



Through the InterAction Partner Program, we are committed to responding to the needs of our customers and increasing stakeholder value. We will extend our ability to provide the best CRM software and services to professional services organizations by developing and maintaining a premier network of companies that supply additional technical, training, data management, content augmentation and software applications.

Our InterAction Partner Program's design is based on achieving our top strategic goals: increasing value to customers, winning market share in focused markets, declaring Relationship Intelligence mission critical, and identifying and pursuing new growth opportunities.



## Partner Categories

The InterAction Partner Program is comprised of industry-leading companies whose technologies, vertical market expertise or services complement the InterAction product suite. To build, manage and grow these Partnerships for mutual benefit, we offer three distinct partner categories: InterAction Implementation Partners, InterAction Training Partners and InterAction Solution Partners.

### InterAction Implementation Partners

Implementation Partners are organizations involved with any combination of marketing, sales, planning, design, installation, deployment and support of the InterAction product suite. Because of the breadth of services provided by these Partners, we have further classified InterAction Implementation Partners according to their service offerings:

- **Consulting**  
Partners representing a variety of service organizations skilled in the design, installation and deployment of customer relationship management solutions
- **Reseller**  
Partners offering direct marketing and sales of the InterAction product suite in addition to value added implementation and consulting services

### InterAction Training Partners

Training Partners are focused on providing standard and/or customized end-user training programs to InterAction customers.

### InterAction Solution Partners

Solutions Partners are organizations, which develop and provide complementary technology and/or application(s) to the InterAction product suite. These Partners are evaluated based on their:

- Ability to successfully integrate their technology and/or application(s) with InterAction product suite
- Proven marketing effectiveness into the professional services marketplace
- Commitment to incorporate the InterAction suite into future product plans

## Partner Benefits

The InterAction Partner Program provides the following benefits for all active participants:

**Sales Assistance** – Training, field support and sales tools to make you an effective agent for the InterAction product suite.

**Marketing Support** – Access to collateral and co-promotion opportunities to improve your ability to promote InterAction and your firm's value-added services.

**Technical Support** – Experienced technical training and certification to ensure proficiency in implementing InterAction and serving InterAction customers.

**Educational Support** – Ability to leverage our Professional Services consultants to ensure your implementations are a success.

In addition, these specific benefits are based on your level of commitment to the program:

### InterAction Registered Partner

- Copy of NFR software
- Subscriptions to newsletters and other partner communications
- Access to the partner support area of the Web site

### InterAction Platinum Partner

**\$1250 annual fee**  
**(application subject to review/approval)**

- All of the above registered partner benefits
- Unlimited, ongoing training classes for certified personnel (based on availability, travel fees not included)
- Listings on Web site and other InterAction communications
- Sneak peek of new product releases
- Ability to submit articles and other content for ongoing customer communications

For more information regarding the InterAction Partner Program, please e-mail Ray Foster at [ray.foster@lexisnexis.com](mailto:ray.foster@lexisnexis.com), or visit our Web site at [www.interaction.com/partnerprogram](http://www.interaction.com/partnerprogram).