

NAVIGATE WITH MAVIM

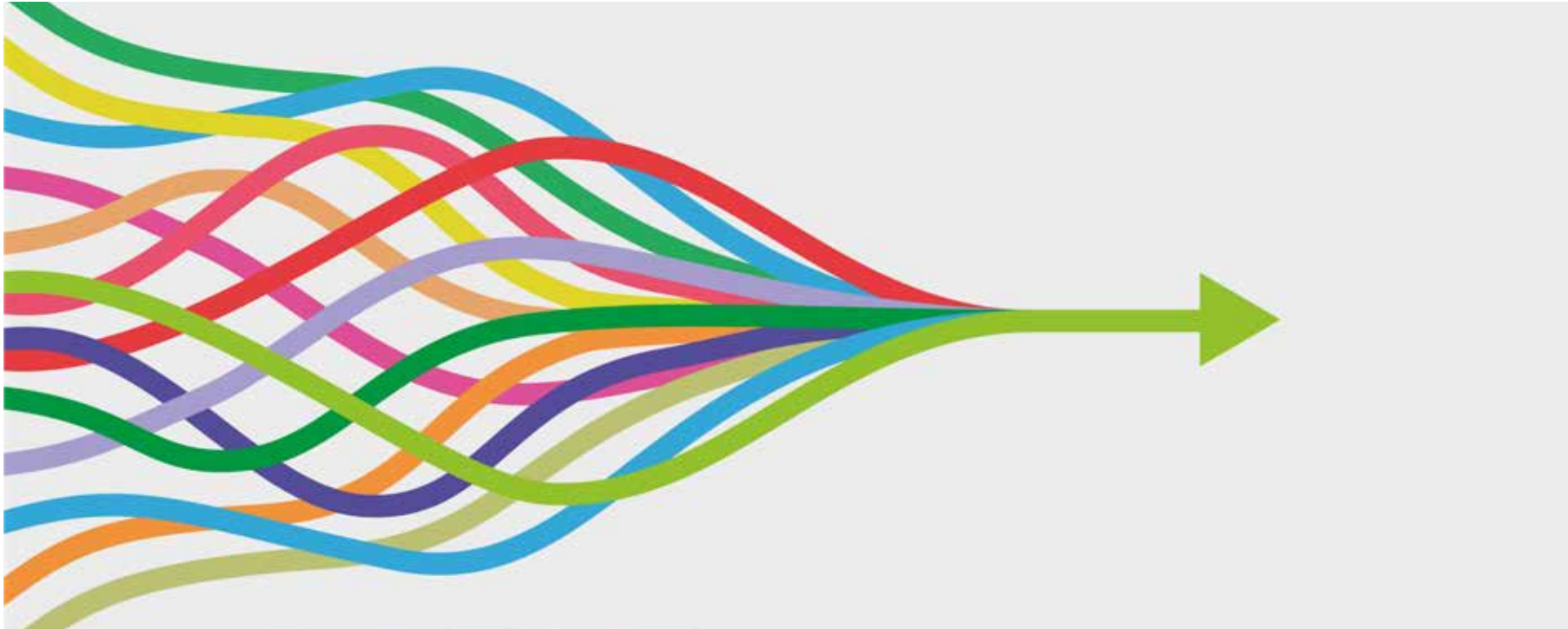
TO A SUCCESSFUL AND PROFITABLE PARTNERSHIP

Mavim offers a Microsoft-based platform ... with a Microsoft-sized value proposition. It gives organizations a way to see their operational model as a whole, with all its processes, people, and resources connected in real time – plus the tools to improve it.

Doing so empowers people at all levels. Visualizing processes lets them demonstrate and communicate operational processes with ease; innovation initiatives – like change management and business transformation – can be prioritized and aligned with a company's strategic vision. It's not just about keeping people informed ... it's about getting them onboard the idea of change.

By connecting and managing strategy, projects, people, processes, technology, risks, architecture, customers, and infrastructure in a single platform, Mavim increases the success rate of major transformations. And as a partner, it'll help you do the same.





mavim

PROVIDING SIMPLICITY IN A WORLD OF
INCREASING COMPLEXITY

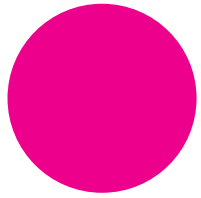
Mavim is – and always will be – 100% partner-driven. While we develop technology that offers genuine benefits to our customers, we've always recognized that our offering is strengthened tenfold by strong partnerships with experts capable of combining our applications with their own industry-specific knowledge and bespoke services.

Mavim plus partners equals greater value for our customers, by delivering what the market needs: a complete solution focused on what each business cares about most – competitive advantage.

In the pages ahead, you'll learn more about how partnering with Mavim can help you expand your business into new markets, engage happy customers in sustained relationships, and earn more money.

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WHAT IS MAVIM?

A software provider adding value from strategy to execution

All over the world, complex global organizations are changing or re-inventing their operating models to become truly digital businesses, transforming themselves into agile operations able to adapt continually to a changing environment. Mavim provides software that enables those business transformations – and more.

But it's not innovation for the sake of innovation. Mavim works so well for so many businesses because it uses many of the tools and applications, they're familiar with – from Word and Excel to Visio and PowerBI. Meaning an easier learning curve and a faster adoption cycle. All good things for any Partner offering it.



THE VALUE OF PARTNERS FOR MAVIM

What our partners do for us ...

The Mavim Intelligent Transformation Platform is in use by thousands of companies and over a million people. In market terms, it's an awesome toolbox of end-to-end solutions, built and optimized by experts and based on Microsoft's endlessly scalable Azure Cloud: technology used by thousands of enterprise-scale companies worldwide. It covers business process management. Process mining and mapping. And business improvement and transformation, all the way from "As-is" to "To-be" taking in strategy, methods, tactics, execution, and ongoing monitoring.

But technology is only half the story. We realize that without the right people taking that technology to the market, the toolbox stays just that: a set of tools. And that's why we're inviting you to become a Partner.

A Mavim Partner doesn't "sell": over many years we've discovered the platform sells itself. Your value is your knowledge, experience, expertise: the hard skills and asset-based consultancy smarts you've developed over your years in business. When our set of tools joins together with Partners like you, the magic happens: customer relationships form and grow, your business establishes and expands, and the rewards start flowing.

Anchoring your own IP in Mavim and using it as a platform to deliver your value-add, two strengths combined, demonstrates the benefits of both as an unbeatable offer to your market. It's a feature-rich environment your customers will recognize, feel comfortable with, and love to work in, with you as the partner. What's more, with the broad set of industry-specific templates and functions in Mavim, you can put your domain expertise to work fast, as you and the client work together in a collaborative environment. With short spin-up times and deep value obvious from Day One, you can create and model, converse and feed back, edit and enhance without limit. And always back up your decisions with analysis, metrics, and reports in simple charts and graphics.

Frameworks include ITPM, GRC, Strategy Execution Management, and AQPC models, ready to take your expertise to where it matters: your clients' business needs. As a Mavim Partner, your domain expertise and industry knowledge will make the most difference ... where it matters most.

THE VALUE OF MAVIM TO PARTNERS

... and what we do for you



A technology partner like you has to deal with a fast-changing business landscape where disruptive business models can shift paradigms in days and organizations established for decades can fade to gray in a single year. It's exciting. Action-packed. Fun, even. But it's also unstable and full of risks. Which means only the most adaptable will thrive.

But there's one constant in this globalized world: change. And that's what attracts people like you to the Mavim platform. Because enabling the transformations that deal with change is what we do. If you're looking to apply your skills and strategies in this market, to differentiate your business from the competition and seize every market opportunity out there, Mavim can provide the platform to do it – innovative technologies that deliver seamless connectivity and game-changing functionality to guide your customers to success in their digital transformations.

Mavim supports the management and integration of six primary business and IT management themes, bringing critical disciplines together in one platform. The Mavim proposition empowers organizations to analyze, redesign, and improve business processes across industries, but also to continue to use familiar Microsoft technologies (think: Visio, Office 365, SharePoint, SQL) for the planning and execution, infinitely scalable and intuitive in use. Meaning partnering with Mavim is a win for you too.



THE MAVIM DIFFERENCE

INCREASED SCALABILITY

- Productize your IP and accelerate your client's transformation
- Reuse your best practices by anchoring your IP in Mavim, creating customizable, prepackaged consulting offers
- Do more projects, in less time, with fewer risks, less waste, and less resource
- Let your best consultants be involved in more projects, and become more independent of their knowledge and skills

BETTER ENGAGEMENTS

- Enable greater co-operation, happy customers, and happy co-workers
- Work together, create consensus, increase your success rate, prevent re-work, and slash wastes of time and budget together in a collaborative platform
- Visualize your domain expertise, map industry best practices on your client's situation, and talk business, not technology or requirements
- Provide a platform that allows new workers to learn on the job, collaborate better with senior colleagues
- Stop those endless adjustments of hundreds of PowerPoints, hundreds of times!

EFFICIENCY & DIFFERENTIATION

- Deliver a repeatable, high-quality solution to all customers – at all times
- Deliver predictable outcomes and solid projects, at a reliable cost/benefit ratio
- Manage change successfully across all your clients' organizational silos
- Differentiate your organization from the competition with superior best practices
- Discuss and make decisions collaboratively, focusing on business results

THE POWER OF MAVIM'S PARTNER PROGRAM

Sheer simplicity and grow-as-you-go strength

The best Partner Program agreements are the ones that can be written on one page. But the decision for you to become a Partner may take more time to consider – and we fully understand. So here are some tasks and actions to think about before you make your choice.

The initial excitement of receiving Partner approval can mean jumping in too early, wanting to get started and see how things go. But time is required to anchor your best practices in a platform like Mavim – so make sure you invest that time effectively.

You may need to free up time with your best consultants, streamlining your library of business models and updating your best practices while creating a new master library of templates and blueprints. It may also mean a different way of working, as you move from individual hourly-rated project costings to packages and asset-based solution offerings. All of which is good for your business prospects – but don't underestimate the effort it takes upfront.

Fortunately, there are upsides that make it easier. Yes, you'll move from PowerPoint and Excel to Mavim, which we understand is a major transformation for any consultancy or system integrator – but the Mavim platform, Microsoft-based itself, makes sure your existing expertise with Microsoft applications won't go to waste. And once you've made the change, we ask you to use the Mavim ITP as the basis of your client work, in your engagements and projects as an inseparable foundation of your offering. That means Mavim licenses for your clients, collaborating with those clients using Mavim, and provisioning your clients with Mavim solutions, hosted and managed by you as a partner.

The good news: this change in your approach enables a far bigger change in your marketability and attractiveness to clients. It differentiates you instantly from other players, and will streamline your work, deliverables, and outcomes – with your clients' positive perceptions rising without limit.



THE RIGHT PROFILE, FOR THE RIGHT PARTNER

The Mavim Partner Program is easy to understand, creates a healthy grow-as-you-go path that offers easy co-operation and collaboration opportunities, and never pushes you into situations and stages you don't want to be in. Best of all, it's based on the various go-to-market levels you as a Partner are comfortable with already.

Choose from five paths, next.

WITH FIVE LEVELS OF ENGAGEMENT

CERTIFIED PROFESSIONAL

Our Certified Professional path is for those familiar with Mavim now. You know Mavim, you know the world of processes, modeling, and relationships, and like to work on real projects for real clients, often within a specific industry sector or functional area – and want to stay up to date on the latest functionalities and technologies.

This makes you well-suited to find opportunities among Mavim customers in the market – and Mavim is there for you at all times. As a Mavim Certified Professional, you'll not only pursue your own opportunities, but will be offered others when there's a good fit between your skills and a Mavim client need.

The most important part of your partnership with Mavim is your knowledge and domain expertise with the Mavim platform. Which makes your portfolio the largest within the Mavim Academy, with the goal of ensuring you are always certified and ready for new projects.

CONSULTANCY PARTNER

A Mavim Consulting Partner is an organization with expertise in a specific subject area or market segment, with a commitment to use the Mavim applications as a standard part of its service offer.

Based on the Microsoft Office productivity suite, Mavim empowers consultants to help their customers use existing data and workflows in new, more productive ways, continuing to use their Microsoft technologies of choice. Mavim also helps you to prepare your customers for a successful future after the engagement ends, by leaving behind a functional system they can maintain based on software they know. Which keeps your firm top-of-mind between engagements, ready for the next project to emerge.

At this Partner level, you'll work with Mavim's direct sales organization, with Mavim taking care of the license positioning and sale while you concentrate on your consultancy proposition and work via your own development license. Working within the collaborative Mavim environment, you'll help turn Mavim into a repository of best practices, and your joint project into a success.

SOLUTION PARTNER

A Mavim Solution Partner is a Mavim Consulting Partner that not only uses the Mavim software in its service offering, but also has created a solution model and accompanying methodology that's available in the Mavim platform.

Of course, most consultancy organizations have methodologies and frameworks drawn from their years of experience. But many have difficulty illustrating those best practices for the customer in a way that differentiates them from their competition. That's where you'll find a difference with Mavim. By leveraging and productizing your IP within the Mavim platform, you make your best practices visible to the customer, enabling them to understand the impact your IP will have on their business.

In this model you'll again work with Mavim's direct sales organization for the actual Mavim license sale – but your solution proposition, sale, and implementation are all your own responsibility. This model, known as "sell-with", also allows Mavim to bring you into Mavim-led opportunities among Mavim's existing customers – all strengthening the business case and market appeal of the Mavim platform.

MANAGED SERVICES PROVIDER PARTNER

This path is for those with the skillset of a Consultant Partner or Solution Partner – and wants to go one step further, managing the entire engagement with the end-user client organization.

Partners at this level do this not by reselling Mavim, but by using it – hosting a separate Mavim implementation for each client over the duration of a project, providing access to and collaborating with clients on the company's transformation, ERP implementation, GRC project, or any other innovation initiative that leads to major digital change and needs buy-in, co-operation, and ongoing involvement, mining and modeling together and working for continuous improvement.

This makes Mavim a fully integrated, inseparable part of your asset-based consulting or solution offering. It's not even necessary to use the name Mavim brand name – MSP Partners can present it as their own platform, customized for their own clients. When you use it in your client engagements you can purchase the Mavim software on a per-month or per-annum basis, giving you the flexibility you need to answer all your clients' needs.

RESELL, as a MANAGED SERVICES PROVIDER

It's common for Mavim to be adopted as a standard way of working within clients – which means that after a project's successful completion your client may want to continue using it, gaining further benefits from the practices and processes you implemented. This path lets you do it.

At project handover, the initial Mavim instance can be transferred to the client, making them the main user of the platform – essentially letting you resell the platform to the client as a further source of sales. Going further, an MSP Partner can become an effective reseller of the Mavim platform in addition to selling its own skills and expertise.

There are benefits all round – the client gets a consistent service with a solution customized for its needs, you get a further opportunity to profit from your collaboration. And of course you'll remain first choice for their next project.

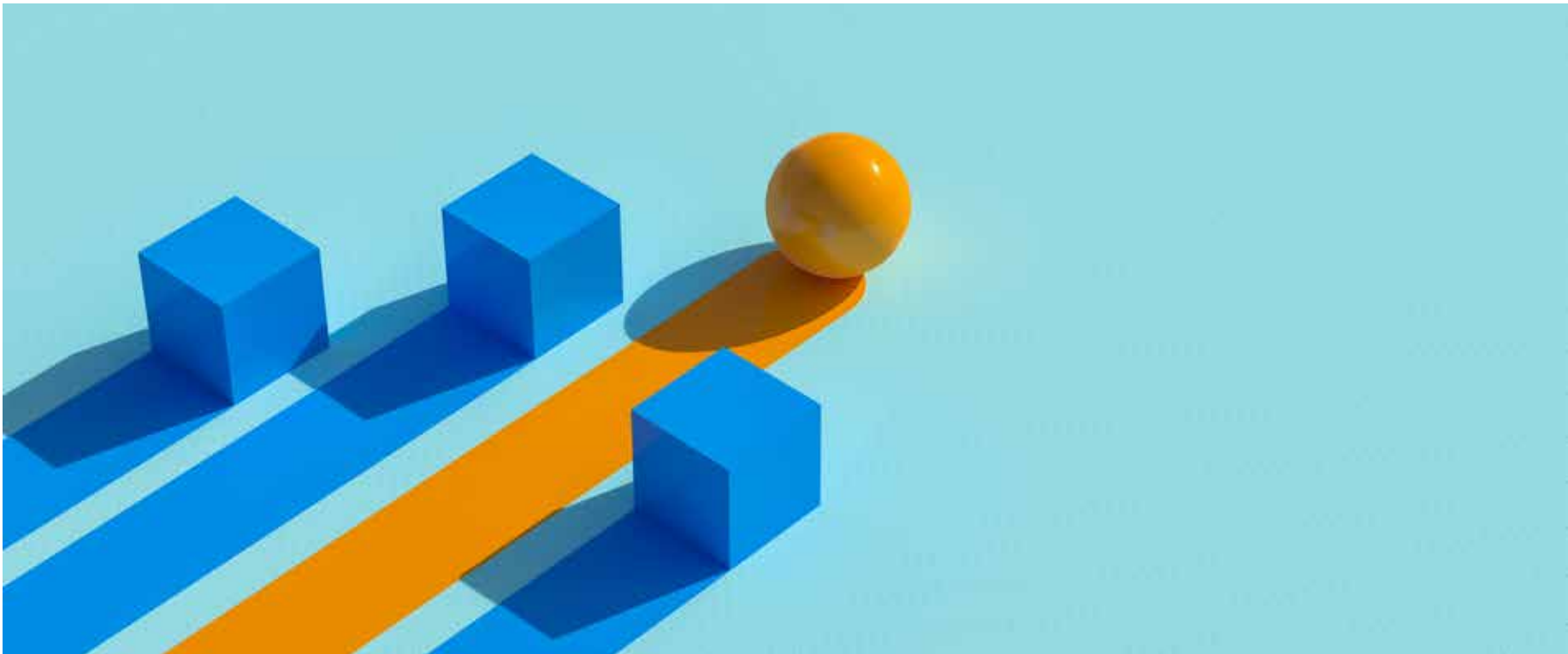
MAVIM BENEFITS AT A GLANCE

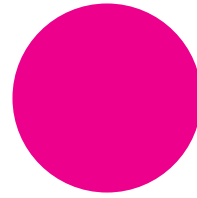
What you'll get: a summary of partnering with Mavim

Grow as you Go: a business development path

Mavim's Partner Program is a growth path towards success and maturity – and the decision as to where, when, and how you enhance your relationship with Mavim further remains yours at all times. Start with a smaller engagement and grow with its success; go all-in with your customer base and reap the rewards of a standardized, consistent, reusable approach to projects.

Mavim lets you grow as you go – all based on the commitment for you as a partner to think of your work as asset-based, productized-IP, and solution-selling, anchored on the Mavim ITP.





Mavim Sales: your colleagues as a Partner

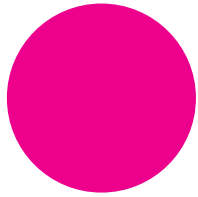
The global Mavim team has Direct Sales colleagues plus a team of Digital Business Development experts – and they're there to help, turning Mavim's customer inquiries and marketing efforts into qualified sales opportunities for you as a Partner. It's beneficial to both sides: Mavim has the platform, you have the content, plus the domain expertise and contacts in your segment or industry. Mavim Sales is ready and willing to work with you to close every sales and explore every opportunity.

Moving into asset-based consulting and productized IP is a positive change – but not a simple one. It requires a change in market approach, a change in your go-to-market proposition, and most of all a change in attitude. We are happy to help. With the Mavim Academy for training and quick learning guides; with our Value Engineers ready to coach you in creating content within the Mavim platform, and with access to our Solution Development Kit, the Partner Portal, My Mavim, and the Mavim Connect Center. All painless solutions for providing and managing licenses, maintaining user management, and enabling access controls. Our marketing colleagues will also help with exposure on our websites and introductions to key people, letting us help on your own transformation journey.

Mavim helps with your own transformation

A global network of customers and partners

Mavim has a strong and diverse set of existing relationships with companies all over the world – both local and regional to global, from consultants to solutions to multi-project engagements. Each partner with its own domain expertise, their individual specialties when working with Mavim. Mavim continues to nurture this partner ecosystem and maintain it in balance, seeking out and adding partners who can fill in the blanks and extend our reach. This is how we bring great minds together and connect you as a solution partner with a consultant player who might make your solution an integral part of its own offer, or a Certified Mavim Professional who can easily work with another partner on a project. That's Mavim: connected collaboration.



THINGS TO CONSIDER, AND THE NEXT STEPS

Ready to join the Mavim family?



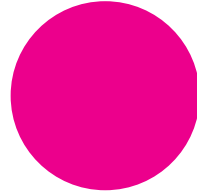
Assess and evaluate your content and IP. Transforming and customizing your market approach and business methods to center on the Mavim ITP takes time and energy – so as a first step, make sure you have workable client solutions and content that you can anchor in the Mavim platform to use as a base. Doing this will take resources and commitment – at absolute minimum the time of several consultants to learn, train, and build solutions into the platform. And never forget the value of board-level buy-in.

Understand your content drives your business.... without your IP, the Mavim ITP is just a platform. Our approach has always been to make the content and solutions our Partners build into that platform its core value proposition – so next, make a point of understanding just how broad those solutions can be. Have you productized a D365 implementation methodology? Put it in Mavim. Do you have a master framework for identifying risk and compliance issues in today's enterprise? Mavim will make it shine. Or are you a sector expert in the utilities market, and want to make the most of the processes and best practices you're familiar with? It will all work within the platform – and committing to implementing it there is the best way to make Mavim work for you.

... **but you remain the vendor.** Mavim's Direct Sales will welcome you with open arms and will embrace your content offering. But while we often introduce new leads and new business opportunities, Mavim is not your Sales Department: you are responsible for your business, and your sales are ultimately your concern. You can, however, count on Mavim's full support, and the more successful we are together, the more we as Mavim will be eager to work with you further. Our business is to offer you the best possible platform for your business ... and for your customer's transformation challenges.

And don't forget training is key. The Mavim Academy facilitates learning and development for Partners, with a wealth of knowledge available. Role-based training packages tailored micro-learning, instructional documents and step-throughs: you name it, it's there. But there are few shortcuts in training your team. So, commit to making use of Mavim's learning resources to ensure your Mavim skills match your other areas of expertise.





HOW TO MAKE IT HAPPEN

Making sure the match works

The point of contact for any Partner is Mavim's Alliances Managers. You'll find them happy to start the dialog with you and take you through the process of onboarding. (With, of course, all those processes anchored in Mavim!) Here are a few conversation starters you'll want to have with the team.

Check (and double-check) your expectations

Over the years the Mavim team has built up a large base of knowledge about the kinds of partnerships that work well for Mavim and its Partners – including areas where it may not be the right move for you right now. So, to check our assumptions are aligned, you'll start with a comprehensive discovery exercise and questionnaire to find out whether the fit is perfect. Of course, you'll be doing the same with us. You're welcome to ask for an NDA, too.

Discuss your initial opportunities

While thinking about partnerships we are sure you're thinking of certain opportunities within your prospect and customer base already and envisioning how they'd work when using the Mavim platform. You're equally welcome to discuss those opportunities with Mavim experts, who can critique best practices and suggest improvements to make our partnership the best it can be.



Understand the Partner Agreement in full

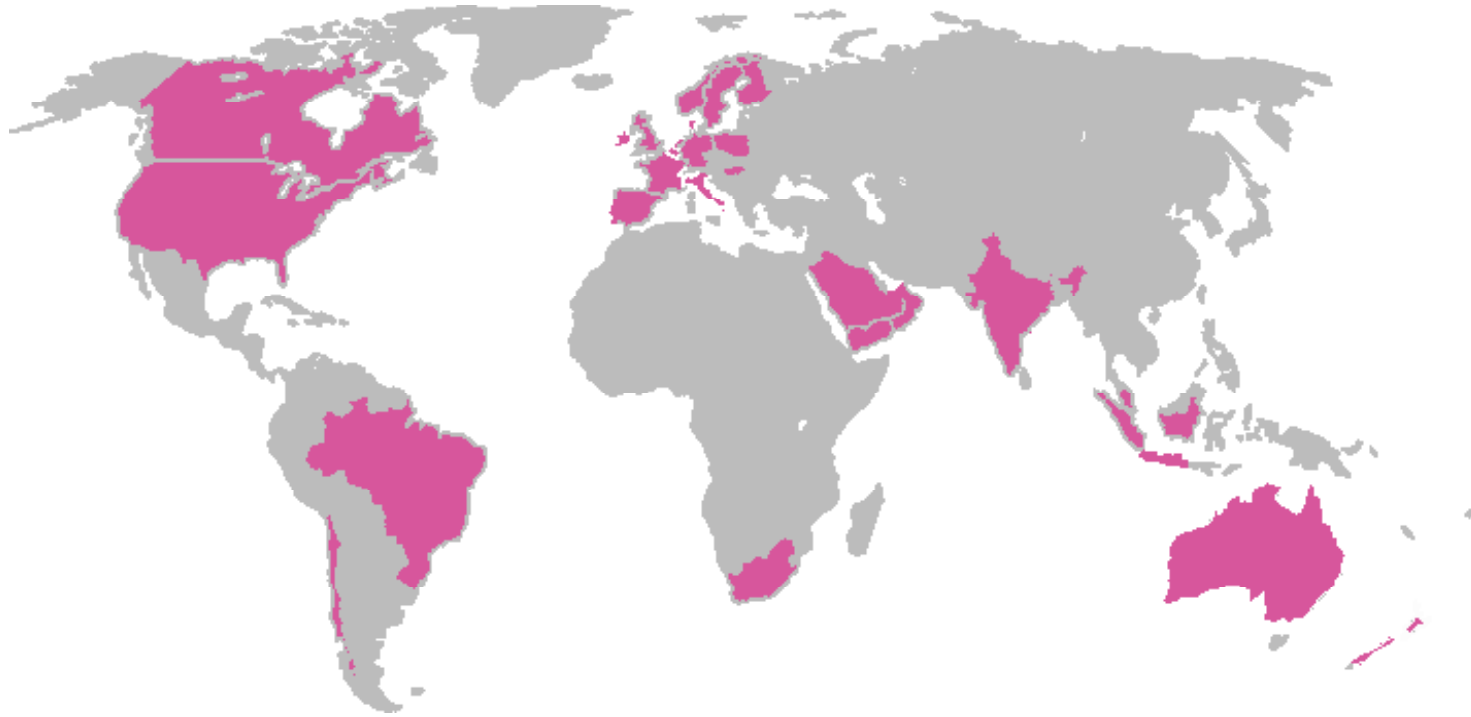
Mavim has solid agreements in place to turn those conversations into a legally sound, professionally workable business engagement. This includes a proposition for a Mavim development license environment, as well as when you offer Mavim to your clients as an option in the MSP model. In accordance with our basic philosophy of clear communication and easy understanding, they're written in plain language, biased towards successful partnerships and mutual commitment, and anticipate your future growth as a Partner.

See what's on offer to Mavim Partners

Partner status includes access to the Mavim Academy, our My Mavim platform, the Mavim Connect Center, the Mavim Partner Portal, and weekly messages containing news, tips, and links to resources. You'll also enjoy access to a Value Engineer who'll coach you through the process of onboarding with Mavim.

Plan for your first successful project

Last comes the most important part, getting your domain expertise and content into the Mavim platform. It will take a while to migrate your knowledge, probably stored in PowerPoints, Excels, Word documents, Visio and more to Mavim – but to make this process easier, there's a long list of import capabilities and toolsets. Understand, however, that it will take time, effort, and other resources to clean up, update, and migrate all your content to the platform in the best possible way. Once done, however, it's done for all time – and of course our people are ready to help. We're looking forward to your success as a Mavim Partner.



FOR MORE INFORMATION ABOUT THE MAVIM PARTNER PROGRAM, CONTACT US AT:

Gooweg 17 | 2201 AX Noordwijk
The Netherlands
☎ +31 88 252 1500

✉ alliances@mavim.com
www.mavim.com/nl/partners

50 Milk Street | Boston MA 02110
United States of America
☎ +1 617 812 7287

✉ alliances@mavim.com
www.mavim.com/partners

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