

tia



# Partner Program

Version 1, January 2019

# Stay competitive in a fast-changing market

## Key benefits of the partner program:

- **Channel of profitability**
  - Develop and/or sell profitable services and solutions through our global Tia customer base and community
- **Certification and recognition**
  - We offer exclusive Tia training and certification that recognizes your company's skills and competencies and qualifies you for unique opportunities and rewards
- **Training and support**
  - You can develop your employees through access to support programs specified to your business model, skills and market specialization, including sales support, joint customer referrals and team selling
- **Marketing and promotion**
  - Once certified, your expertise will be promoted via Tia's marketing channels including conferences, tradeshows and joint marketing collateral.

## What is Tia?

Tia Technology is a global leader in standardized digital solutions for the insurance industry.

As today's digital insurers work to attract new customers with tailored offerings and new distribution channels, customer insight is key to their success. In the near future, the digital ecosystem will be the tool insurers use to mine, maintain and leverage their customer data. This is why the ecosystem has become so important to the future of insurance companies.

## Our ecosystem strategy

Our ecosystem expertise is the cornerstone of our business strategy. We aim to offer insurers of all shapes and sizes access to the fundamental software, applications and tools they need to build a unique digital ecosystem. For our strategy to succeed, we need partners who share our vision and can support our customers with qualified professional services, solutions and expertise.

## Why partner with us?

With over 60 customers around the world, we offer partners a clear channel of profitability and range of other partnership benefits, from knowledge sharing and training to joint marketing and support. We are a committed partner with an open, collaborative culture and a dynamic community of customers and partners – all eager to learn, share and work together to grow the global insurance industry.

# Partnership categories

The Tia partnership program comes in two categories: Implementation partnerships and ecosystem partnerships.

## Implementation partnerships

The implementation partner provides, through its competence pool, advanced development and integration services, Tia customers with professional services and tailored solutions on a local or global level. It can also be a partner that provides non-competing add-on solutions as well as professional services to Tia customers.

### Lead partner

The Tia certified Lead partner raises the bar with mutual commitments and investments and work with Tia's global customers mainly in regions where Tia does not have own presence. A lead generation partner demonstrates highest value in business, technical and sales skills. The lead generation partner consistently meets or exceeds Tia's revenue goals and consistently achieves a high level of customer satisfaction. In return, the lead generation partner receives the highest level of support from Tia and enjoys an additional focus on joint planning and co-partnering relationships.

### Advanced partner

The Tia certified Advanced partner has a resourceful pool of subject matter experts and the required level of senior project management resources and Tia knowledge to be able to prime Tia implementation and upgrade projects.

### Specialist partner

The Tia certified Specialist partner is promoted by Tia as a re-sourceful and knowledgeable pool of subject matter experts that can help implement and upgrade the Tia solution or add-on solutions to Tia core.

## Ecosystem Partnerships

### Eco system partner

Together with the eco system partner Tia makes its system functionality accessible to other parties in the insurance eco system – integrating with best of breed 3rd party niche solutions – and in this manner addressing the need to digitalize, increase efficiency and adjust to market requirements – providing stability and rich functionality in core while at the same time ensuring agility to adopt to changing market standards and distribution requirements.



# Tia partnership benefits

<b>Business benefits</b>	<b>Lead partner</b>	<b>Advanced partner</b>	<b>Specialist partner</b>	<b>Eco system partner</b>
Joint business planning	X	X		X
Extended Tia warranty solution	X	X	X	
Dedicated Partner Manager	X	X		X
<b>Marketing support programs</b>				
Tia Customer Newsletter	X	X		X
Access to Tia branding guidelines/templates and content assets	X	X		
Placement on www.Tiatechnology.com	X	X	X	X
Joint PR IniTiatives	X	X	X	X
Joint marketing program (proposal based)	X		X	X
Dedicated marketing support	X			
<b>Sales support programs</b>				
Lead Allocation	X	X	X	X
Co-teaming on sales opportunities	X			X
Not for resale software for demo purposes	X			
<b>Technical support benefits</b>				
Product and release information	X	X	X	
Access to manuals, white papers and other technical documentation	X	X		X
<b>Training</b>				
Solution sales training	X	X		
Support and services training	X			
Demo product training	X	X		
Technical webinars	X	X		

# Partnership requirements

Tia is looking to work with best-in-class partners only, companies that must maintain the following core requirements:

- Business planning
- Marketing activity

Depending on partner category Tia also have competencies requirements which mandates partners to take part in:

- Sales and solutions training
- Continued education and certification

Business requirements	Lead partner	Advanced partner	Specialist partner	Eco system partner
Current partner agreement	X	X	X	X
Partner company profile/description	X	X	X	X
Sales quota	X			
Annual business plan	X	X		X
Shared commission	X			
<b>Marketing requirements</b>				
Joint yearly marketing planning	X	X		X
Provide Tia placement on web site	X	X	X	X
Dedicated marketing reps in company	X	X	X	X
Tia Community Conference (TCC) sponsorship	X	X	X	X
<b>Competence requirements</b>				
Project management certification*	X	X		
Insurance proficiency	X	X	X	
Provide installation and configuration service	X	X	X	
Dedicated technical reps in company	X	X	X	X
* Nominated by name and fulfilling requirement of sales and technical knowledge of latest Tia Technology releases and holding industry recognised project management certification. updated regularly to reflect the latest Tia releases.				

## For more information contact:

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## About Tia Technology

Founded and headquartered in Copenhagen, Tia Technology provides an open and flexible software platform to insurers all over the world. With over 20 years of experience and more than 65 customers globally, Tia has deep insight into insurance business processes. Offering the full scope of expert implementation, application management and hosting services, we deploy our expertise to help insurers execute their digital and business strategies and stay competitive.

Visit us at [tiatechnology.com](http://tiatechnology.com)

# We make sure!

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