

Authorized  
Alliance Partner



## Partner Alliance Program



If you don't introduce your clients to document and content management...  
***SOMEONE ELSE WILL !***

# Authorized Alliance Partner Profile



The Authorized Alliance Partner option is a *referral partnership*, and is an excellent option when software sales is not your core business. It also provides a great starting place for companies that may not yet have the resources in place to actively sell DocumentLOK™ or ContentLOK™ solutions, but who wish to do so in the future. We value your relationships and influence with your clients, and consider you an extension of our own sales force.

As an Authorized Alliance Partner, you will leverage the solid relationships that you have with your customers and contacts to create revenue opportunities for yourself by introducing Bull Valley Software and our best-of-breed document and content management solutions to these customers and contacts. In so doing, you will earn a 10% revenue share on any DocumentLOK™ or ContentLOK™ software sale that results from a qualified lead submission.

Simply provide us with an introduction to your customer or contact. From that point forward, Bull Valley will manage any sales activities associated with the promotion of our DocumentLOK™ and ContentLOK™ document and content management solutions. As an Authorized Alliance Partner, you are welcome to participate in any presentations or prospect contacts, but you are under no obligation to do so.

All that we ask in addition to this introduction is that you stay current on basic DocumentLOK™ and ContentLOK™ functionality, so you can effectively introduce the concept to your customers and contacts.

## Qualifying as an Authorized Alliance Partner

Becoming an Authorized Alliance Partner is easy. If you possess:

- ◆ Solid, reputable relationships with your customers and contacts
- ◆ The insight to know when a DocumentLOK™ or ContentLOK™ solution would help address a business need
- ◆ The willingness to introduce them to our market-leading document and content management solutions

...then we invite you to complete an Alliance Partnership Application, and begin your journey to delivering unparalleled value to your clients, while opening up a significant new source of revenue for your company at the same time.

Mail the enclosed application to:  
Partner Alliance Program  
Bull Valley Software, Inc.  
P.O. Box 130  
Woodstock, IL 60098

Fax the enclosed application to:  
(815) 337-8739

Access an application online at:  
[www.bullvalleysoftware.com](http://www.bullvalleysoftware.com)

Email the attached application to:  
[pr@bullvalleysoftware.com](mailto:pr@bullvalleysoftware.com)

# Authorized Alliance Partner Benefits

We know that successful partnerships involve much more than simply doing business together. Successful partnerships create greater revenue-generating opportunities for both parties, and result in more joint revenue than the organizations would likely generate by acting separately. As part of our commitment to your success, Authorized Alliance Partners can receive the following benefits:



## Zero volume commitment – big revenue potential:

- ◆ No referral quotas to meet – refer your customers and contacts as you see fit
- ◆ Earn 10% revenue share on every DocumentLOK™ or ContentLOK™ software sale that closes within 12 months of our initial contact with the prospect
- ◆ Reach \$100,000 in calendar-year referral sales, and start earning an additional [5% Incentive Bonus](#) – increasing your total revenue share to 15% !

## Access to training:

You are invited to (optionally) participate in:

- ◆ Our comprehensive LOK-and-Load™ new partner training program
- ◆ Periodic, on-going training classes as new functionality is introduced
- ◆ Annual partner conference with in-depth product and sales training classes, technical discussions and roundtable forums with other Alliance Partners

## Marketing support:

As an Authorized Alliance Partner, you can take advantage of significant marketing support

- ◆ Unlimited access to DocumentLOK™ and ContentLOK™ marketing collateral
- ◆ Unlimited access to other marketing materials to help you succeed and maximize your revenue potential
- ◆ Profile and link on BVS web site to increase your Internet exposure

## Complete partner support:

From your first day as an Authorized Alliance Partner, you will receive the personal attention of a dedicated Business Development Manager who will:

- ◆ Coordinate all partner resources
- ◆ Provide business development, sales & marketing support to help you successfully discuss and recommend DocumentLOK™ and ContentLOK™ to your customers and contacts

## CARPORT™ – Bull Valley's exclusive Consolidated Alliance Resource PORTal for:

- ◆ Lead submission
- ◆ The latest news, sales promotions, release notes and product bulletins
- ◆ Discussion forum with other Alliance Partners and BVS staff
- ◆ Unlimited access to marketing collateral, press releases, case studies, white papers and other promotional materials
- ◆ Upcoming training schedules and registration tools

**Software integrators & developers receive extra benefits.  
See back page for details.**

## Additional benefits available only to software integrator / developer partners

- ◆ Custom integration toolkit
- ◆ Access to BVS software engineers for integration development assistance
- ◆ Additional training
- ◆ Access to BVS on-line knowledge base
- ◆ Enhanced listing on BVS web site

## Bull Valley Software At-A-Glance

Bull Valley Software, Inc. is a premier provider of Document Management, Enterprise Content Management, ITIL® and regulatory compliance solutions. By integrating with virtually any Windows® or web-based application, DocumentLOK™ and ContentLOK™ maximize an organization's existing technology assets by providing immediate, single-click access to all of their documents and electronic content from within their primary business application(s). Recognized among the most comprehensive solutions offered today, DocumentLOK™ and ContentLOK™ combine secure document and content management, compliance management, and workflow management in one enterprise application, delivering the power and flexibility to adapt to the ever-changing regulatory and technological landscape of today's global business environment.

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



CORPORATE HEADQUARTERS:  
P O Box 130 ◆ Woodstock IL 60098  
(815) 337-8700 t ◆ (815) 337-8739 f

DALLAS SALES OFFICE:  
P O Box 51674 ◆ Denton TX 76206  
(940) 497-3966 t ◆ (940)239-7675 f