



# **in**finis

PARTNER PROGRAM

**Your guide to BI sales growth**



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# WELCOME

Are you looking to deliver the next generation Business Intelligence solution? Do you wish to offer the substantial benefits of **Infinis Rapid B.I. Reporting and Analytics** to your customers? As a member of the Infinis Partner Program, you can do just that.

In this guide, you will learn:

- How your organization can benefit from the Infinis Partner Program
- How to determine when Infinis is the best solution for your customers' needs
- How you can leverage the skills and capabilities of your business to experience rapid, B.I. fueled revenue growth
- What are the terms of agreement of the Infinis Partner Program

**LET'S GET STARTED!**

The **Infinis Partner Program** helps our Business Partners to increase demand for their services by becoming industry innovators and enabling their clients to reap the rewards of the latest tools in Business Intelligence.

When you become an Infinis Partner, you will fuel sustained revenue growth for your business by providing your customers with the affordable access to a B.I. application that finally answers their B.I. needs – Infinis.

**Infinis** is the only end-to-end, rapid B.I. application that combines all the back-end and front-end functionalities users need to deploy and use B.I. tools easily and quickly. As a result, Infinis is the first product ever to overcome the two major obstacles that have so far prevented the widespread adoption of B.I. solutions: *data warehousing* and *usability*.

Infinis offers business users:

- Data warehousing, B.I. reporting and analytics, all-in-one
- Instant connections to any new data, no coding involved
- Instant, scripting-free report creation
- Secure report publishing and live presentations
- Fast and easy implementation in less than 4 weeks
- Scalability to support business growth

But **a great product is not enough**; it needs your encouragement, your professional experience and your active Business Development expertise to fully come to life and make a difference for the customer.

Through the Infinis Partner Program, **we can work together** to achieve this goal.

# THE INFINIS PARTNER PROGRAM

# PARTNERSHIP TYPES

Our program offers 4 types of partnerships to fit your needs.

You can choose your partnership type based on the involvement level you are comfortable with, as detailed on the right.

Do you wish to sell Infinis? Are you ready to help us integrate it? Should we sell together?

## **LEADER**

Involvement level: FULL

We provide you with the product license, and you have full commercial and technical control.

## **AMBASSADOR**

Involvement level: HIGH

We sell together: you provide the services and we provide the product.

## **INTEGRATOR**

Involvement level: MEDIUM

You help us implement the solution and we take care of the commercial and administrative side of things.

## **PROMOTER**

Involvement level: LOW

You spread the word about the product and bring in the deal, while we take care of the technical part.

# WORKING TOGETHER

How will we work together? Here are the benefits and requirements that make the **Infinis Partner Program** the real deal:

## BENEFITS

- There is a strong and widespread demand for next-generation business products like Infinis
  - High commission rates - up to 45 %
- Fast, hands-on training for technical and commercial certification with Infinis
- Access to marketing and technical toolkits through our **Partner Portal**
  - Online and phone technical support 7 days a week
- Fast implementation - more value delivered with less work
- Fast track access to Infinis technical resources and software updates

## REQUIREMENTS

- Appropriate technical and/or sales certification
- Shared sales targets, processes and reports
- Shared success stories
- Use of Infinis branding and materials included in the marketing and technical toolkits:

Infinis & ClicData logos  
Marketing materials  
Public Relations  
Customer case study

Sales & Pre-sales Assistance  
Initial Project Review  
Sales Tools  
CRM Portal

# OUR PROMISE TO OUR PARTNERS

In order to achieve our ultimate goal of making a difference for our customers by delivering the next generation B.I. solutions, we will need to work together according to the same principles. Here are the 4 guiding principles that we share with all our employees, customers, and existing partners:

## 1. INNOVATION IS THE KEY TO SUCCESS

The European Union and the French government recognize our capacity to answer business issues in a unique and better way. Since our research expertise lies in the fields of data management and data visualization, we are constantly looking for new ways to extract the best technologies available in order to make B.I. as efficient as possible, and to help our clients succeed in their business.

## 3. COMMITMENT TO EXCELLENCE

We work hard to keep our promises when it comes to providing our customers with the solution that will help them perform better. That is why we offer 3 new versions of Infinis every year, which is a very short production cycle. This is our way of taking into account the constantly emerging market trends and the changing needs of our customers.

## 2. TRACK, COMMUNICATE, COLLABORATE

We use a deeply engrained, collaborative approach with all our clients, partners, employees and peers. This is what keeps us in so in-tune with the needs of the B.I. market. We use technology to track the progress of all our projects, and to keep our communications transparent and open to all players involved.

## 4. TECHNOLOGY IS FUN

We are strong believers that technology should make life easier and more fun. That's why we try not to take ourselves too seriously, and we make sure that we take pleasure in what we do. We are a young team of technical enthusiasts, who speak 5 languages (not including code), think in hundreds of ideas per minute, and who are always playing with the very latest geeky gadgets. After all what's more important than having fun?

# THE INFINIS DIFFERENCE

Two major limitations have so far prevented the widespread adoption of B.I. solutions:

- **Building and maintaining a data warehouse** is a precondition of B.I. adoption that typically absorbs 80% of a B.I. project's budget. As a result, most clients only connect a small part of their data to their B.I. tools and don't have enough resources left to answer the needs of operational business users, 90% of whom go without reports and analysis.
- **Current B.I. tools are complex, rigid and slow.** Even the most agile require programming and I.T. intervention. As a result, only a privileged few business users have access to reports and analyses. In addition, these reports typically require the skills of expert analysts, who take days or weeks to produce them, often in a format that is not useful to decision makers.

**Infinis is the first B.I. solution to overcome both of these limitations at the same time.** It does this by bringing together the best data warehousing and usability features into a single package that is as easy to use as Excel and PowerPoint and still as powerful as the top Enterprise BI Reporting and Analytics systems currently available on the market.

Knowing this, how can you determine when Infinis is the best choice for your customers? Let's find out.

# CHOSING INFINIS

Several innovative capabilities make Infinis very different from the other solutions in today's crowded B.I. market. These capabilities enable the both the Business Analyst, or Management Controller, and the I.T. Specialist to implement faster and to improve staff productivity. Here are 3 typical business cases in which Infinis is the best answer to your customer's needs:

1

## **YOUR CLIENT URGENTLY NEEDS TO BUILD OR EXPAND A DATA WAREHOUSE**

Infinis is the only B.I. solution on the market which enables the users to merge data from different sources into a data warehouse. Infinis builds a data warehouse for you on the fly. The initial data source connection can be performed in less than 4 weeks, regardless of source types or data formats. Once the data is copied, an update can be set up at any given rate to automatically refresh the data that has been modified or added.

2

## **YOUR CLIENTS' FINANCIAL CONTROLLERS, BUSINESS ANALYSTS OR I.T. SPECIALISTS NEED TO CREATE REPORTS FASTER**

When your clients' Controllers get a request from a business team, they most likely have to ask I.T. for access to the data they need, or they waste a lot of time entering the right information manually into spreadsheets. With Infinis, this is no longer necessary. Infinis enables Financial Controllers with average I.T. skills to become self-sufficient and 5 times more productive! They can connect a new data source from Enterprise data to smaller, flat files directly via their corporate network, either locally on their PC or from the Internet. They can immediately create complex reports and dashboards, add indicators, merge files from disparate data sources, and even track each step of a report's construction. Infinis combines the processing power of an Enterprise-level B.I. tool with an Excel-like environment that any business user can feel comfortable using! In addition, Infinis' powerful search engine can scan all connected networks and local storage drives to find any file and save it to centralized server where it will be automatically updated as changes incur. No more waiting for I.T. to find your file backups.

# 3

## **YOUR CLIENT EMBARKS ON A MERGER**

When 2 companies merge, it is often necessary to integrate 2 different data systems, improve indicators and provide better reports. The fastest way to get teams working well together is to share a common set of indicators from day one. With Infinis' ability to merge data from different sources regardless of format, it is indeed possible to connect all the data from both companies in less than a month as opposed to the usual 6 to 12 months. This is true even if the 2 merging companies don't have pre-existing data warehouses. In addition, Infinis can provide common KPIs immediately, to ensure a fast and more successful integration.

The above are 3 typical business scenarios where Infinis brings obvious value to your clients. In addition to these cases, Infinis is beneficial for any Business Analyst or Management Controller who needs the freedom of creating business reports easily, quickly and without depending on I.T. on a daily basis.

The **Infinis promise** is that of an enterprise-level B.I reporting and analytics tool that is as easy to use as Excel and as powerful as the best B.I. tools currently available on the market.

# PARTNER CERTIFICATION

In order to become an Infinis Partner, you must acquire your **Infinis Certification and training**. This will involve:

- Getting the essential knowledge and skills you need to work with Infinis
- Making sure you are equipped to successfully implement, operate, and maintain Infinis
- Making sure your employees have the qualifications and proficiency necessary to deploy and maintain Infinis
- Distinguishing your services in the B.I. market
- Increasing client satisfaction

Training requirements will vary, depending on which partner category you belong to:

PARTNER TYPE	MARKETING	TECHNICAL I	TECHNICAL II
Leader	✓	✓	✓
Ambassador	✓	✓	✓
Integrator	✓	✓	
Promoter	✓		

Certification training consists of both **Marketing** and **Technical** courses, with each course covering different topics and skillsets.

## MARKETING COURSE TOPICS:

- Potential Infinis utilizations (Business cases)
- Q&A
- Infinis elevator pitch
- User profiles, segmentation and targeting
- The sales process
- Data sourcing and co-prospection per territory

## TECHNICAL COURSE TOPICS:

### Back end

- User administration
- Data clones and connections
- Data master
- Data silo and OLAP

### Front end

- Merging data
- Visualizing data
- Creating a dashboard
- Creating a report
- Searching for data

A test will be performed at the end of each course to ensure rapid progress and immediate utilization of your acquired skills.

You can take the **certification exam** after completing all the appropriate courses for your partner category. Upon your successful completion of the exam, you will receive an official **partnership certificate**.



# OUR CURRENT PARTNERS

## A proactive team, a unique product

*“The fact that I can remotely connect any data source I want directly to Infinis is a tremendous advantage for making clients’ BI projects happen quickly. It also makes it much easier to make convincing demos. This is this back end facility that I actually present most to my clients these days: how with Infinis they can plug into any data source they need in a few minutes. Speed is also something that applies to the Infinis team: whether it is answering technical issues or preparing for a sales presentation, they are fast and we work side by side.”*



**Christian Verny**  
Xenatys, France

## They could not believe it

*“Of the Infinis experience with pharmaceutical company Sigma Tau, my team said they thought it was amazing on paper and could not quite believe it could work that way until they actually saw it happen: several key corporate data sources put together in a single dynamic report, no technical skills involved, no long weeks of implementation required. That, coupled with the ease of use of the interface, makes Infinis very special software on a tough B.I market. That is why I have now dedicated 2 people from my team to analytics.”*



**Peter Mueller**  
Bearing Point, Germany

# GETTING STARTED

To find out more about Infinis and to register for the Infinis Partner Program, visit us today at:

[www.infinisworld.com](http://www.infinisworld.com)

For specific questions regarding partnership types, training and certification, or partner commission rates, please contact **Hélène Clary** at:

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