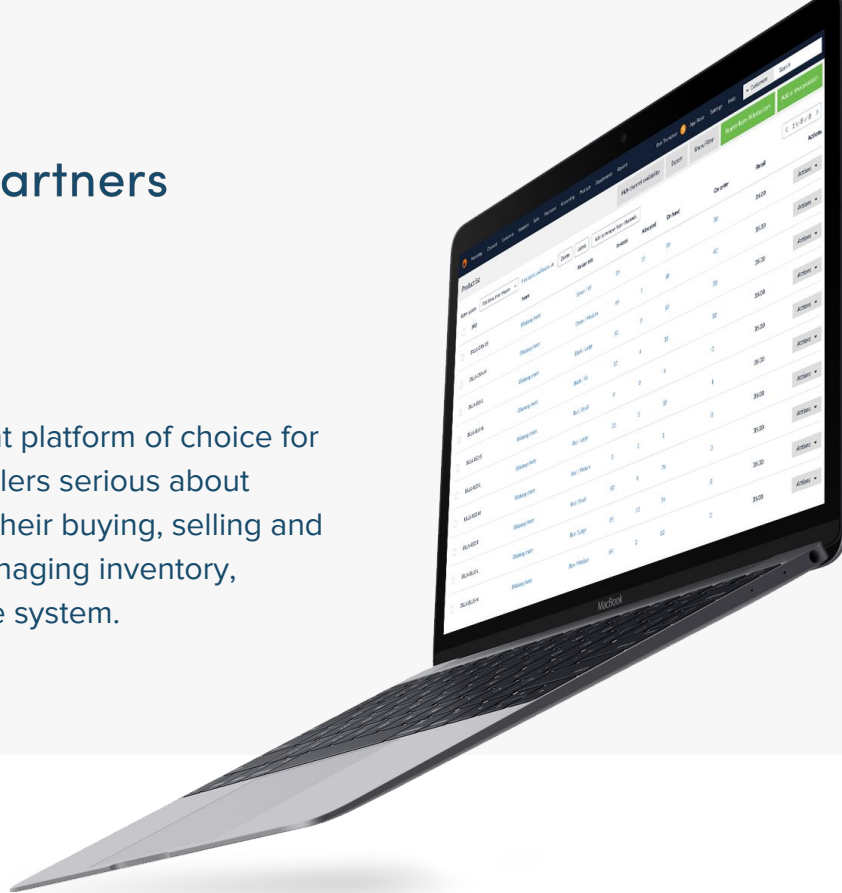


## What is Brightpearl?

Brightpearl is the retail management platform of choice for omni-channel retailers and wholesalers serious about growth. We help retailers optimize their buying, selling and decision making, by seamlessly managing inventory, fulfillment and accounting; all in one system.



## Why partner with us?

- **We help you and your customers grow.** In 2016, our customers grew 33% on average; making them more likely to procure additional services from you.
- **Win more business by differentiating.** Add Brightpearl to your offering and you can address the most complex requirements that retailers face. Utilize our consultants in your consultancy process to increase your chances of a successful proposal.
- **Increase your customer retention.** Retain high growth customers by offering Brightpearl as a value added service.
- **Reduce project duration and time to go-live.** Brightpearl's extensive functionality, integrations and public API will reduce the complexity of otherwise difficult projects.
- **Significantly increase your market reach through co-marketing.** We publish thought leadership content from our partners to our 10,000+ readership every week. Make yourself heard and drive traffic to your website.
- **We refer business to you.** We onboard 30+ customers every month. Retailers ask for advice on: ecommerce sites, site migration, digital marketing, social strategy, seo, fulfillment services, accounting... We pass leads to our key partners.
- **We reward our partners.** Registered partners get paid a generous referral bonus. Find out more here: <http://www.brightpearl.com/refer-a-customer>

## Your customers will benefit from Brightpearl, if they:

- Have been trading for 2 years or more (unless well funded) including internationally
- Yearly revenue \$2.5M+ | 7+ employees
- Sell finished products with many clients in fashion & apparel, furniture, sporting, lifestyle brands and many others as examples
- Manufacturing is not their core business
- Selling on multiple channels: Magento, Shopify, Bigcommerce, Amazon etc.
- Sell B2C, B2B, B2B2C - We support wholesalers.

“All our sales channels are linked so we can keep track of our stock, we're a lot more process driven, and it's given us confidence and structure to grow the business.”

[www.spikeball.com](http://www.spikeball.com)

## We can help if your customers are asking about any of the following:

- Removing spreadsheets that support core processes (purchasing, shipping, accounting, inventory update)
- How to save time on mundane tasks and automate key workflows
- Scaling their fulfillment capability - Warehousing, 3PLs.
- Inventory management across channels (stockouts, inventory forecasting)
- Branching into wholesale or retail
- Achieving a greater level of insight to make business decisions
- Expanding their business into international markets
- Removing legacy software which cannot integrate with modern platforms

## The retail management platform of choice for omni-channel retailers and wholesalers serious about growth

- Our retailers process \$1.5B+ annually, and save on average, 57 work days per year.
- Brightpearl is 3 x faster on average to implement than Netsuite: ROI recognized more quickly. Our cloud service provides a cost effective alternative to Netsuite, Quickbooks and Sage.
- Brightpearl already has the most common retail and wholesale business workflows without need for custom development and upfront investment.
- Brightpearl offers advice around modern best practice rather than plumbing in a solution around messy or complex workflows.

“Everything seems so straightforward in Brightpearl. It almost seems like there should be a catch but there’s not.”

[www.hovenvision.com](http://www.hovenvision.com)



## Need our help? Log a lead and we will get in touch.

Invite your customers to a discovery workshop. For every customer you refer who has a solution demonstration of our platform; we'll give you \$600 / £500. If they become a customer you'll double up and get \$1,200 / £1,000.

- Visit: <http://www.brightpearl.com/refer-a-customer>
- Fill out the form and enter your partner ID. No ID, no problem
- Our partner team will call you to discuss your customer's requirements.
- With your permission, we'll set up a discovery workshop with your customer.
- If we can help, we will tailor a solution demonstration for your customer.
- After a successful demonstration, you'll get **\$600 / £500**.
- If your customer goes live on Brightpearl, you'll get another **\$600 / £500**.