



ABBYY USA Certified Partner Program

Partners are our primary sales channel. It's your effort, domain expertise and support that turn ABBYY's market-leading advanced capture solutions into successful customer deployments and repeat business. So, we've turned our operations inside out to make it much easier for you to close successful deals using ABBYY products.

As an ABBYY Certified Partner, you have the tools to

- Build new solutions and services on top of established, well-branded data capture technology
- Expand your knowledge base and technology offering with access to cutting-edge technology and experts
- Broaden your sales reach
- Strengthen your company and service brands through ABBYY co-marketing programs

To broaden your success, we invest in sales, marketing, training and support programs specifically designed to meet the needs of our reseller channel. More importantly, ABBYY has made a company-wide commitment to grow our business and yours through channel-focused policies and programs. That includes being easy to work with and treating our partners with integrity and respect.

World-class technology from a global leader

- ABBYY develops technology that transforms information and enables greater productivity for business and personal computing applications. From data capture, to OCR and linguistics solutions, ABBYY products streamline processes with unmatched accuracy — leading the way in the global information revolution.
- ABBYY's vision to deliver the most innovative recognition, capture and linguistic technologies began nearly 25 years ago. That same vision now connects customers and partners in more than 130 countries through operations in 14 global offices. More than 30 million people use ABBYY products, so when you partner with ABBYY, you're part of a thriving global community.
- ABBYY products have won hundreds of awards world-wide and meet the needs of multiple industries and market segments, including healthcare, insurance, government and legal. Many leading hardware and software vendors incorporate ABBYY's leading-edge technologies into their products to maintain a competitive edge. 9.3 billion pages per year are processed with the help of ABBYY products, saving organizations and governments more than 970 million man-hours or about \$4.8 billion annually.

Overview

ABBYY Certified Partner Program Levels

There are three partnership levels¹ in the ABBYY Certified Partner Program: Partner, Select and Elite. Partners attain various levels based on their commitment to training, marketing and selling ABBYY solutions. The ABBYY team is dedicated to helping every partner attain their desired partnership level.

	ABBYY Partner	ABBYY Select	ABBYY Elite
ABBYY Partner Program Welcome Kit	•	•	•
Product update training	•	•	•
Dedicated sales manager ²		•	•
Sales Acceleration Training		Minimum 2 Attendee	Minimum 2 Attendee
Pre-sales support		•	•
Business planning		Joint Eligible	Joint Required
NFR license for in-house use	•	•	•
Marketing and sales materials	•	•	•
Joint case study ³		Minimum 1	Minimum 2
Co-exhibition at ABBYY events			•
Market development funds		Based on program	•
Technical certification training		Minimum 2 Certified	Minimum 2 Certified
Training discounts		•	•
ABBYY Partner Portal and online resources		•	•
Partner Newsletter	•	•	•
Use of ABBYY Certified Partner Program logo		•	•
Post-sales second-level support		•	•

¹ Partner level benefits are assigned after year one. During the first year of participation, Certified Partners that have completed sales and technical training will receive additional support. Additional documentation is available from your Regional Sales Manager–RSM.

² ABBYY Partner level partners are supported by professional inside sales teams.

³ All partners are eligible to submit case study participants. ABBYY will facilitate the creation and approval of the case study with assistance from the reseller at no cost to the reseller. ABBYY reserves the right to post these case studies on the website and use them in marketing campaigns.



Technical Support and Professional Services

ABBYY's highly skilled Client Services Team supports you in ensuring customer satisfaction. As a Certified Partner, you have access to pre-sales consulting and professional services to help you propose and implement compelling solutions.* ABBYY's technical support team quickly delivers the answers you need to effectively install and configure ABBYY products and offer first-line support.

* 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 Certified Partner Program. For a full list of all conditions, please see page².

Training

As an ABBYY Certified Partner you will complete sales and technical certifications, arming you with the tools you need to successfully sell, implement and support ABBYY products. In addition to classroom learning, you are encouraged to participate in ongoing online educational sessions on topics such as new product features or specific capabilities.

Marketing and Public Relations

With input from channel partners, ABBYY pursues a determined marketing strategy to support resellers through brand awareness and demand generation. Members of the ABBYY Partner Program can participate in a variety of joint-marketing activities to generate sales. ABBYY's marketing support* includes marketing and sales collateral, case studies and the possibility to co-exhibit at events. Finally, a Marketing Promotional Program Fund (MPPF) may be considered based on attainment of revenue targets.

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Sales

ABBYY provides considerable sales support to help you see quick returns from your ABBYY investments. New resellers receive extra support during the first year to help establish a pipeline and customer base. Committed ABBYY partners work with dedicated sales managers to build a tight partnership and strategy for sales success. Sales managers act as your advocate and liaison at ABBYY to ensure you have the resources, product information and pricing to grow your data capture business.



Product Development

ABBYY technology is widely known and respected in the industry and around the world, and it continues to improve rapidly because ABBYY invests significantly more in R&D than the industry average. ABBYY's award-winning OCR capabilities are at the heart of document and data capture solutions that incorporate superior accuracy in document classification and data extraction. This allows you to build sophisticated solutions that win customer loyalty through flexible integration, optimized customization and advanced scalability and performance.

Partner Communications

As an ABBYY Certified Partner, you have exclusive access to corporate and product information. Regularly scheduled newsletters, webinars, and partner updates ensure that you have the latest information about ABBYY and ABBYY products. You are also encouraged to share your feedback on current and future product functionality.

Become a Partner

How Do I Become an ABBYY Certified Partner?

Steps for partnership and certification:

- Complete the online partner application
- Sign the ABBYY Certified Partner Agreement, that includes a mutual a non-disclosure agreement
- Complete certification by attending training and obtaining an approved, qualified score on the evaluation exam



Minimum criteria for partnership:

- Professional, outbound and trained sales, business development or consulting services organization
- Technical expertise in at least one of the following key application areas: — 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
 - Strategic vertical market
- Corporate marketing function or department

Learn More

For any questions related to ABBYY Certified Partner Program, please mailto: partners_us@abbyy.com.

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