables the manufacturer to take control of the shop floor by providing an optimum sequence of works instruction using a combination of machinery links, barcodes, labels and reports. Through advanced options, a company can take back complete control of all production elements, including purchasing, stock control, scheduling, tracking and delivery.



# Partnership Levels

## What level of partnership do you need with Windowmaker Software?

The Windowmaker Partner Program offers a partnering framework for different types of partners - from industry consultants to dedicated IT software or service providers.

The level at which you join is determined by your level of commitment and your experience of providing solutions to the window and door industry.

You may simply wish to earn from referring prospects to us or you may prefer to offer it as a core part of your business. Either way, we have a solution for you.

**Affiliate Partners** are usually only involved with the software during a recommendation or introductory phase, acting as external consultants or through a business involvement with end-user.

- ▷ Affiliate Partners will require minimal training, and will not be required to actively promote Windowmaker or to reach agreed targets.
- ▷ Examples of Affiliate Partners are companies involved in the market supply chain, such as profile companies.

**Business Partners** will often be IT companies, whose primary focus is to offer software solutions to end-user customers (usually within the window & door industry).

- ▷ Partners work in close contact with Windowmaker Software
- ▷ They will have the training, expertise and resources to carry out full fledged implementations at customer sites to provide a complete solution to our customers needs
- ▷ They will have access to all resources of Windowmaker to ensure successful implementation.

Level	Affiliate	Business
<b>Support &amp; Training</b>		
Pre Sales Technical Support	✓	✓
Post Sales Technical Support		✓
Software for internal use	Limited	✓
Discounts on Windowmaker software	Limited	✓
Discounts on Windowmaker Services	✓	✓
Windowmaker Employee Transfer		✓
Training - Getting Started		✓
Training - Advanced Features		
<b>Marketing</b>		
Access to Marketing Materials	✓	✓
Joint Exhibition Promotions		✓
Joint Website Promotions		✓
Supply of leads & enquiries		✓
Region Exclusivity		✓
<b>Costs</b>		
Cost To Sign Up	Free	£5000
Annual Fee	Free	£1200

## What we offer

Windowmaker Software Partners will enjoy the benefits of selling a strong, respected brand. This brand loyalty is maintained by Windowmaker Software, through significant investment in a wide range of marketing activity including advertising and PR, attendance at national trade exhibitions, direct marketing and lead generation.

In return, as a Windowmaker Partner, you will benefit from a comprehensive support package. You will be allocated to an account manager who will contact you regularly and ensure that you have the right tools from Windowmaker Software to help you win more business.

▷ **Welcome Pack:** to help get you started, our Welcome Pack contains software, literature and all the essentials to help get you started

▷ **Software:** we can provide full versions of Windowmaker software (depending on Partner Level)

▷ **Training & Development:** combining both extensive on-site training, Windowmaker eTraining and the opportunity to visit the Windowmaker Development Centre, we can provide full training, both technical and market application

▷ **Marketing Program:** the marketing support includes both corporate material, customisable literature and assistance on developing your own promotional campaigns. Types of support include:

- Information and support current promotions & incentives
- Help organising local seminars
- Help with PR
- Help with Direct Mail
- Advertising
- Demonstrations & Training

▷ **Account Management:** through a dedicated VAR Account Manager, you will have a personal contact to provide support, updates and information on developments

▷ **Promotions & Incentives:** as well as free of charge software for your own training & support, we offer many promotions to support the significant discounts VARs benefit from



# About you

So, the Windowmaker Partner Programme offers a comprehensive range of benefits and support services, and a great opportunity to partner with a leading industry brand. In return, what does Windowmaker Software expect from its partners?

Partners can come from many different backgrounds - from one single person consultancies to a multi-national Microsoft Partner specialising in ERP solutions. No matter what type of company, we would expect:

## A professional approach

- ▷ Windowmaker is often mission critical software - so our software often drives our customer's business
- ▷ This means that professional approach is critical, to ensure that we not just keep our customers satisfied but also provide a key driver to their success

## Evidence of excellent customer care

- ▷ Windowmaker Software Ltd is committed to delivering outstanding customer service
- ▷ Therefore, we would expect our Partners to do the same - from quick problem resolution to after-sales care and support

## Commitment to promoting Windowmaker software

- ▷ This would include both general promotion of Windowmaker software, but also promoting Windowmaker as the recommended software for window & door fabrication

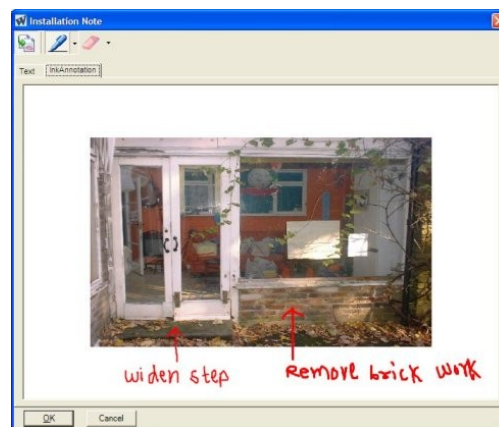
## A clear commitment to our joint future

- ▷ By signing the Windowmaker Partner Agreement, all the obligations of both sides are clearly laid out and understandable

When you become a Windowmaker Software Business Partner, you will have access to the comprehensive range of software products supplied by Windowmaker. This will enable you to use the software for development and demonstration purposes, helping you get started quickly with both active sales campaigns and developing your own understanding of the product.

Affiliate Partner software	Business Partner software
<ul style="list-style-type: none"><li>▷ Windowseller</li><li>▷ Windowmaker Lite</li><li>▷ Windowmaker Express (restricted)</li></ul>	<ul style="list-style-type: none"><li>▷ Windowseller</li><li>▷ Windowmaker Lite</li><li>▷ Windowmaker Express</li><li>▷ Windowmaker SQL</li><li>▷ Windowmaker ERP</li></ul>

For ISV or Microsoft Partners, this includes the ability to not just test and support Windowmaker software, but also to develop your own customisations and add-ons - from third party software or hardware links to bespoke modules and enhancements.



## Account Management

Windowmaker Software has a very close relationship with its Business Partners. You will be assigned a dedicated account management team to help you with a wide range of issues including marketing, technical advice, sales opportunities and product information.

Your account team will contact you to keep you updated. You can call your account team at any time with any individual queries.

## Technical Support

When you become a Windowmaker Software Business partner, you will be entitled to technical support on your Windowmaker products.

- ▷ You can use this valuable service as you need, whether to enquire about your own in-house system or on behalf of a customer. This will not only provide an effective back-up service to you and your customers, it will also prove invaluable when pitching for new business.
- ▷ You will have peace of mind that you are always using the most up-to-date version of software in your business, as you will have access to regular updates through our website. The Windowmaker Software Product Team works closely with Business Partners to ensure that all product releases are communicated effectively.

## Knowledge Transfer

When becoming a Business Partner, you will be required to complete a foundation course to ensure that you have the minimum knowledge necessary to carry out your role. Our customers have complex requirements and our software is extensive. We recognise that the learning curve may be long. It can take years to achieve the necessary skill-sets required to sell, implement and support the complete Windowmaker suite of options. On the other hand we understand it is essential that you are able to hit the ground running and are able to start selling as soon as possible.

In addition to the Marketing, Sales and Technical Support outlined previously there is a short cut we can offer. One of the easiest ways to qualify to become a Partner is to employ or contract somebody who already has the skills required to provide pre-sales and post-sales support.

## The next step



WINDOWMAKER  
Business Partner

Ready to move forward? To take the next step, and apply to become a Windowmaker Partner, simply fill in the form on the website, at [www.windowmaker.com/eng/wmpartnerRFI.aspx](http://www.windowmaker.com/eng/wmpartnerRFI.aspx)

Alternatively, contact us at [info@windowmaker.com](mailto:info@windowmaker.com) or on +44 (0)20 8390 4931 and ask for an application form.



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