

Seeking Partnership: Business Process Management Suite

Asia Pacific
January 2016



Overview:

Axon.Ivy is one of the top leaders in the Business Process Management (BPM) industry, serving the needs of multinational companies and SMEs worldwide. The company has a significant presence in the European markets and is keen to expand the market share of its BPM software in the Asia-Pacific region. They aim to do so by increasing sales through core partners based in Singapore or other APAC countries such as Hong Kong and Australia. They are looking for partner companies in the IT consulting, advisory and/or software implementation space in general.

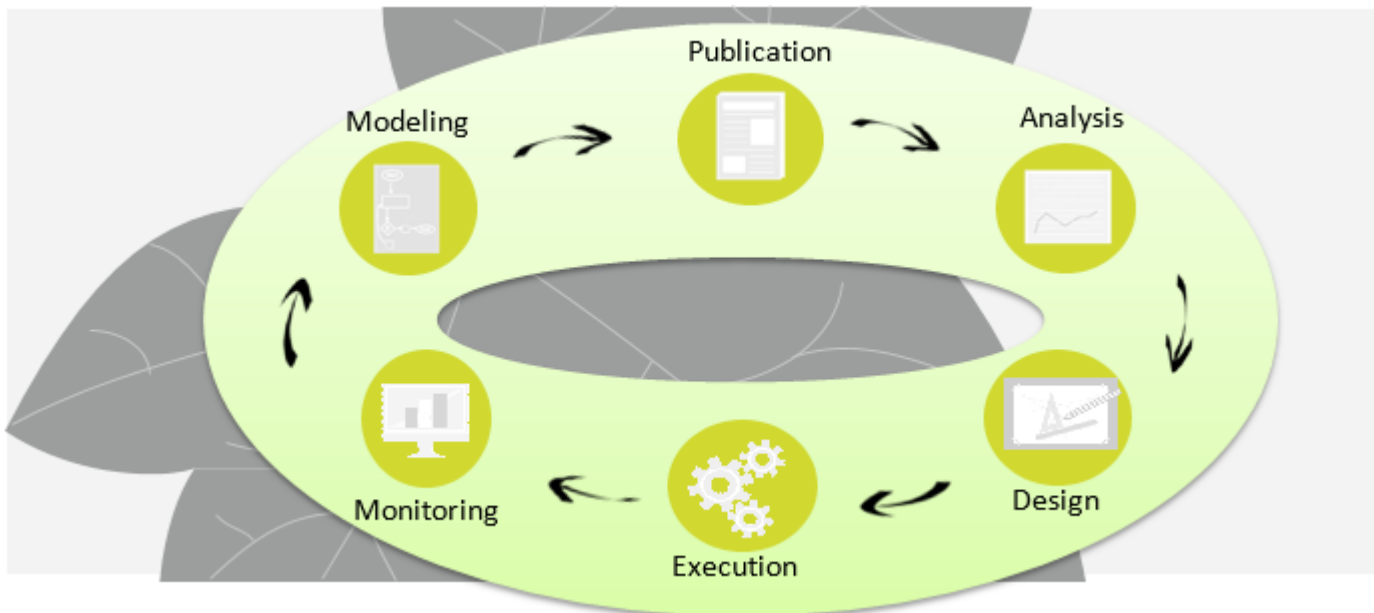
Client Profile:



- Recognized BPM industry leader in Europe; equipped with over 20 years of software development experience
- Global coverage with 500+ employees; headquartered in Europe, direct US and APAC presence
- Proven BPM technology. Simple to use and yet powerful in execution
- 25 partners, 300 customers and over 250,000 users worldwide, cross-industry

Intelligent BPM (iBPM) Suite:

A fully integrated Business Process Management Suite that allows customers to manage, automate and monitor business processes. It covers all aspects of BPM from process design till process execution and process monitoring. Axon.Ivy's customers run processes (across various underlying systems) more effectively and efficiently. They streamline, reduce delays, eliminate errors and improve compliance for their critical processes. Organizations are able to continuously adapt and shorten time-to-market for new products and services. Customers deploying Axon.Ivy solutions achieve great alignment of processes with company strategy, its objectives and IT, while dramatically speeding up implementation time and efforts.



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Partner Profile:

- IT Consulting, advisory and/or software implementation services. Typically the profile is the one of a system integrators or software solution provider

Type of Partnership:

- Resell the Axon.Ivy BPM Suite in your local markets
- Execute project from requirements analysis, installation, implementation, testing and go-live

Partners Criteria:

- Geography: Significant Presence in Singapore or Asia Pacific countries (including Australia)
- Capabilities:
 - Mandatory: BPM understanding, IT projects, IT skills, java programming skills, requirements engineering.
 - Preferably experience in process automation / execution, deep industry expertise and vertical solutions knowledge.
- Customer Base: Looking for potential partners who are cross-industry and also industry experts. Those with a wider, cross-sectoral client base of significant companies would be ideal
- Customer Size: Clients are typically organizations with size of more than 200 staff
- Target partners will need to have experience of selling to significant clients. Axon.Ivy solutions are equally suitable for small or large customers, projects can be in the USD \$50k-1000k range. It enables clients to also start small, and gradually expand
- Potential partners should have access to medium and large companies over a significant period of time, as well as long lasting relationships to existing customers

Benefits for Partner:

The partnership aims to achieve the following for your existing and new customers:

- Value-added offerings and customized solutions to answer specific industry challenges
- Increased market agility and responsiveness, reduced time-to-market for new products and services
- Cost reduction from process redesign, process execution, performance monitoring and optimization
- Increased efficiency in process design, implementation, execution and system integration
- Axon.Ivy BPM Suite is perfect for core processes, but also for support and administrative processes
- Right answer to all digitalization pressures, including smart solutions for mobile, cloud and social support
- Reduced complexity in process implementations due to an homogenous solution
- Benefit from 300+ off shore resources in Vietnam
- Very fair and transparent license pricing models

As our client is aggressively expanding in APAC region, we are particularly interested in solutions localized for the territory.

Contact:

If interested, please contact Kenneth Lim, Vice President of Reciprocus International (Singapore) at kenneth@reciprocus.com or by phone at +65 9155 9886.