



**Focus on Success and Profitability**

# BENEFIT FROM OUR **PARTNER PROGRAM**

Leverage the right Supply Chain Management (SCM) solutions and services. Our partner program is tailored to your and your clients' business needs.

# Partner Program

SCM solutions are designed, built, optimized and managed by a world-class customer success team singularly-focused on partner and client growth and profitability.

## GUIDING PRINCIPLES

- Amplified growth
- Mutual values
- Better brand association
- Increased revenue
- Extended network
- Enhanced solution offering
- Indirect sales channels.
- Upscaling sales and marketing



### Selling Channel Partners

#### Referral Partner

- Collaboratively endorsing / referring 4R solutions in specific markets.
- Commission payment for new client users of 4R services and solutions

#### Channel Partner (Reseller)

- Indirect sales
- Value added reseller (VAR) to resell and implement the 4R solutions to their clients and customers.

#### Joint Go-To-Market Partner (Strategic Partner)

- Joint sales partner driving incremental revenue through a collaborative sales cycle
- End-to-end partner enablement from sales play books, partner nurture programs, sales and marketing execution.



### Consulting Partner

#### Implementation / Consulting Partner

- JProvides implementation, integration, and consulting services.
- JInstrumental in helping clients achieve their greatest benefit from their 4R solutions.
- JEnhances overall solution value
- JCo-marketing opportunities



### Technology Partner

#### Solution / Technology Partner

- Intended for partners that offer a service or technology that is adjacent or mutually complementary with 4R.

# 4R

**As a member of the 4R Partner Program, we can provide the market with expert knowledge in c-store retail strategy combined with proven SCM software solutions.**

4R Partner Program has been built with your needs in mind. 4R has built a structured partner program, designed to mutually increase customer outreach and growing revenues.

- ✓ Go-to Market Support
- ✓ Training & Support
- ✓ Sales Plays

- ✓ Nurture Programs
- ✓ Marketing Execution
- ✓ Sales Execution