

Cynapse 

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**PARTNER** PROGRAM

# The Opportunity

# Problem:

Billions of dollars are invested annually in the management of structured data, using technologies like ERP, MIS, etc. However this information comprises of just 15% of the enterprise information landscape.\*

- 90% of all unstructured information remains unmanaged\*
- Knowledge workers spend 30%–40% of their time every year managing documents
- Businesses today spend an estimated \$750 billion annually due to time spent by workers seeking information necessary to do their jobs\*
- When employees leave, so do the information & knowledge they possessed

\*Source: Gartner, Inc

# Solution:

**Cyn.in is a collaboration software.** it enables organizations to inter-connect their people and collective knowledge easily & seamlessly.

Cyn.in helps teams to communicate faster and build collaborative knowledge by letting them create, share and discuss various forms of digital content easily. It combines the benefits of collaboration tools like wikis, social networks, blogs, document & file sharing repositories, micro blogs, discussion boards and more into one secure, unified platform.

Cyn.in is designed to be used by businesses and institutions of all sizes. Cyn.in is an open source application and is available as free and commercially supported software as well as a hosted and managed on demand service.

**What's In It For You?**

## → **A new recurring revenue stream**

The change in paradigm to SaaS and the constant incremental improvements in the offering from Cynapse mean a wealth of new recurring revenue opportunities for resellers, integrators and other solution providers.

## → **Additional consulting revenue opportunities**

In the process of shifting to using modern technologies like Cyn.in, customers often need additional services for information architecture, process design, expert guidance, user training and best practices. We encourage and facilitate our partners to provide these services around Cynapse technology.

## → **Direct product support**

As always your customers look to you for technology guidance. We recognize and appreciate this trusted relationship, and provide you with all the technical support you need with our offerings to fulfill your customers' requirements.

## → **Dedicated extranet collaboration space**

Transparent collaboration yields quicker solutions. We practice what we sell, and use Cyn.in to collaborate and communicate with our partners. We provide you with a dedicated collaboration space within our Cyn.in powered extranet, enabling rapid, 2-way information flow between you and the Cynapse team.

## → **Partner console to manage customer accounts**

We provide an intuitive partner account center to help you manage all your customers' purchases & subscriptions and your invoices. From ordering to fulfillment and support, all of our interaction with you is provided at [www.cynapse.com](http://www.cynapse.com)

## → **Open & Extensible platform**

Because of the open source nature of Cyn.in, partners with a focus on project-based revenue can further extend the solution offering by tackling systems integration, developing custom application extensions, managing customer deployments including data migration, providing user training and best practices, etc.

## → **Marketing collateral & pre-sales guidance**

We and our partners like you are constantly creating new communication methods, tools and content to help communicate the benefits of using collaboration tools like Cyn.in. We will share this content with you and you are free to use and extend all of it to pitch to your customers.

## → **Official 'Cynapse Partner' status**

As an official Cynapse partner, we share with you our market insights, product roadmap and plans prior to public announcements. We often provide our partners with direct leads to opportunities in their relevant regions.

## → **Reseller discount on list prices**

You will be able to buy Cynapse's technology at a highly discounted price to enable your margins for reselling. The discounts are applied across subscriptions and renewals to ensure recurring revenue for your business.

## → **Additional performance incentives**

We offer additional incremental incentives based on your quarterly performance. So the more you sell, the larger the percentage of your returns from the sale value.

**What's required of you ?**

## → **Identify customers & sell to them**

There are no required minimums here, but the more customers you reach, the more value you can help create. Hence as your revenue increases, so do your incentives and program benefits.

## → **Train and deploy to customers**

Perform training and rollout steps necessary to satisfactorily help customers experience successful deployment. Remember, a happy customer will provide you with a constant revenue stream and potentially additional opportunities.

## → **Provide level-1 support to your customers**

Your customers look to you for support and guidance, we recognize and appreciate this trusted relationship, We act as a support enabler to you, so that you can provide the best client engagement experience.

## → **Manage billing and collection**

Cynapse billing relationship will be with you, so you'll need to handle all aspects of billing and collection with your customers.

# Roles & Responsibilities

As trusted technology advisors, you play the pivotal role of helping your customers get the best out of Cynapse Products.

Cynapse provides you with the tools, technology, training, and support to help make your business successful. But it is you, not Cynapse, that has the relationship with your customers.

# Our relationship with you

## Cynapse provides:

- Product & brand recognition
- Technology & sales support

## You provide:

- New business customers
- Customer management expertise

# Your relationship with your customers

## You provide:

- Tailored deployment of Cyn.in
- Adoption guidance & best practices
- Level -1 support
- Billing consolidation

## Customers provide:

- New recurring revenue stream
- Consulting and other opportunities
- Deeper and more strategic relationship

# Key Benefits

- SaaS based recurring revenue model provide you with a deeper and more strategic relationship with your customers.
- Cloud + Appliance based delivery models mean the most efficient, cost effective and hassle free deployments possible.
- For every 1\$ spent on software subscription, there is a potential services revenue of \$4 based on our trends
- Lower TCO of the base product means more money for your services
- Open source technology allows for easy extensibility and integration. It also provides an ecosystem of partners and experts across the globe to collaborate with.

# Interested?

Sign up for the Cynapse Partner Program @:  
[www.cynapse.com/partners](http://www.cynapse.com/partners)

Have questions? Get in touch:  
[www.cynapse.com/contact-us](http://www.cynapse.com/contact-us)