

Partner Program Guide

Partner Benefits Overview

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1. Introduction to the To-Increase Partner Program

As one of the largest and most respected Microsoft ISV partners, To-Increase is committed to building and sustaining a highly trained, global network of partners capable of implementing Microsoft business and industry solutions worldwide. The goal of our Partner Program is to optimize your organization's potential to sell, implement, and support To-Increase solutions.

To-Increase partners are required to acquire specialized industry certifications, tailored to their specific vertical expertise, focus areas, and growth objectives. Our Partner Program equips you to meet those requirements with comprehensive trainings, guidance, best practices, and sales and marketing resources. Equally important, the To-Increase Partner Program enables you to:

- Improve your competitive position for Microsoft Dynamics AX or Microsoft Dynamics NAV by enhancing your industry solutions portfolio.
- Maximize revenue per customer through business process, integration, migration and other To-Increase products that maximize cross- and up-selling opportunity.
- Increase sales and implementation capacity with pre-engineered software solutions, sales tools and marketing resources.
- Help customers realize full benefits of proven, tailored functionality that maximizes their existing technology investments.
- Increase customer satisfaction with more efficient implementation cycles and straightforward upgrades.
- Shorten sales cycles with repeatable vertical solutions.
- Efficiently configure solutions and services built on the unified To-Increase platform architecture, which offers native integration with Microsoft Dynamics AX and NAV.
- Engage our functional & technical staff for product issues and solutions.

This guide offers a comprehensive introduction to Partner Program offerings and benefits. Information about how to take advantage of key services and resources described here will be reviewed with you by your Channel Development Manager (CDM).

We look forward to helping you take full advantage of our Program.

2. To-Increase Partner Portal

All To-Increase partners have access to the To-Increase Partner Portal. The Partner Portal offers centralized, role-based access to all partner-facing information, communications, and resources, including:

- To-Increase Pricelist
- Individual Partner Customer Lists and Renewal Management
- Software Downloads and Updates
- License Key Requests
- Access to the To-Increase Support Portal based on your partner role
- Frequently Asked Questions (FAQ's)
- To-Increase Training calendar
- Product demos
- Sales and marketing materials

We encourage you to explore Partner Portal resources and check for updates on a regular basis.

The screenshot shows a web browser window with the URL <https://portal.to-increase.com/support/>. The page header features the "TO INCREASE" logo. Below the header, a breadcrumb trail indicates "You are here: [Partner Portal](#) / [Support](#)". A navigation bar contains tabs for "My Profile", "Overview", "Downloads", "License Request", "Support" (which is active), "Training", and "FAQ". The main content area is titled "Support" and contains the following text: "To-Increase web-based support routes your incident directly to a team trained to help resolve your issues. The To-Increase web-based support portal should be used for:" followed by a bulleted list of supported topics. Below this, it states that support coverage depends on the support plan and provides the email productsupport@to-increase.com. It also mentions that all communication must go through the web-based support system and provides links to the [partner support manual](#) and [customer support manual](#). At the bottom of the content area, there are two blue buttons: "SUPPORT MANUAL" and "SUPPORT TEMPLATE". A footer note states that the support team is committed to improving the experience and provides the email jmarchal@to-increase.com for feedback.

<https://portal.to-increase.com/support/>

TO INCREASE

You are here: [Partner Portal](#) / [Support](#)

My Profile Overview Downloads License Request **Support** Training FAQ

Support

To-Increase web-based support routes your incident directly to a team trained to help resolve your issues. The To-Increase web-based support portal should be used for:

- Reporting software errors (bugs) related to To-Increase software
- Reporting How-to and operational questions about To-Increase software
- Troubleshooting assistance
- Assistance with system or implementation problems
- Software installation Questions
- Submitting suggestions for new product features
- Tracking the status of your support incidents

Support coverage is depending on your support plan. For more information, please contact us at: productsupport@to-increase.com.

To guarantee effective and efficient support services, all communication regarding software incidents must go through the To-Increase web-based support system. For faster incident resolution, please log your support incidents in English and use the support incident description template to provide all relevant information. To find more information about SLA response times, read the [partner support manual](#). For customers that logging support, read the [customer support manual](#).

[SUPPORT MANUAL](#) [SUPPORT TEMPLATE](#)

The To-Increase Support Team is committed to improve your support experience. Please share your feedback about our support processes and tools to Support Manager Joost Marchal at jmarchal@to-increase.com.

3. To-Increase Partner Program Membership Tiers

To-Increase offers partners 3 levels of Program Membership, as shown below. Package options include required essential resources and let you choose additional valuable benefits, with special pricing for the entire year and clearly defined services and hours.

Your membership will be renewed yearly; package choices can vary from year to year. Please note that to become a To-Increase partner, Silver Membership is a mandatory requirement.

To-Increase Partner Program Value Proposition	Silver	Gold	Platinum
Access to secure To-Increase Partner Portal	V	V	V
Access to knowledge community	V	V	V
Partner newsletter	V	V	V
Channel Development Management Support		V	V
Partner Executive Sponsor*			V
Quarterly sales reporting		V	V
Eligible for online webinars	V	V	V
Free pre-sales (in hours)	10	25	50
Free training / exam vouchers per person per day	4	8	16
Eligible to apply to Early Adaptor Program			V
Access to implementation Calculation Sheets for To-Increase solutions	V	V	V
Use of To-Increase References		V	V
Market development assistance			V
Access to Marketing Kit	V	V	V
Eligible for lead assignment			V
Essential Support Incidents	5	10	15
Membership Price (in EUR)**	€ 1.950,00	€ 4.500,00	€ 7.500,00
Membership Price (in USD)**	\$2.950,00	\$6.000,00	\$9.000,00

**Two meetings per year: remote and / or in person.*

*** Pricing is for one year (12 months). Memberships will be renewed automatically for the next year. Unused incidents are non-transferrable to a third party or to the next contract year.*

4. To-Increase Value-Added Services

To-Increase sales and implementation assistance can help add significant value to your solution offerings. We provide the following services:

4.1 Pre-sales

Our Presales & Business Consultants are domain experts who can help you position the solution during the presales phase of your project. Free presales hours are included in all Partner Program Membership Packages.

4.2 Implementation

You can engage To-Increase resources for your implementation projects to transfer knowledge to your team and ensure quality for the implementation. We strongly recommend that partners involve To-Increase for first-time implementations.

4.3 Collaborative Development

To-Increase delivers standard solutions that we enhance on a regular basis. If a customer requires functionality that is not available in a current release, but would fit well into our standard product, we offer the option of Collaborative Development.

Collaborative Development services benefit all stakeholders with a straightforward model. To-Increase develops additional functionality for the customer and incorporates it into one of the next releases of the standard solution.

Key benefits:

- Customers and partners work with an expert team that can understand industry needs and build a custom solution that meets the customer's specific needs.
- Reduced customizations lower total costs of ownership.
- Standardized solutions simplify upgrades and enable partners to bring more value to existing and new customers.

4.4 Training and Readiness for Product Support

To-Increase offers regular trainings for all our products, focused on both basic and deep understanding of functionality, industry relevance, and alignment with Microsoft Dynamics solutions. To learn more, refer to Section 5, "To-Increase Training Academy."

4.5 Support

To-Increase offers both Essential support and Premium support services. For more details about our support offerings, refer to Section 7, "Support."

5. To-Increase Training Academy

To-Increase Training and Certification Programs offer partners both online and instructor-led courses, along with hands-on implementation training and demonstration preparation. All trainings are designed to help you become a successful To-Increase partner. All Membership packages offer training vouchers. Depending on your organization's size and training needs and goals, you can realize significant cost savings by choosing Gold or Platinum Tiers.

The To-Increase Training Academy equips your company to differentiate, sell, implement, and support To-Increase solutions, based on domain expertise and in-depth solution knowledge.

Partners can choose either to join our regular trainings, which are held every quarter at our offices, or set up a custom training, where a trainer comes to your company site at your convenience. Custom trainings will be billed for a minimum of 4 attendees.

Core elements of To-Increase Training Academy include:

- Role based training:
 - Sales
 - Pre-Sales
 - Technical Consultants
 - Business Consultants
 - Support Consultants
 - Certification
 - Refresh and Q&A workshops
 - Domain experts as trainers
 - Ongoing quarterly training schedule or customized trainings
 - Focus on industry domain specifics, value proposition, and solution knowledge transfer
- 
- The diagram illustrates the core elements of the To-Increase Training Academy. It features a central orange globe icon. To the left of the globe are three stacked grey boxes labeled 'Sales Training', 'Solution Training', and 'Refresh and Q&A workshops'. To the right of the globe are three stacked grey boxes labeled 'Pre-Sales Training', 'Technical Training', and 'Tailor-Made Training'. The globe icon is positioned between the two columns of boxes, symbolizing global reach and comprehensive training coverage.

For a full list of courses and dates, please visit the To-Increase [Partner Portal](#).

6. Marketing

To-Increase offers robust marketing support with an extensive Bill of Materials for partner and customer audiences. We can also provide support for campaigns and events.

Most marketing materials are available on the Partner Portal. Your CDM can provide you with additional materials and ensure you are working with appropriate resources.

Below are highlights of activities, events, and materials ready for our partners to use or develop in collaboration with us.

To-Increase General Marketing and Communications Materials	
Company Blog: www.to-increase.com/blog	Telesales Scripts
Demos (PowerPoint, Video)	What's New documents and presentations after every release)
Newsletters	Webinars (both partner- and customer-facing; live and recorded)
Flash Demos	White Papers and Comparison Guides
Reference Case studies, Videos, and Visits	Marketing Development Plans
Industry Solution Guides	Corporate Activities/Events,
Microsoft Collateral (PinPoint, Arsenal)	Partner Event
Movies: Corporate and Solution	Demo environments
Solution Fact Sheets	Co-Branded materials
Solution Presentations	Statements of Direction

7. Support

7.1 General Support and Entering Incidents

To-Increase provides enterprise class support to partners and customers for To-Increase solutions based on Microsoft Dynamics NAV and Microsoft Dynamics AX.

Every business is unique and requires varied levels of support. To-Increase recognizes this by offering a choice of support plans to suit the need of the customer's organization combined with additional service offerings. To-Increase support plans are managed by a dedicated team of support engineers, solutions experts and support managers who have the objective to assist on –and solve your requests in a fast and professional manner. The following fixed price support plans are available:

- Enhancement Plan
- Essential Support Plan
- Premium Support Plan

Partners may submit a Support incident to To-Increase by electronic submission through the Support section on the Partner Portal. Each Support Incident must specify the customer name and a description of the request. The request can be related to an error (bug support) or a functional or technical question (non-bug support).

In the event of an error, it is the partner's responsibility to reproduce the error on a standard version of the To-Increase Software environment, without any customization software or other add-ons. The partner must deliver a reproduction scenario using the support incident description template to provide all relevant information. For end-to-end Support guidance, download the To-Increase Support Manual and incident description template at <https://portal.to-increase.com> (log-in required).

Severities and Response Time Goal

To-Increase distinguishes four severities, with a response time goal dependent on the severity. When submitting a Support Incident, the partner is responsible for setting the initial severity level in consultation with To-Increase. The partner can request a change in severity level at any time. The Support Incident severity will determine the response time goals. Response time goals are during To-Increase support hours, which are Monday to Friday, 08.30 – 17.00 CET, excluding public holidays observed by To-Increase.

- **Severity 1** - Business Standstill (response time goal within 2 hours)
Client's production system is at a halt and the Client is unable to process data through the Software as a result of a catastrophic event in this software in a critical processing period.
- **Severity 2** - Complex or No Workaround (response time goal within 24 hours)
A non-critical Error in the Software that affects the daily operations of the Clients' business, where the Client is able to continue to run the system and/or application or a workaround is available, however complex.

- **Severity 3**- Simple Workaround (response time goal within 48 hours)
A non-critical Error in the Software that affects the daily operations of the business, where the Client is able to continue to run the system and/or application or a workaround is available.
- **Severity 4** - Minor Problem (response time goal within 48 hours)
A request for a change that does not affect the daily operations of a business or impact the Client's ability to continue to run the system or application.

To-Increase may downgrade the severity level if the customer is not able to provide adequate resources or responses that enable To-Increase to continue with error or problem resolution efforts. In certain incidents, we may request login access to the customer's system so that we can provide the correct assistance.

Fixes

In certain situations, To-Increase may provide the customer with a modification to the commercially available To-Increase software code to address specific error or problems ("fix/fixes") in response to an assisted Support Incident. Fixes are designed to address the customer's specific error or problem and are not regression tested. Fixes may not be distributed to unaffiliated third parties without To-Increase's express written consent.

Chargeable vs. Non-Chargeable Incidents

Severity 1 and severity 2 support incidents identified as a bug in the To-Increase software will not be charged. All Support Incidents identified as non-bug support will be charged to the partner and deducted from the available Support Incidents. Partners can purchase additional Support Incidents. Please check with your CDM for pricing.

Non-bug Support Incidents cover functional and technical questions not related to an error in the specific To-Increase software. Coverage includes:

- How-to and operational questions about To-Increase software: Typical how-to incidents include assistance for bypassing a specific error message, executing certain steps in a report, or other specific inquiries, such as where a certain field is stored or what a field will do if it is marked versus unmarked. The scope of a how-to question is limited to a specific step within an end-to-end process. A general question about how to perform the entire end-to-end process would not be in scope. For example, the support professional will answer a specific question about how to modify an existing report, how to run month-end or year-end procedures, how to upgrade to the next version of the software or how to change their sort order. Again, the support professional does not cover the entire process for any of those situations. Anything beyond the scope of a specific how-to question is considered consultancy. In many incidents, the difference between a specific how-to question and a question that encompasses the entire end-to-end process comes down to the support professional's discretion.
- Troubleshooting assistance: Troubleshooting may include a situation where an error in a customer production environment, related to To-Increase software, is not reproducible in a vanilla To-Increase support environment. The difference between troubleshooting assistance and consultancy services comes down to the support professional's discretion.
- Assistance with system or implementation problems: Examples include asking what is wrong if you are unable to launch a specific configured process after setting up this process during the implementation.

- Software installation Questions: Questions about how to install To-Increase software as well as support and validation of error messages during the installation process. The support professional will assist with the software installation process by referring to online help or relevant documentation.

For clarification reasons, please note that To-Increase Support does not include:

- Any support for standard Microsoft Dynamics
- Support for customized software not developed by To-Increase
- Assistance with diagnosis of SQL, security, or other standard Microsoft Dynamics database issues
- Hardware, network, remote connectivity, operating system issues, SQL fixes
- Installation or de-installation of any software
- Merge of To-Increase updates in customer solutions
- Onsite support
- Training, consultancy, and development services
- Development of new customization software
- Programming to correct standard Microsoft Dynamics bugs
- Upgrade to newer To-Increase software versions
- Data recovery requiring programming/manipulation of data
- Resolution of errors caused by the customer's own modifications to To-Increase software, or customer changes to system data made directly through the object designer or using external applications
- Support for third-party applications

8. Collaboration and Business Planning

Collaboration

All partners can rely on the To-Increase team, in particular our Channel Development Managers (CDM) and our Sales Operations team.

- Your CDM is your first point of contact at To-Increase. They will support your needs or direct you to the right people, work with you on your yearly business plans, monitor quarterly reviews, support you on deals and pricing, assist with services, and more.
- Sales Operations offers a convenient email alias for answering general questions related to sales activities, licenses, software delivery, logins, and more. Contact salesupport@to-increase.com.

To-Increase can also help partners fill in the right responses to RFPs and set up regular meetings with strategic groups and contacts.

Business Planning and Quarterly Meetings

Business planning is vital to understanding your strategic direction for To-Increase solutions, including your focus, goals for revenues and profits, and milestones. Your CDM will work with you once a year to help you build a strategic business plan. Quarterly reviews will offer a structured approach to monitoring progress.

Pipeline

Partners and CDMs will be working very closely together on Pipeline, so it's critical that you keep us informed about sales activities involving To-Increase solutions and services. Your CDM will ask you to fill out and regularly update an opportunity registration form, known as a BANT form, so that we are current with vital sales information, including deals that require our help and deals that involve other To-Increase partners. The information you provide is confidential. No names will be shared. If there are multiple partners working on the same deal we will let the partners know that there are various partners but will keep all information confidential. We will support the first partner that registers the deal with your CDM.

9. To-Increase Ordering Procedure

9.1 Placing an Order

For all orders, make sure you are using the latest Order Form and To-Increase Software License Terms (SLT) agreement. The latest versions are always available on the Partner Portal. You can also confirm with your CDM or Sales Operations that you have the latest forms.

- Complete the Order Form and obtain a signed copy of the SLT from the customer.
- Send both documents as attachments to salesupport@to-increase.com so that the Sales Operations team can process the order. Include your CDM on the cc line.
- Partner will be invoiced and once payment is received, license keys will be delivered.

9.2 License Keys and the Delivery Process

After the Sales Operations team receives and processes the Order Form and signed To-Increase SLT, the partner will receive an invoice. We will deliver the license keys after payment, at which time the software can be downloaded from the portal. Delivery normally takes approximately 2 business days from order.

For Microsoft Dynamics AX products, you can request a license via the Partner Portal or you need to provide the Sales Operations team with the following details to create the license keys:

1. License Holder
2. Serial Number

License information (2)

File Load license file

License holder: Demo

Serial number: 05516332 Expiration date: 12/31/2011

System Feature sets Partner feature sets Languages

Code description	License code	Status	Edition
Base package	*****	Enterprise	Business essential
Users	*****	30000	Business essential
Business connector users	*****	30000	Business essential
Application Object Servers	*****	100	Business essential
Alerts	*****	Ok	Business essential
Database log	*****	Ok	Business essential
Record level security	*****	Ok	Business essential
Microsoft SQL server database	*****	Ok	Business essential
Windows MorphX Development Suite	*****	Ok	Business essential
X++ source code	*****	Ok	Additional modules
VAR layer runtime	*****	Ok	Business essential
ISV layer runtime	*****	Ok	Business essential

License holder as written in the license document.

Close

10. Pricelist for Services, Training, and Support

Pricelist for To-Increase Services, To-Increase Training, and Support Incidents is available on request. Please contact your CDM.