A Unique Business Opportunity

While one source dates the familiar proverb *"Opportunity knocks but once"* back to 8 A.D., the saying still holds true today. Ignoring opportunities can result in great remorse. One very important opportunity is knocking loudly on your door and likely, one of the following scenarios apply to you.

Which Scenario Best Describes You?

As a company owner, business development manager, or team leader...

I have my own custom ERP solution and it's time to modernize it.

Why not use out-of-the-box ERP system modules?

Does adding third party utilities drastically reduce your actual margin? Get a bigger slice of a bigger margin pie by eliminating them.

My sales volumes determine my margins with my OEM supplier but I deserve more.

I am successful with my current ERP product set but waste valuable time with the following:
- Updating non-differentiating modules of my ERP solution, like General Ledger
- Redoing customer modifications with every new release of the product
- Supporting multiple versions of my solution because my customer's modifications have left them "stuck-in-time"

My current product line is tied to one particular operating system and/or can't be deployed in the cloud

My current product line does not scale well.

Technically, it can't accommodate large user counts.

It is too costly for businesses with small user counts.

I have a ton of good ideas for the product but lack the resources to implement them.

As an individual...

I want to make more money using my IT know-how.

I work hard and know I can run a successful business if I just had the opportunity but I can't afford the start-up costs.

If one of these scenarios described you, you're the missing piece!

Read on...

By Paul D. Yeomans
Vertical Market Account Manager

The Basics of the Solution

AddonSoftware® by Barista® is a proven and trusted solution with many years in the market, refined and enhanced through its use. This solution scales extremely well from a small handful of users up to hundreds of users. It is priced competitively, platform independent, and provides you with deployment choices including on-premise or hosted cloud. It is flexible. Since your deployment choice uses the same code, you can change deployments later. Move to the cloud and back as your requirements change.

It is simple to sell. AddonSoftware is ready to deploy and includes the source code along with the RAD tool, Barista Application Framework. You just have to determine the number of concurrent ERP seats required. Keeping it easy, we distribute AddonSoftware in three bundles:

- **Accounting** includes Accounts Payable, Accounts Receivable, and General Ledger
- **Distribution** includes the Accounting bundle + Inventory Control, Sales Order Processing, Purchase Order Processing, and Sales Analysis
- **Manufacturing** includes both the Accounting and Distribution bundles + Bill of Materials and Shop Floor Control

More Reasons to Consider AddonSoftware

We own, develop, and support the full technology stack, from the language and development tools to the ERP solution. Are you paying for installers, licensing, report writers, and email/fax functionality? You no longer need those extra expenses. By building in most of those utilities you would otherwise purchase from a third party, we save you and your customer money that improves your margins.

It is Easy to Get Started

With no upfront financial investment for the entry partner level, cost barriers common in the industry are non-existent. Just bring your vertical knowledge and development skills along with your business drive. We supply you with the tools, training, and a support framework to lay a foundation for your success.

The AddonSoftware Partner Program is a uniquely modern approach to structuring a software partnership program. After analyzing the market and noting the advantages and disadvantages of many current programs, we infused open source development concepts with a traditional OEM partnership to create what we believe is the most balanced, dynamic, and open offering available anywhere.

What is Commercial Open Source?

Incorporated into the AddonSoftware Partner Program is a unique component referred to as *Commercial Open Source*, the ability to contribute to the development of the solution itself and in return gain rewards. Participation is optional and the degree of participation is up to each partner.

At its core, *Commercial Open Source* is open source in that partners are contributing directed development to the improvement of the product by adding their own experience with vertical solutions and customer requirements. The

commercial twist we added to the open source model is simply that partners receive product credits, up to 100% on new purchases; and a significantly reduced monthly partner fee for their directed 'sweat-equity.'

How Does it Work?

The Partner Program offers three-levels; Authorized, Elite, and Premier. The entry level is the Authorized Partner, which has no sales volume requirements or membership fees, yet still offers a partner discount and no-cost product training. Removing the financial barriers to join and providing you with everything to get started makes this a low-risk opportunity with great potential rewards to participants. Authorized Partners can optionally participate in *Commercial Open Source*, to earn product credits for their development efforts, by paying the same membership fee as our Elite and Premier Partners.

Elite and Premier Partners enjoy higher product discounts based upon product sales volume and optionally may participate in *Commercial Open Source* at no additional charge. Participation also reduces membership fees. Additional no-charge benefits such as passes to technical conference and technical training are included for the Elite and Premier Partners and Authorized Partners who elect to participate in *Commercial Open Source*.

How to Get Started

Sign up for 4½ days of no-cost product training conveniently delivered to you at your desktop by our training team. Interested in development and customization of the solution? Attend an additional 4 days of development tools training, again at no cost. Rather than scheduling all training days continuously, we stagger them among non-training days to give attendees time to practice their new skills and to catch up on work demands, as needed.

How it Compares

Blending the strength of the traditional OEM relationship with features from the open source world creates AddonSoftware's unique *Commercial Open Source* component. Have a look at **Figure 1** to see how this compares with other programs.
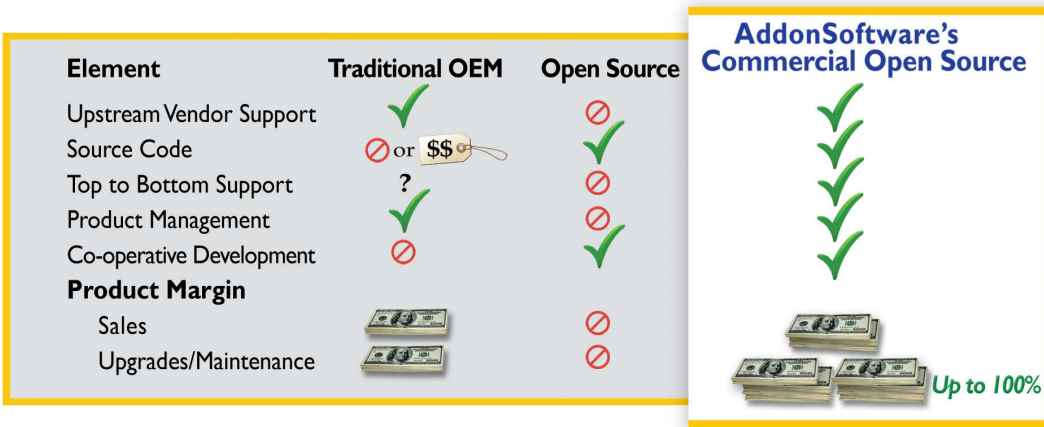

Element	Traditional OEM	Open Source	AddonSoftware's Commercial Open Source
Upstream Vendor Support	✓	⊘	✓
Source Code	⊘ or $$	✓	✓
Top to Bottom Support	?	⊘	✓
Product Management	✓	⊘	✓
Co-operative Development	⊘	✓	✓
Product Margin			
Sales	💵	⊘	💵
Upgrades/Maintenance	💵	⊘	Up to 100%

Figure 1. The benefits of the *Commercial Open Source* component

Profitability should be a primary consideration when reviewing a reseller partner opportunity. Can I make money? We preserved the structure of an established market price for the solution; something that open source cannot deliver since there is no selling price or street value for open source products. The competitive partner discounts on product sales, upgrades, and maintenance can be further extended should you decide to leverage your existing expertise via *Commercial Open Source*. You are in a position to make code contributions to the solution, empowered to set your own selling margins. Up to 100% of your new product sales can fall directly to your bottom line!

Summary

Blending the best of both worlds – the traditional OEM VAR channel with the open source model – results in a hybrid AddonSoftware Partner Program that delivers benefits to everyone...end users, developers, and suppliers. Find out more about your opportunities in this uniquely modern program, contact me at pyeomans@addonsoftware.com. ■

- Visit addonsoftware.com
- Review the AddonSoftware Partnership Program Overview at links.addonsoftware.com/partneroverview
- Cick the image below for an interactive peek at this ERP opportunity