



# Strategic Alliances & Partnerships

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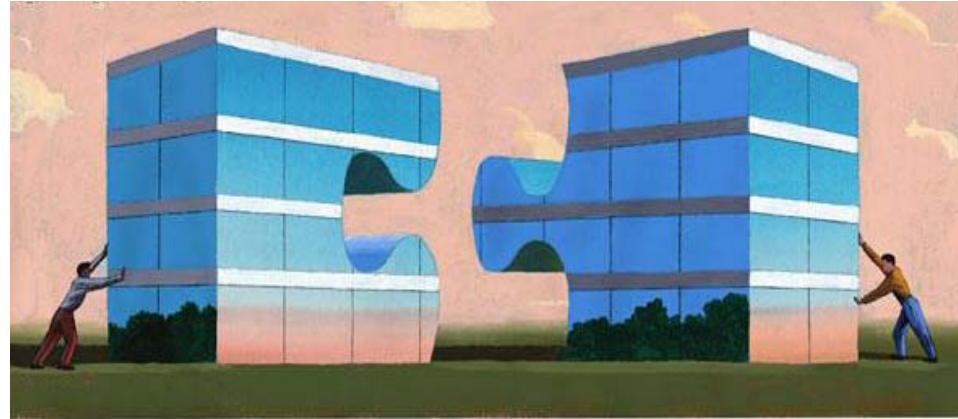
# About VFA

- Leading provider of software and services for facilities capital planning and management
- Enables clients to optimize investments in facilities and infrastructure
- Almost 300 clients in education; federal, state and local government; healthcare and corporate markets



# Why Partner?

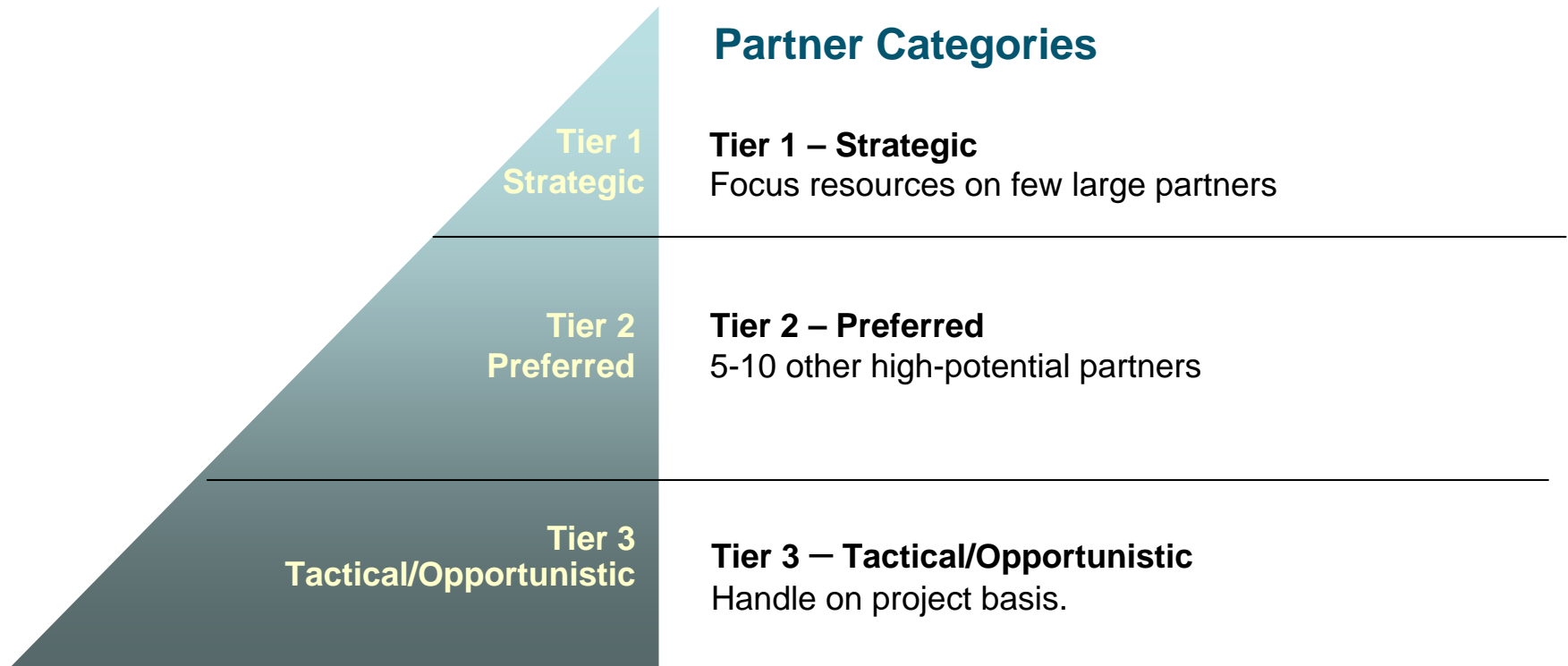
- Gain access to technology
  - New product functionality
- Expand market presence
  - New verticals
- Enhance credibility
- Strengthen competitive edge
- Financing alternative
- Channel
  - VAR
  - System Integrator
  - OEM



# VFA Partners

- Software firms with complementary products
- System Integrators
- Architectural & Engineering Firms (OEMs)
- Facilities Outsourcers





# The Right Partner

- Compelling value proposition for company and partner
- Understanding of what would be required to make partnership work
  - Integration
  - Training
  - Marketing
  - Account mapping
  - Revenue sharing
  - Sales compensation (company and partner)
  - Mechanism to address overlap
- Common customer(s)

# What Works

- Ensure incentives for each partner
- Champions on both sides
- Develop and nurture relationship
- Communicate frequently



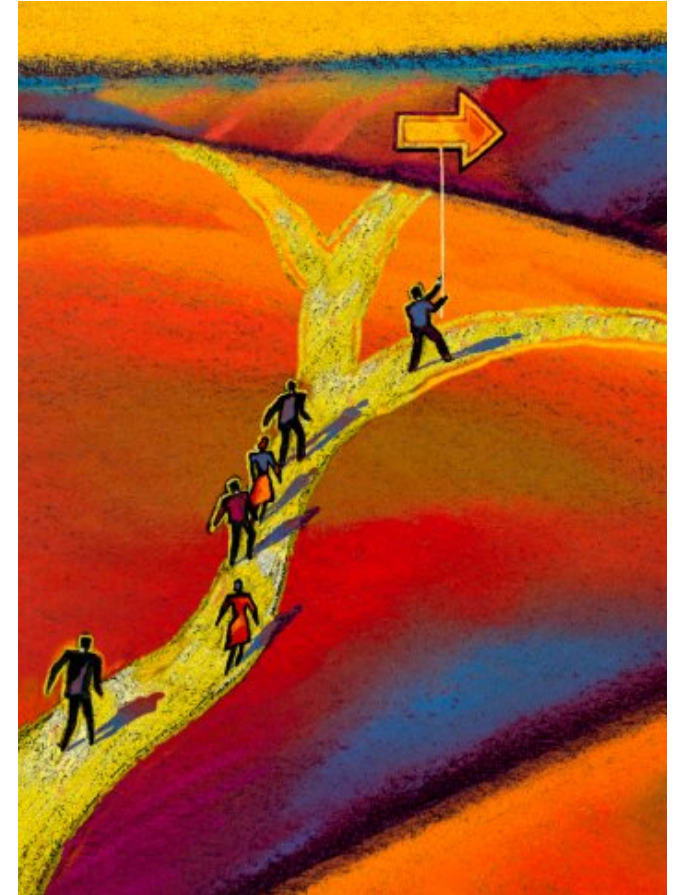
# What Doesn't Work

- Logo relationship
- One sided
- Failure to implement
- Failure to generate revenue
- Exclusivity for little return



# Successful Partner Marketing

- Communicate the joint value proposition to customers, prospects, investors, other partners
- Vehicles
  - Press release
  - Web sites
  - Collateral
  - Marketing events
    - Seminars, webinars, direct mail...
  - Joint speaking and writing opportunities



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