

# Accelerate your success. Grow your business with Versapay.

Your guide to the Versapartner program



# Take your business forward with Versapay

We can't wait to work with you

## Let's give customers an easy decision

Your customers, and ours, want a fully digital way of working. Businesses need to sell to each other – and consumers – seamlessly. Together, we can take them into that future with world-class technology.

At Versapay, our first priority is to deliver products and services that give you a compelling story to take to market. That might mean helping drive digital payment adoption and getting payment cycles flowing faster. It might mean pushing beyond back-office automation, reshaping the front office with a new, customer-centric approach to accounts receivable. It might mean going over and above our customers' payment needs, integrating more of their systems and creating a seamless way to work. But whatever it means, we're committed to helping you solve your customers' requirements – however diverse, and however complex.

## It's your business, so you set the pace

As our partner, your success is our success. So, your business needs are the priority for our program. Since one size doesn't fit all, we've put together processes, tools and support that give you choice and flexibility.

To discover the benefits that will help you sell more, impress customers or improve your margins, take a look through the next section of this guide.

# Make the most of big market opportunities

## How your program benefits can help

With 7 out of 10 firms set to digitize accounts receivable (AR) processes in the next three years,<sup>1</sup> it's a great time to work with Versapay. Not only that, but with our market-leading position, you can expect high adoption and great upsell opportunities across our AR automation, payments services and payment solution portfolio.

To take advantage of those opportunities, you deserve as much help and support as possible from us. Explore the benefits below to find out how you can make the most of the growth ahead in our industry.



### Rely on constant support

#### Your Regional Partner Manager

Get help and support on your journey from your go-to relationship manager. Just drop them a line or give them a call. They'll help you:

- Plan your growth
- Learn more about our products and services
- Make the most of all the benefits in this guide



### Join the conversation

#### Your Versapartner Slack channel

Need a response straight away? Get answers and advice from the Versapay team or even collaborate with other partners – sharing best practices and finding new resources quickly.

To join the channel now, get in touch with your Regional Partner Manager. They'll help you set things up in just a few simple steps.



## Be the first to know

### Partner communications

Stay up to date on the latest for you and your customers without the effort. You'll hear what's new with the partner program from the Versapartner newsletter and our monthly update calls. Plus, you'll learn about:

- The latest solution releases
- Up-and-coming events
- Industry news and trends



## Get experts selling for you

### Support from our expert Sales team

Are you just looking to refer opportunities? Our expert teams can work leads for you, keeping you up to speed at every step. Are you new to next generation accounts receivable and digital payments? We'll help you fast-track your way to expertise. Our team will co-sell with you, as well as helping you:

- Pitch and demo to customers
- Define the right solutions
- Prepare quotes and proposals



## Implement and install easily

### Technical team

You might want to stay highly engaged, or let our technical team run solo. Either way, we can help get your customers up and running smoothly. It means you can:

- Leave a great impression on customers
- Cut out delays and get systems live fast
- Save time for your own teams



## Keep customer churn low

### Free basic support

Stop problems in their tracks by delivering a great service with support from us. Managing your subscription customers is easier as a Versapay partner. We help you:

- Keep customers supported through installation
- Create a smooth transition to customer care
- Engage existing customers and keep adding value



## Access every tool and tip

### Your secure Partner Portal

Whether you want to submit a lead, access the latest sales tools or know everything you need for your next sales meeting, you'll find what you need on our Partner Portal. You can access it 24/7, and you'll find:

- Easy ways to access program information and benefits
- Tools to help you introduce your customers to Versapay
- Any contact information, product details and forms you need



## Drum up new business for less

### Marketing Development Fund

Got big ideas for finding new leads, but struggling to fund them? We'll pick up 50% of the cost. Just submit a qualifying proposal for your campaign and, if approved, we'll subsidize it. Successful ideas could include:

- Digital marketing campaigns
- Virtual events or webinars
- Direct mail campaigns





## Campaign and close sales faster

### Customizable sales and marketing assets

Boost your sales and marketing efforts instantly with ready-made campaigns and assets. You can co-brand and customize Versapay campaigns, building everything from emails to landing pages and from guides to checklists with just a few clicks. So, you can:

- Save money and time on your marketing and sales
- Speed up the buyer journey with the right assets
- Make sure you always meet best practice



## Meet brand rules the easy way

### Your Versapay partner brand kit

Use our market presence to help you sell. With our partner brand kit, you'll have everything you need to hit program requirements with your marketing materials. It helps you engage customers with:

- Our human, helpful tone of voice
- The typography, colors and photos we use
- Templates we use for our own work



## Put your name on customers' lips

### Partner listing on our website

When customers look for our solutions, they'll find your business. That's because, as an official partner, you'll appear on our website as an approved seller. It can help you:

- Get more inbound opportunities
- Build your reputation as a trusted seller

## Take a fair share of each sale

### Margin and residual compensation schedule

Each time you grow your business with us, your rewards should keep growing with you. As an official partner, you have special rights. You'll receive residuals, which we pay for the full duration of our partnership. So, your monthly revenue share will only increase, and you'll receive bigger payments from us as time goes on.

### ARC SaaS Solution

What does it do?	What's my margin or compensation?
Versapay's customer-centric Accounts Receivable solution makes it easy for your customers to know what they owe with real-time collaboration for faster payments and instant dispute resolution. The powerful and easy-to-use portal ensures industry-leading customer adoption rates while automating AR processes from order to cash.	<b>20%</b> residual on SaaS and applicable Subscription Fees

Terms: "Subscription Fees" means the income received by Versapay as recurring monthly subscription fees during the term of the written agreement between Versapay and each given Contracted Customer in consideration for the performance of the services (exclusive of sales tax). "Subscription Fees" shall expressly exclude implementation and other professional services fees.

### Solupay Payments

What does it do?	What's my margin or compensation?
A Built for NetSuite SuitePayments solution, the Solupay payment platform enables secure, frictionless payments anytime, anywhere. Increase your sales by accepting alternative payment methods, lower costs with Interchange Optimization, and reduce manual processes with immediate and seamless NetSuite integration and email invoicing capabilities.	<b>20%</b> residual on net profits

Terms: Paid on accepted referrals. "Net profit" is defined as merchant income from discount charged less interchange, authorization fees, transaction fees, network fees, statement fees, ach rejects, chargeback and fraud losses, BIN sponsorship fee, proportional amount of bank sponsorship fees, agent fees, and other transaction and monthly carrying costs.

### ChargeLogic Payment Solutions

What does it do?	What's my margin or compensation?
Merchant services that simplify the payment acceptance process through a turnkey solution of all-in-one software and payment processing, built directly inside of Microsoft Dynamics 365 BC/NAV. Process Level II & III data to keep acceptance costs at a minimum, while securely processing eCommerce and online bill payments.	<b>20%</b> residual on net profits

Terms: Paid on accepted referrals. "Net profit" is defined as merchant income from discount charged less interchange, authorization fees, transaction fees, network fees, statement fees, ach rejects, chargeback and fraud losses, BIN sponsorship fee, proportional amount of bank sponsorship fees, agent fees, and other transaction and monthly carrying costs.

## ChargeLogic SaaS Solution

What does it do?	What's my margin or compensation?
The leading PCI-validated credit card software for Microsoft Dynamics 365 Business Central and NAV, ChargeLogic provides an easy, secure, and reliable electronic payment processing software, available on a subscription basis.	<b>20%</b> residual on SaaS and applicable services

Terms: "Subscription Fees" means the income received by Versapay as recurring monthly subscription fees during the term of the written agreement between Versapay and each given Contracted Customer in consideration for the performance of the services (exclusive of sales tax). "Subscription Fees" shall expressly exclude implementation and other professional services fees.

## ChargeLogic Software Solutions

What does it do?	What's my margin or compensation?
A license-based software fully integrated with Microsoft Dynamics 365 Business Central and Dynamics NAV offering customers the ability to handle payments securely and cost-effectively through any channel.	<b>40%</b> margin on software and associated sales <b>15%</b> paid on maintenance fees

Terms: The Partner shall pay any License fees or billable support services to Versapay within thirty (30) days after the issuance of an invoice for any license purchased or service performed (the "Due Date"). Maintenance fees are due by the customer's annual Maintenance expiration date. All fees are payable in US\$. For any Applications, fees, Services, or Licensing for which Versapay is not directly billing the End User, the Partner shall bill and be solely responsible for the collection of all its billings to its End User(s)/Customer(s) and shall bear the entire risk of collectability and non-payment of such billings.

## 2CP Payments

What does it do?	What's my margin or compensation?
This secure payment processing solution, integrated with Sage Intacct, automates accounting functions with click-to-pay functionality, recurring and subscription billing, and shopping cart integrations for e-commerce acceptance. Level III processing ensures lowering your overall acceptance costs, while ensuring PCI compliance and strict security standards across all sales channels.	<b>20%</b> residual on net profits

Terms: Paid on accepted referrals. "Net profit" is defined as merchant income from discount charged less interchange, authorization fees, transaction fees, network fees, statement fees, ach rejects, chargeback and fraud losses, BIN sponsorship fee, proportional amount of bank sponsorship fees, agent fees, and other transaction and monthly carrying costs.



## Boost your profits every year

### Annual rebates

As an official partner, you won't just earn for every sale. You can also earn annual rebates on all your sales over the course of a year.

Here's how we calculate your bonus:

#### Which products and services qualify?

All Versapay solutions and payment offerings will count towards your rebate.

#### How do you calculate my base rebate?

Your rebate is a percentage of all residual payments paid to you as a partner within the qualifying period.

#### How can I boost my bonus?

If you acquire **12 or more new customers** within a calendar year, you'll earn an extra, one-off residual bonus of **5%** for that calendar year.

## A couple of things to remember...

1. Your rebates will be paid annually based on the sales from the previous calendar year.
2. You need to have been an active Versapartner in good standing for a minimum of 90 days to qualify for rebates.

# Ready for the rewards? Get started now.

## Take a quick look at the program requirements

You've seen the benefits in store for you, and you've worked hard to qualify for them as a Versapartner in good standing. Before you get selling, check through our program requirements below. That way, you can adhere to the guidelines and keep your elite status.

1. Please use approved partner lead forms and processes only
2. Agree to the program terms on our Partner Portal
3. Always adhere to Versapay and Versapartner brand guidelines

## Start your journey with a helping hand

Want to make the most of your benefits?

Get in touch now with your Regional Partner Manager. They'll give you help and support – all tailored for your specific business needs.