



PARTNER WITH **RIVER LOGIC**

Drive incremental revenue with prescriptive analytics solutions that complement your existing offerings and monetize intellectual property

ABOUT RIVER LOGIC

River Logic has been a global leader in prescriptive analytics since 2000. As defined by Gartner, prescriptive analytics is the only form of advanced analytics able to output a specific course of action that's quantitatively tied to the strategic goals of a business or enterprise.

The total addressable market of prescriptive analytics is predicted to be \$10 Billion and will grow from 5% to 35% market penetration by 2020 (Gartner).

River Logic and its partners are poised to drive this growth through the use of our unique prescriptive analytics platform that seamlessly integrates operations and finance and informs optimized decision making across the enterprise.

Best of all, our platform leverages the Microsoft cloud and corresponding BI and Analytics suites to deliver a visually intuitive user experience providing full visibility into the "why" and "how" questions executives most want answered.

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Gartner

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10X CUSTOMER ROI

Deliver high-value solutions that generate at least 10X customer ROI



200% REVENUE GROW

Work with a company that grew revenue by 200% in 2015 and 2016



4 MONTH DEPLOYMENTS

Implement solutions to complex client problems in 4 months or less



\$10B CATEGORY

Capture your piece of a fast-growing market set to exceed \$10B by 2020



15+ YEARS R&D

Leverage over 15 years of research and development and in-the-field testing



100+ CUSTOMERS

Draw from our experience with more than 100 cross-industry customers



PARTNERSHIP OPPORTUNITY

River Logic offers a unique opportunity for management consultants to drive incremental revenue growth with prescriptive analytics solutions that complement existing offerings and monetize intellectual property.

In some cases, you'll combine your IP with our platform to meet a specific client need with a lightweight solution that can scale in ways existing packaged applications cannot. In other cases, you'll develop and drive a broad business transformation program that delivers short and long-term client value and creates demand for your professional services for years to come.



SUPPORTING YOUR SUCCESS

SALES ENABLEMENT

TECHNICAL ENABLEMENT

PORTAL ACCESS

CO-MARKETING CAMPAIGNS

SALES ENABLEMENT

We help you socialize the partnership to your internal stakeholders and identify quick-win opportunities with existing customers. We support you in translating customer feedback into prototype demonstrations and collaborate with you on qualified sales opportunities we generate.

TECHNICAL ENABLEMENT

We support early Proof of Concept and implementation projects, enabling on-the-job training and limiting your initial resource investment requirements. Partners draw from our experience working with and creating value for over 100 customers across virtually every industry.

PORTAL ACCESS

You'll have access to a constantly-growing set of collateral including self-paced training courses, delivery best practice guides, sales and marketing aids and our ever-popular use case library.

CO-MARKETING CAMPAIGNS

We help drive initial market awareness through digital channels, create co-branded collateral and generate new customer demand for your solutions. We also offer full support for developing and executing strategic marketing initiatives, including targeted webinars, breakfast series and in-person speaking engagements.

PARTNER PROGRAM



Our partner program contains a series of well-defined benefits and achievement milestones designed to minimize your initial resource requirements and to reward and support the growth of your River Logic initiatives over time.

	BENEFITS	DESCRIPTION	TIERED APPROACH
RIVER LOGIC INVESTMENT	Sales Compensation	Available on all partner-sourced license fees	Rate increases
	Support Compensation	Available when partner provides customer help desk support	Rate increases
	Co-Marketing	Menu of options designed to build awareness and generate demand	Investment increases
	Customer Delivery	Eligible to provide professional services to River Logic clients	Priority increases
	POC Subscription Credits	Enable no-cost customer access on trial bases	Number of credits increases
	Product Advisory Council	Access to pre-launch product releases and engineering team	Top-tier partners only

	ACHIEVEMENTS	DESCRIPTION	TIERED APPROACH
PARTNER ACHIEVEMENTS	Technical Certification	Business analysts and BI consultants	Minimal upfront time commitment
	Solution Offerings	Unique and repeatable applications containing partner IP	Marketing investment and delivery priority increases
	Total Contract Value	Cumulative customer contract value signed in a defined period	Sales and support comp increases
	Client Case Studies	Document customer success and value creation	Marketing and customer delivery increases
	Partner Case Study	Document partner success and value creation	Top-tier partners only



PARTNER FIT

We successfully partner with global management consulting firms with cross-industry reach, referred to as Alliance Partners. We also partner with smaller industry - or function-focused management consulting firms that have experience solving client problems with technology-based solutions, referred to as Solution Partners.

All River Logic partners share a common set of highly-valued attributes, including:

- **Deep subject matter expertise**
- **Relationships with senior business executives**
- **A blend of management and technical resources**

Not sure if a River Logic partnership is a good fit for your firm? Give one of our Partner Development Representatives a call — we'll help you sort it out.

MOVING FORWARD

NEXT STEPS

Our partner program isn't the only thing we've defined. We've also developed a clear and concise process for determining the right fit and getting you started on the path to revenue growth.

Step 1. Review our partner program in detail with one of our Partner Development Representatives

Step 2. Formalize our working relationship by executing our partnership agreement

Step 3. Prepare and conduct customer engagement workshops with your Channel Director

Step 4. Train your technical resources by working alongside our Professional Services team