Uniserv Partner Program

Data Quality from the European market leader.

Uniserv is the largest specialized provider of data quality solutions in Europe. Data Management – the combination of data quality assurance and data integration – forms the core of our portfolio.

Uniserv provide businesses with effective solutions based on years of experience in data quality initiatives, data integration, data migration and consolidation, as well as data synchronization.

Having successfully delivered data quality and data management solutions to over 900 customers globally, we help companies improve their business processes. By maximising the success of their direct marketing campaigns and communication strategies, they succeed in better understanding and interacting with their customers. Uniserv software assists our customers in creating a consistent, reliable, and accurate master data asset, on which they base critical business decisions.

Our product portfolio is used in many different applications, such as CRM, e-business, direct and database marketing, CDI/MDM applications, data warehousing and business intelligence.

Uniserv software solutions can be integrated seamlessly into any business processes, any IT architecture and applications. They come with extensive customization possibilities and the best practice experience of our consultants and partners. We also offer individually tailored data management solutions to optimize business processes. This allows our customers to operate more successfully in the market.

At a glance: Strengths of Uniserv Software offer

- Integrated platform for data quality and data integration
- Comprehensive coverage of data quality functions
- Solutions for all aspects of the corporate data lifecycle
- Suite products
- Suitable for highest workloads
- Single record and batch processing
- On-premise and on-demand delivery modes
- Broad platform coverage

What makes Uniserv's offer unique?

- Over 40 years of experience and continual growth from a European viewpoint of data challenges
- One-stop shop for Data Management: Data Quality and Data Integration solutions for managing and optimising corporate data throughout their entire lifecycle
- Unique customer data quality led approach to DQ, DM, and ETL topics thanks to our historial core competency in Customer Data Quality
- Optimal data quality worldwide: 246 Countries – One Solution
- Unique approach to data content and expert localisation of matching routines, to deliver highest quality results possible
- Breadth of solution delivery and licensing options, to better match project realities whilst driving value for money for end customer
- Over 15 years experience of working jointly with partners, driving business advantage to customers and partners alike

"Uniserv provides us an impressive data quality competence and strong commitment. That is why we have chosen Uniserv to serve our installed base (more than 100 successful CRM projects) and to enhance our offering in the market of ERP and CRM. "

JÜRGEN MUTH, MANAGING DIRECTOR MOVENTO GMBH

Partnering at Uniserv – Success unites.

Partnering at Uniserv is a win-win situation: the know-how and experience of our partners are critical success factors for us. At the same time, you as a partner will be able to generate new opportunities in a market that is growing 20 % annually. There are four partner categories to choose from:

Partner Type	Description	Partner Commitments (Standard & Premium)
Referral Partner	Register leads with Uniserv. Receive an agreed kick-back for projects that are successfully closed within 12 months.	Qualified leads to be registered with Uniserv.
OEM	Integrate or white label Uniserv products or services into your own solutions or offer. ▸ Enhance usability and value that your software and offer delivers to customers.	Partner to manage entire sales, delivery, and support processes for integrated products or offering. ▸ Partner to provide first line support for integrated products or offering. ▸ Production of annual joint business plan and commitment to regular review of progress against plan. ▸ Leads to be registered on a monthly basis. **PREMIUM: Dedicated web pages to Uniserv / Partner offering.**
Value Added Reseller	Distribute and resell Uniserv-branded software and services. ▸ Primary focus on selling Uniserv software licences. ▸ Develop new lines of business based on Uniserv's toolset. ▸ Receive consulting and technical support to deliver Data Management projects.	Proactive promotion of Uniserv solutions to customers and prospects. ▸ Provide access to sales team for training. ▸ Production of annual joint business plan and commitment to regular review of progress against plan. ▸ Leads to be registered on a monthly basis. **PREMIUM: Dedicated web pages to Uniserv / Partner offering, minimum 1 dedicated sales resource per country.**
Solution Partner	Deliver projects using Uniserv solutions or services. ▸ Promotion of Uniserv technology or services as part of offer or solution concept options. ▸ Partner chooses level of enablement suitable for their business model and customer requirements. ▸ Low Enablement: Uniserv as partner's Data Management competency. ▸ Mid Enablement: Able to deliver and configure Uniserv solutions. ▸ High Enablement: Able to deliver complex Data Management projects using Uniserv toolsets, deliver and configure Uniserv solutions, and support customers.	Promotion of project types and offers, that are supported and run using Uniserv solutions. ▸ Access to lead consultants for basic enablement. ▸ Production of annual joint business plan and commitment to regular review of progress against plan ▸ Leads to be registered on a monthly basis. **PREMIUM: Dedicated web pages to Uniserv / Partner offering, minimum 2 trained consultants.**

As a Uniserv Partner, you will benefit from special support and training. Based on your level of commitment, expertise, and experience with Uniserv solutions, we offer a fee free base-line enablement for standard partners or a fee based premium enablement program that offers greater levels of benefits. For example, premium partners will receive preferential rates on training services and other additional benefits for an annual fee.

	Standard Partner	Premium Partner
Partner Management		
Dedicated Partner Manager	✔	✔
Joint business plan review meeting (annually)	✔	✔
Regular business plan reviews	✔	✔
Administration Support	✔	✔
Uniserv Price List - Annual	✔	✔
Sales & Business Case		
Sales support for client engagements	✔	✔
Demonstration support from Uniserv via Webex	✔	✔
Free Data Audit Service	✔	✔
Marketing		
Marketing Campaign/Event Support & Investment	✔	✔
Partner Newsletter and Information Feed Subscription	✔	✔
Marketing documentation and White Papers access	✔	✔
Use of Uniserv logos and marketing collateral for promotional campaigns, websites (by approval)	✔	✔
Marketing & Telesales Support for Custom Campaign Design		✔
Technical & Solutions		
Technical Documentation & Hotline Support	✔	✔
Project Discovery and Solution Concept Design Support	✔	✔
Pilot / Trial Support for end clients	✔	✔
Access to Solution Training at Uniserv HQ at preferential rates	✔	✔
Demonstration Licences (requires basic training for relevant solution)	✔	✔
Web & Promotion		
Partner Logos on Uniserv Partner Page	✔	✔
Partner logo & extended information listing on Uniserv partner page as Advanced Partners		✔
New advanced partners to be introduced to Uniserv customers via Customer Newsletter		✔
Press release to promote Partnership		✔
Internal promotion of partnership and joint offering across Uniserv		✔
Opportunity to promote solutions and services to Uniserv sales teams and customers		✔
Priority selection for Uniserv leads and recommendations		✔
Priority selection for use of partner resources for Uniserv direct projects		✔
Training		
Sale and Opportunity Identification Training	✔	✔
Basic Solutions Enablement (Partner Type Specific)	✔	✔
Preferential Training Rates	✔	✔
On-Site Solution Training Available	✔	✔
5 Free Days Solution Training per annum at Uniserv HQ		✔
Uniserv Certification Review of Integrated Interfaces (OEM & Solution Partner Developments)		✔

Because relationship matters.

Uniserv offers its data management software products worldwide. We aim for customer focus, reliable support and a permanent local presence and wish to build up, develop and maintain business relationships with our customers in the long-term. To expand national and international sales and to drive growth we are looking for committed partners who want to climb the ladder of success together.

Recruiting and maintaining relationships with pro-active partners by offering a powerful service package: that is the key ideal we are striving for at the heart of the Uniserv Partner Program. Let's all work together to create a mutually supporting partner ecosystem, to drive even greater value to customers as well as to fellow partners.

Why partnering with Uniserv?

▶ **To meet the Data Quality and Data Management requirements of your customers, together with a proven industry leader, with a history of delivery and expertise in the specialised DQ field.**
Meet customer requirements, maintain and enhance customer loyalty, and be a one-stop-shop for your customers.

▶ **To generate new business opportunities in a growing and dynamic market**
Data Quality and Data Integration are central to current hot topics (e.g. cloud applications, Big Data, 360° customer intelligence…) and are still essential to established topics like ERP, CRM, BI, and MDM – and the market keeps growing.

▶ **To strengthen and diversify your portfolio and skill sets**
Expand your offering to provide more choice and differentiation for customer and prospective projects, up-skill through Uniserv enablement, and increase your chances of project wins in competitive scenarios.

▶ **To drive new revenue streams and competitive bids**
Margin and preferential solution rates to partners.

▶ **To be a part of Uniserv's success**
Uniserv has been in the market for over 40 years. Its development and continual growth are based on a wide range of powerful software. The customer base includes top names from all industry sectors and many European countries.

"Thanks to the partnership with Uniserv, Capscan are able to offer our customers in the UK high-performance solution models, which can be individually customized. A large number of projects could only be implemented because of the efficient working relationship between Capscan and Uniserv."

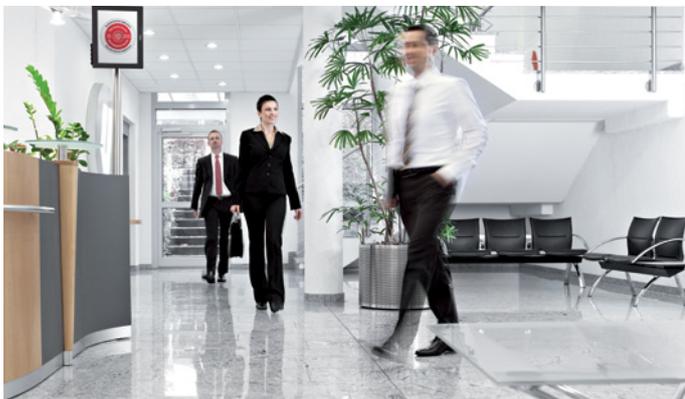DAVID MEAD, DIRECTOR PARTNER AND STRATEGIC RELATIONSHIPS (UK & US)

Sounds interesting?

Contact us and discuss your opportunity
to be a part of Uniserv's success:

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Or visit our website at www.uniserv.com/partner.

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