

Pastel Business Partner Accreditation Agreement



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PASTEL

Welcome to Pastel Beyond Accounting

Pastel UK & Ireland

Equa Via Software Publishing was formed in 1989 and trades under the style of Pastel UK & Ireland. The company has developed, sold and supported a wide range of business software applications to many different types of organisations and currently supports approximately 4000 businesses throughout Ireland and the United Kingdom.

The Pastel range of accounting solutions is extremely comprehensive and can meet the requirements of many business types ranging in size from sole traders through to larger organisations with 1000+ employees.

Company Activity

Pastel UK & Ireland distributes and supports the complete Pastel range of accounting and related software applications in the United Kingdom and Ireland.

Pastel International

Pastel is a leading developer of accounting, payroll and business software for the small to medium enterprise (SME) market. Founded in 1989, Pastel has developed an in-depth knowledge and understanding of the industry over the past 18 years, establishing itself as the market leader in the southern hemisphere.

As a member of the Softline Group, which is owned by the UK-based Sage Group plc, Pastel is headquartered in Johannesburg, South Africa. Pastel products are actively sold in 52 countries located throughout Africa, Europe, the UK, Middle East, Australia, New Zealand and Asia.

The growth and success of Pastel's expansion is driven by its Business Partner distribution model encompassing more than 80 Business Partners worldwide. Furthermore, a focus on channel development, resulting in an additional 450 resellers and accountant partners in recent years. With our presence globally, you can expect qualified business partners in your area.

User Base

More than 180,000 businesses in Africa, Europe, the UK, Australia and Asia utilise the software applications in their business on a daily basis.

Pastel Software Overview

Pastel Accounting Software Is Used By Over 180,000 Companies in 50+ Countries Across The Globe.

The Pastel product range provides flexible and feature-rich accounting and business management software solutions. From small, single user start-up operations right through to larger entities with multiple companies and several hundred concurrent users, Pastel has the right-sized solution for your business. In addition, the accounting software range includes a number of add-on modules addressing the specific requirements of businesses in vertical industries.

You are assured of fit-for-purpose software solutions that best meet the needs of your business as well as clear upgrade paths to ensure that your business growth will never be hampered by your accounting software system.

Pastel Partner

The combination of ease-of-use, innovation and flexibility makes Pastel Partner perfect for multi-user small to medium sized businesses.

Pastel Partner offers a complete range of accounting features and is well suited to a multi-user environment. Pastel Partner has a wide range of additional modules to add to the core accounting package. Whether the company operates in retail, industrial or any other type of industry sector, Pastel Partner can be tailored according to specific business needs.

Pastel Evolution

Pastel Evolution is suited to larger businesses with multiple users and an advanced operating environment.

Pastel Evolution delivers an entirely new dimension in business management software that will assist in taking business way beyond the traditional realms of accounting software.

In the past, accounting systems stored a wealth of information relating to customers, suppliers, inventory and so on. This information was often limited to accounting data, i.e. the numbers.

Pastel Evolution takes accounting to the next level by allowing not only the capture of numbers, but also to perform what we refer to as business activities. Additional data is integrated and presented together with the numbers, providing a holistic view of the business instead of a numbers-only view. This gives the ability to control the financial situation as well as relationships with customers, suppliers and employees.

In addition, the comprehensive range of features and functionality found in Pastel Evolution is complemented by a number of add-on modules making Pastel Evolution a scalable, flexible and robust management tool for growing businesses.

As an accredited Pastel Business Partner, the following services will be provided:-

- Access to Support Department for trained Partners
- Access to sales and marketing services
- Access to support and training services
- Demonstration software
- Marketing material
- Dedicated Account Manager
- Subsidised product training

Accreditation Criteria

Pastel operates four levels of Partner accreditation:

	Consultant	Bronze Partner	Silver Partner	Gold Partner
Minimum Pastel Cover Renewal / Retention Rate	n/a	> 90%	> 90%	> 95%
Minimum Named Technical Personnel	0	1	2	3
Minimum Named Sales Personnel	1	1	1	2
Quarterly Customer Recruitment Workshops	0	1	2	3
Quarterly Case Studies	0	1	2	3
Product For In House Use / Demo Purposes	No	Yes	Yes	Yes
Monthly Sales And Pipeline Forecasts	Required	Required	Required	Required
Margin - Software and Annual Licence in Year 1	15%	25%	35%	45%
Margin - Annual Licence In Subsequent Years	0%	10%	15%	20%
Sign Up Fee	£0	£0	£0	£0
Monthly Fee	£150	£250	£350	£450

All prices subject to VAT at 17.5%

In addition to the above criteria, all Pastel Partners must fulfil the following criteria (excludes Consultant's): -

- Have experience installing and supporting the latest versions of Microsoft Windows Operating Systems and Microsoft Office applications used by small and medium-sized enterprises
- Operate a dedicated Support Desk permanently manned by trained persons who are available to customers during normal office hours
- Provide a Sales and Marketing/Business Plan setting out your proposed activity
- Keep the most recent copies of software installed at each location
- Maintain a supply of marketing collateral in the demonstration and reception areas at each location ensuring that sales persons have access to this
- Proactively market and sell Pastel Partner and Pastel Evolution

Accreditation Levels & Revenue Targets

Partners' level of accreditation will be determined by meeting the above criteria and by committing to and achieving annual Licence targets, as follows:

Gold Partner: over £30,000 per annum

Silver Partner: over £20,000 per annum

Bronze Partner: up to £20,000 per annum

Consultant: up to £10,000 per annum

In terms of quantifying how each sale would contribute to meeting the above criteria, a typical 10 user Evolution sale with a spread of add-on modules, including support but excluding consultancy can generate a potential sale value of approximately £14,000.

Irrespective of the level of Partner subscription, the total margin amount would contribute to target – e.g. Consultant level at 15% margin would contribute £2,100 to the £10,000 target; Gold Partner at 45% would contribute £6,300 towards the £30,000 target.

Margin on the Annual Licence fees after Year 1 will contribute to annual target.

Additional 5% Margin

If individual Partners achieve their 6-monthly revenue targets as agreed with their Account Managers, they will be entitled to an additional 5% margin bonus over the following 6-month period. If Partners consistently achieve their targets over consecutive 6-month periods, they will continue to be entitled to the additional 5% margin bonus or will have the opportunity to move to a higher accreditation level if applicable.

Benefits

As part of your accreditation, Pastel offers the following benefits: -

- Product support training for Partner staff is included in the accreditation fee on the following basis: -
 - Consultant** level - one day product training on either Evolution or Partner
 - Bronze** and **Silver** level - Partner Certified Installer or Evolution Certified Business Partner for one Consultant within the Partner Business (single course only)
 - Gold** level - Partner Certified Installer or Evolution Certified Business Partner for two Consultants within the Partner Business (single course only)
- Find a Partner facility for prospective customers on Pastel website
- Marketing consultancy
- Partner profiling on Pastel website

Support

Pastel will provide product support to accredited individuals within Partner organisations only. Support benefits include: -

- Dedicated telephone line
- Guaranteed response times and telephone pick-up times
- Incident escalation path
- Prioritised incident responses

Customer Information

As part of your accreditation agreement you agree to: -

- Place orders using official Pastel Product Order Forms
- Collect Pastel Cover contract payments from customers on behalf of Pastel clearly showing the Pastel Cover contract as a separate item
- Complete a Customer profile form to accompany the order when placed with Pastel
- Pastel contacting your Pastel customers directly with relevant marketing material

Comparative Feature Table

° Purchase as a stand-alone module

* Purchase as an add-on module

** No year end procedures necessary, no limit on financial years

*** Can sell items but does not control costs or quantities

BASE	Partner	Evolution
Database Manager - Pervasive	Yes	No
Database Manager - Microsoft SQL	No	Yes
Number Of Users	1 - 20	Multi-User 1 - 1000 +
Number Of Companies	Unlimited	Unlimited
Number Of Financial Years	2	5
User Defined Fields	Yes	Yes
General Ledger	Yes	Yes
Segmented GL Accounts	No	Yes
Cash Books	30	Unlimited
Customers	Yes	Yes
Quotations	Yes	Yes
Invoices	Yes	Yes
Suppliers	Yes	Yes
Purchase Orders	Yes	Yes
Inventory	Yes *	Yes
Segmented Inventory Items	No	Yes
Import Cost Allocations	Yes	Yes
Project Tracking / Cost Centres	Yes	Yes
Report Writer	Yes	Yes
Stationery Customisation	Yes	Yes

ADD-ON MODULES

	Partner	Evolution
Multi-Currency	Yes *	Yes *
Business Intelligence Centre	Yes *	Yes *
Receipting (Cash & Bank Manager)	Yes *	No
Time & Billing	Yes *	No
Point-of-Sale	Yes *	Yes *
Serial Number Tracking	Yes *	Yes *
Multi-Store	Yes *	Yes *
Job Costing	No	Yes *
Bill of Material	Yes *	Yes *
Manufacturing	No	Yes *
Mobile	No	Yes *
Lot Tracking	No	Yes *
Fixed Assets	Yes *°	Yes *°
Payroll	Yes *°	Yes *°
ACT!	Yes *	No
Resolve Basic (Contact Management)	Yes *	Yes *
Resolve Premium (Contact Management)	Yes *	Yes *°
Sales Force Automation	No	Yes *°
Pricing Matrix (Disc. Matrix & Vol. Disc.)	Yes	Yes **
Customer Acc. Consolidations	No	Yes *
Customer Credit Risk Management	No	Yes *
Annuity Billing	No	Yes *
eBusiness & eBilling	Yes	Yes *

Contact Pastel

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