

Star-Knowledge Alliance Partner Program Overview

INTRODUCTION

Success in today's business environment requires industry participants to work together, integrating their products, services and technologies for increased customer value.

The goal of the Star-Knowledge Partner Alliance Program is to develop high-value relationships with small to medium software service providers and industry consultants to:

- Augment their software technical capabilities for current offerings
- Expand their market, product, and service span with new services and solutions
- Provide an additional sales channel to sell their existing services and solutions

By forming an alliance with Star-Knowledge, organizations can leverage the power and reach of the Star-Knowledge partner family to enrich and / or develop new products that are right for their target audience.

The Star-Knowledge Alliance Partner Program Model creates economic incentives and a total economic value for partners at a disproportionately higher rate than competitor offerings when partners engage in the right value behaviors (demand creation and partner enablement).

FOUNDING COMPANIES

Star-Knowledge is a business partnership founded by The Knowledge Compass, Inc. and Starsoft-India. The organization is directed by professionals with Fortune 100 management experience and staffed with over 200 + years of accumulated academic and work experience engaged with complex and innovative customer and research projects.

SERVICES & SOLUTION PORTFOLIO

With the Star-Knowledge Alliance Partner Program, there's one entry point that makes it easy for you to get started, and one simple way to grow your software development and support revenue from your existing and new customers.

But that "one way" is unique to you and your business. Star-Knowledge understands that, which is why our alliance partner program provides attractive options scaled to fit your business model and business goals. Partners receive incentives and rewards for increased levels of commitment and benefit from a tremendous opportunity to grow revenue with the Star-Knowledge portfolio of services and solutions.

Star-Knowledge is committed to providing the "perfect experience" – for you and for your valuable customers.

By becoming a Star-Knowledge Partner, software providers and industry consultants can generate additional recurring revenue at a substantial profit margin by having Star-Knowledge act as your off-site software development and support team. Partners are provided with comprehensive training, marketing collateral and access to a dedicated support team and Web Accessible Partner Portal to enable you to support the level of service your customers expect.

Star-Knowledge is dedicated to supporting our Partners in their effort to provide outstanding service.

Unlike other software services partner programs that require upfront fees and ongoing operating costs, Star-Knowledge enables you to leverage your existing resources within your own organization and only add cost at the margin, where tangible business opportunities justify it. You also have the freedom to choose which Star-Knowledge service or combination of services and solutions you want to provide your customers.

In essence, partnering with Star-Knowledge is like a “business on-demand.”

If you are looking for professional and quality-centric services to compliment your solutions, our program will help you achieve this goal. Star-Knowledge services are provided within most common technical environments within the below service segments:

- Customized Software Development Services
- Software Support Services:
- Business Software Solutions

VALUE PROPOSITION

An increasing number of successful software providers and industry consultants are partnering with Star-Knowledge because of the broad expertise and support that Star-Knowledge offers to its privileged Partners.

We are an accredited Microsoft Gold Partner and Intel Partner which means we have proved ourselves to have rigorous software development procedures in place and to be committed to high standards of quality and customer service.

The goal for software providers and industry consultants to partner with Star-Knowledge is to improve customer loyalty and ensure a healthy bottom line.

The Star-Knowledge Alliance Partner program benefits include:

- The Program is FREE; no financial investment required
- The Program is non-binding and non-exclusive
- The Program has no commitment levels – partners sell at their own pace
- Opportunity for significant customer fee mark-up: Star-Knowledge services typically priced at 50% of market rates

- Extensive marketing and pre-sales support
- Screened leads from e-marketing and outbound sales activities inquiries provided for your target markets
- Access to Partner Service Portal (PSP) to manage pre-sales & project activities
- Dedicated Relationship, PM & QA Resources
- Opportunity to resell your services and solutions to other Partners in the Program

MARKETING SUPPORT

Star-Knowledge provides marketing support through a comprehensive marketing and sales program that provides Partners with the tools and resources necessary to be successful, including:

- Marketing Materials
- Co-branding Web Sites
- Demos & Presentations
- Joint Press Releases
- Joint Web Seminars and Programs
- Tradeshows
- Newsletter listings
- Telemarketing

ALLIANCE PARTNER PROGRAM REQUIREMENTS

Becoming a Star-Knowledge Partner is simple:

Confirm that your organization meets the basic business requirements

- An established software provider or industry consultant business
- Financially stable company

- Extensive knowledge of the targeted market segment
- Business references
- Complete the partner application form

JOIN THE PROGRAM: NEXT STEPS

The Star-Knowledge Partner Alliance Program is designed for Partners to build a successful and sustainable software services business. If you are looking to grow your business, win new customers, and deliver unmatched software development and support services quickly and affordably, join our Technology Alliance Team Partner Program.

Register on Star-Knowledge Alliance Website (www.star-knowledge.org) and complete the alliance partner program application.

