

Partner guide

LYNQ

Over the next decade, forward-thinking businesses will transform themselves through connectivity, data, automation, and an increasingly sophisticated workforce. They will look to their partners to provide them with the technology.

Win new business and retain customers to drive your growth.

Retain customers

Retain customers by extending and enriching their existing system with a configurable, MES software solution that can be deployed in less than 12 weeks and provides a return in just 6 months.

Grow your base

Grow your customer base with a partner program that provides you with the right tools, enablement and software access to win new business and drive growth, fast.

Increase revenues

Increase software revenues by earning a percentage on sales. Grow your service revenues with implementations. Add new revenue streams with consultancy from factory automation projects.



Partner options

Driving your growth with three core engagement models.



Bronze

Referral Agent

Earns commissions by introducing LYNQ and assisting with the sale.

20% software license fees

0% annual license fees

0% implementation services

\$62,250 per year - earning potential based one (1) deal per month with average software value of \$25,935 (single site with 30 resources and 3 automated machines excl. services).



Silver

Approved Sales Partner

Earns a percentage of software sales by marketing and selling LYNQ.

35% software license fees

10% annual license fees

0% implementation services

\$115,000 per year - earning potential based one (1) deal per month with average software value of \$25,935 (single site with 30 resources and 3 automated machines excl. services).



Gold

Certified Solution Provider

Earns a percentage of software sales by marketing and selling LYNQ plus service revenue from implementations and consultancy.

40% software license fees

30% annual license fees

100% implementation services

\$263,250 per year - earning potential based one (1) deal per month with average software value of \$25,935 (single site with 30 resources and 3 automated machines incl. \$10,000 services).



Plan

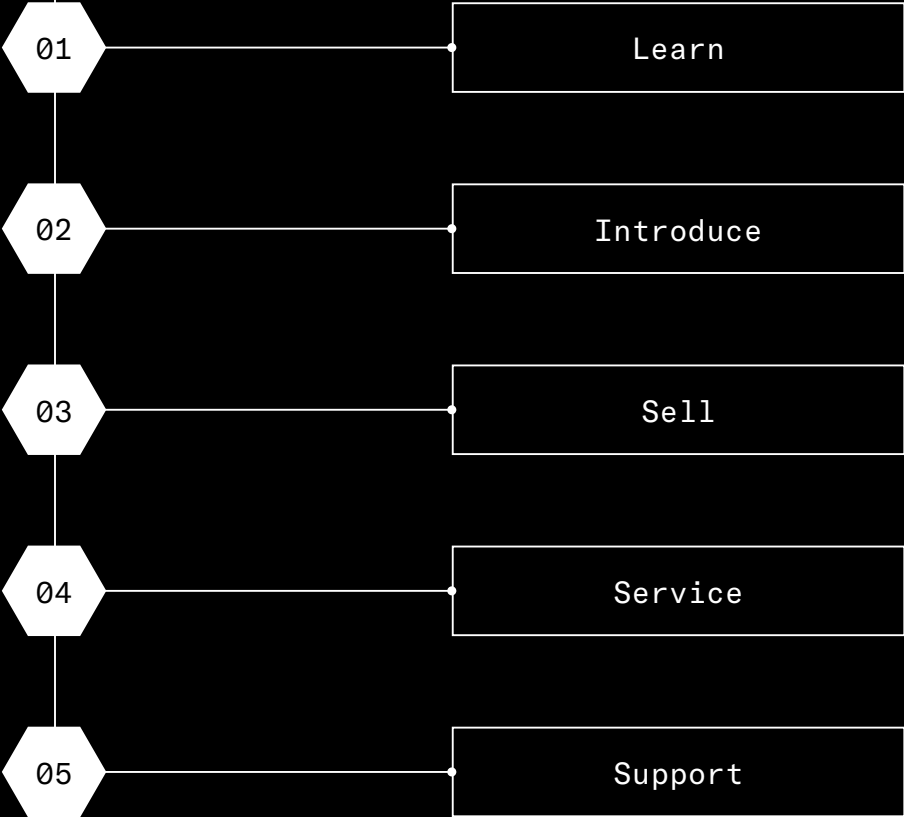
Automate

Work better together

Partner Program

We support and recognise our partners with our simple to follow partner program, designed to provide you with the right tools, enablement and access to win new business and drive your growth with LYNQ, fast.

Over the next few pages we will provide you with a summary of the requirements and benefits of the program.



01

Learn

What our partners are saying about us.

“We expect our partners to take responsibility for their commitments by providing reliable products and services. We expect them to contribute to the success of our clients and we will accept nothing less. LYNQ has not only met this minimum requirement, but has far exceeded our expectations.”

- BT Partners, Illinois, USA

Become a partner

Win new business and retain customers to drive your growth.

Partnering with LYNQ gives you an invaluable opportunity to offer software and services that support and optimise the core activities of any manufacturing company, helping you to deepen relationships with your customers and become a trusted partner.

Partner Portal

Gain access to e-learning courses, marketing materials, sales tools and more.

Marketing

Access our marketing materials to run campaigns and generate demand.

Education

Self paced learning to help you understand the solution and start to sell fast.

Sales

Access demo environments, pricing, order forms and other materials to help you sell.

Visit lynqmes.com for more information



Introduce

Bronze

Referral Agent

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\$62,250 per year - earning potential based one (1) deal per month with average software value of \$25,935 (single site with 30 resources and 3 automated machines excl. services).

Partner obligations

Win new business and retain customers to drive your growth.

Requirements

- Work with our marketing team to run cooperative campaigns to generate demand.
- Register leads via our website to ensure you are recognised for the sale.
- Supply any additional information reasonably requested in relation to the lead.
- Assist in making contact with the prospect by arranging an introduction, meeting, conference call or other means of communication.

Prerequisites

1. Complete the self-paced Course#1 (Awareness) via the Partner Portal and pass the knowledge check.
2. Sign the partner agreement.



03

Sell

Silver

Approved Sales Partner

Earns a percentage of software sales by marketing and selling LYNQ.

35% software license fees

10% annual license fees

0% implementation services

\$115,000 per year - earning potential based one (1) deal per month with average software value of \$25,935 (single site with 30 resources and 3 automated machines excl. services).

Partner obligations

Win new business and retain customers to drive your growth.

Requirements

- Manage the entire sales cycle from generating demand to closing the sale, without assistance from LYNQ.
- Register leads via our website to ensure you are recognised for the sale.
- Submit orders using the forms provided accompanied by a signed software license agreement to sales@lynqmes.com.
- Provide customer success criteria and other information as reasonably requested to support a successful implementation by LYNQ.

Prerequisites

1. Complete the self-paced Course#1 (Awareness) via the Partner Portal and pass the knowledge check.
2. Complete the self-paced Course#2 (Readiness) via the Partner Portal and pass the knowledge check.
3. Sign the partner agreement.



Service

Gold

Certified Solution Provider

Earns a percentage of software sales by marketing and selling LYNQ plus service revenue from implementations and consultancy.

40% software license fees

30% annual license fees

100% implementation services

\$263,250 per year - earning potential based one (1) deal per month with average software value of \$25,935 (single site with 30 resources and 3 automated machines incl. \$10,000 services).

Partner obligations

Win new business and retain customers to drive your growth.

Requirements

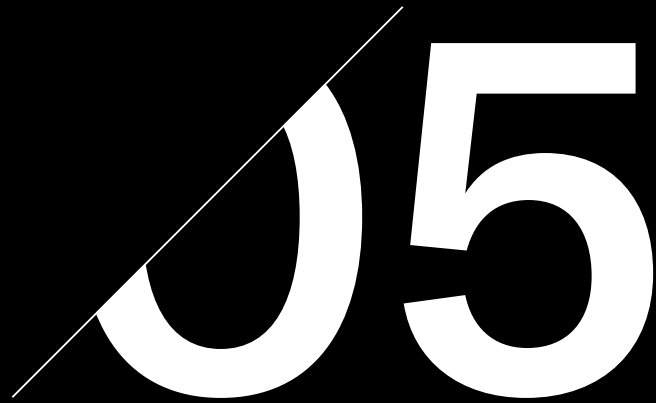
- Manage the entire customer lifecycle including demand, sales, implementation and 1st and 2nd line support.
- Register leads via our website to ensure you are recognised for the sale.
- Submit orders using the forms provided accompanied by a signed software license agreement to sales@lynqmes.com.
- Provide implementation documentation to include factory review, configuration, user acceptance, project completion as required for the provision of 3rd line support by LYNQ.

Prerequisites

1. Complete the self-paced Course#1 (Awareness) via the Partner Portal and pass the knowledge check.
2. Complete the self-paced Course#2 (Readiness) via the Partner Portal and pass the knowledge check.
3. Complete a 5-day implementation bootcamp and pass the knowledge check (USD \$10,000 excl. expenses, includes 1st implementation, jointly delivered).
4. Sign the partner agreement.

LYNQ Gold Partner.

Visit lynqmes.com/partners to register today

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Support

**What our partners are
saying about us.**

“The support team at LYNQ are very friendly, knowledgeable and responsive. They’ve always provided answers to my questions. When I have asked for further assistance, LYNQ have been quick to meet online with me to work through the problem together.”

- Automotive manufacturer
with 80 employees

Customer support

Helping you make a success story with every customer.

As a company we pride ourselves in developing leading edge solutions which continue to evolve and keep pace with the needs of small to midsize manufacturers. Making use of latest technologies, we continue to add value to our customers through regular updates, new features and capabilities.

Self Service

24/7 access to our support portal for knowledge articles, videos and more...

Remote Assist

Assisted upgrades, troubleshooting and diagnostics using our remote access tools.

Help Desk

Customer access to our service desk with email support during UK office hours.

Client Success

Dedicated Customer Success Manager (CSM) to maximise return on investment.

Visit lynqmes.com
for more information



No.6

Your customer.
Planned.
Tracked.
Automated.
Analysed.
Optimised.
Understood.

LYNQ

AMER | EMEA | APAC

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