



## PARTNER PROGRAM

# Grow your business and guide your customer's digital transformation

Upland Objectif Lune offers partners the opportunity to expand their business and strengthen relationships by helping customers digitize, optimize, and automate document processes with our OL® Connect software.



## The OL Connect Advantage

### Add value to your clients' important business processes

Objectif Lune vastly improves communications processes by utilizing OL Connect software's robust automation and optimization capabilities.

### Solve the integration challenge

Our middleware technology extends the functionality of existing systems without the need for additional infrastructure investments.

### Transition from paper to digital

Digitize paper-based documents such as invoices, purchase orders, and delivery notes to provide personalized, multi-channel, and interactive communications.

### Automate business processes

Streamline document workflows and eliminate manual tasks to save time, reduce errors, and gain cost-saving efficiency.





## What is the Partner Program?

The Objectif Lune Partner Program is a framework designed to enable, support and nurture partners throughout their journey to become digital transformation experts.

This exclusive community brings together a diverse group of providers who are passionate

about business process automation and information and print management. They are dedicated to alliance, technology, service, and sales orientated partner types—and committed to delivering enhanced document process and workflow solutions. From SMEs to global enterprises, program partners address customers in key vertical

markets and provide scalable solutions to meet their clients' needs.

## Become a trusted advisor

### Value-Added Resellers

Independent certified partners with the ability to directly sell and potentially implement and support Objectif Lune technology.

### Service Partners

A community of experts in the implementation and support of Objectif Lune technology whose knowledge makes them an ideal source of support for smaller partners.

### Master Distributors

These territory representatives are the main contacts for resellers and direct customers in their region.

## Promote ongoing success

### Increase your average sales value

Add OL technology to your solution suite and expand your core offerings. Revisit existing customers, unlock new business opportunities, and win more deals by helping organizations go paperless and streamline processes.

### Achieve competitive differentiation

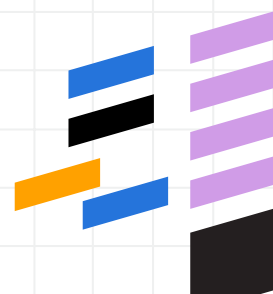
Be a unique solution provider that can address customers' existing systems and processes challenges with a comprehensive document composition and process automation technology.

### Boost your professional services revenue

Develop and grow a rich stream of consultancy revenue by selling and implementing Objectif Lune technology. Offer your own services to capitalize on training, implementation and support.

### Drive digital transformation success

Lead your customers' digital journey by transforming their business processes and improving communications. Assist organizations in creating modern, interactive, responsive, and dynamic documents while enabling multi-channel delivery.







## Why join?

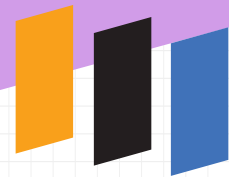
Enroll in a community that helps guide your solution implementations—and supports your long-term revenue growth—from start to finish. Gain instant access to exclusive resources, programs, workshops, and connections. Enlisting in the Partner Program is required in order to sell, implement and support OL technology.

### What we offer:

- Competitive product and solution differentiation
- Regular sales training and support
- Dedicated pre-sales and post-sales mentoring and training
- Comprehensive marketing resources and support
- Annual partner and individual recognition and incentives

### Our objective:

- Help our partners to operate as autonomously as they choose
- Provide a consistent methodology for managing our partnerships
- Drive consistent growth for our partners
- Recognize the highest performing partners and their employees
- Offer exclusive technical, sales and marketing support



**Objectif Lune** helps organizations communicate better with their clients. We create, manage, distribute and automate transactional documents while solving the challenge of integrating systems. Objectif Lune serves more than 26,000 customers in 115 countries worldwide. Now part of Upland Software, a Nasdaq company, Objectif Lune delivers solutions that adapt to your organization's growing needs.

