



SAP® REFERRAL PROGRAM

WITH LITTLE EFFORT, ET ALIA NETS \$54K FROM THREE LEADS

QUICK FACTS

Name

et alia, LLC

Website

www.et-alia.com

Headquarters

Milwaukee, WI, U.S.A.

Members of the SAP Referral program come from all different business walks of life. It doesn't matter if you already sell SAP solutions or if you are just getting to know the company by joining this program. The common bond among program members is growing revenue in the small and midsize enterprise market. et alia LLC is an example of a current SAP partner that grew its bottom line by sharing leads that did not fit its current SAP-focused business model.

Milwaukee, WI-based et alia sums up its mission as "enabling long-term business value, growth, and profitability with industry expertise and world-class business management software."

When founded in 1999, et alia was built on a solid foundation of SAP expertise with a sharp focus on the construction and services market throughout North America. Their success as an SAP Business All-in-One partner has included SAP Customer Satisfaction Awards as well as the SAP Best Practices Award for Solution Development. With these credentials, you would think et alia would never need to share a lead with SAP. The reality is that they, like any other company, encounter opportunities that aren't right for them.

What's in a Name?

In Latin, et alia means "and others" -- a reference to the company's strong team of SAP specialists focused on their CREW™ for Construction and CREW™ for Professional Services SAP Business All-in-One solutions.

In many ways, the SAP Referral program builds on et alia's "and others" brand identity by providing a new dimension to their business and a stronger connection to "others" within the overall SAP ecosystem. Besides creating a potential new revenue stream for program members, qualified referral leads that are shared with SAP can also result in business for other SAP partners. Newcomers to the SAP Referral program have the opportunity to

increase sales and concurrently learn about the company, its solutions, and potential for additional partnering opportunities with SAP.

At et alia, each lead is considered with all possibilities in mind. "We maintain a very focused approach to business development, including multiple active lead-generation campaigns," comments Tad Bungener, et alia's director of business development. "With the SAP Referral program, when an active opportunity falls outside our core focus, we have a way to add value to an otherwise unrewarded effort."

And the rewards have been big. Three referrals that et alia submitted resulted in a total of \$54,000 in payouts to their company.

Remaining involved in the follow-up process associated with leads they refer is not required, and from Tad's view, also not necessary. "We trust the strong integrity of SAP and its partner community, and refer SAP opportunities with confidence."

Tad describes the online process for submitting referrals as "very simple, intuitive and convenient. We have not had any challenges in this regard nor with any aspect of the program."

If you're not already one of the many "others" benefiting from the SAP Referral program, now's the time to engage. Your next lead may not be right for you -- but it can still mean big profits for your company!

TAKE ACTION

Learn more about the program at www.sap.com/ecosystem/partners/referral/index.epx. It's easy to enroll your company -- and just as easy to submit opportunities.

Referral Program Benefits:

- Big financial rewards and the best business software for your customers
- 5% of the initial net software license revenue (or first year's subscription to SAP Business ByDesign), up to \$50,000/€50,000, on referrals that become won/closed/paid deals
- No software expertise required
- Secure website for easy opportunity entry and tracking
- Free membership

Business Intelligence Applications

- BusinessObjects™ Edge Series

Business Management Applications

- SAP Business One
- SAP Business All-in-One
- SAP Business By Design

Performance Management Applications

- SAP Strategy Management
- SAP Business Planning and Consolidation