



OUR PARTNERS

PROGRAMME GUIDE

# REFERRAL PARTNER PROGRAMME GUIDE.

ACCELERATE YOUR SUCCESS BY PARTNERING WITH AIIMI. WE'LL SUPPORT YOU EVERY STEP OF THE WAY TO BRING THE NEXT GENERATION OF INSIGHT ENGINE TECHNOLOGY AND DATA EXPERTISE TO YOUR PROSPECTS AND CUSTOMERS – ENABLING THEM TO GET THE ANSWERS THEY NEED, FASTER AND MORE ACCURATELY THAN EVER BEFORE.

[WWW.AIIMI.COM](http://WWW.AIIMI.COM)

WHAT IS THIS? ▾

THE AIIMI PARTNER PROGRAMME IS A FRAMEWORK THAT PROVIDES OUR CHANNEL PARTNERS WITH ALL THE TOOLS AND SUPPORT THEY NEED TO DRIVE SUCCESS.

AT AIIMI, THESE 3 CORE BELIEFS GUIDE EVERYTHING WE DO.



\_01

DATA & CONTENT SHOULD BE TREATED THE SAME.



\_02

INFORMATION GOVERNANCE NEEDS TO BE AUTOMATED WHERE POSSIBLE.



\_03

USER EXPERIENCE DESIGN IS A CRITICAL ELEMENT IN THE DESIGN OF INFORMATION ARCHITECTURE.

WHAT WE DO

**WE THINK DIFFERENTLY,  
ACT QUICKER, AND OFFER  
A BETTER WAY TO FIND AND  
UNLOCK DEEP MEANING  
AND INTELLIGENT INSIGHTS  
FROM YOUR CUSTOMERS'  
INFORMATION.**

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## MARKETING ▼

## AIIMI BELIEVES THAT THE MOST SUCCESSFUL PARTNERSHIPS ARE COLLABORATIVE AND PROACTIVE.

As part of our programme, all partners must endeavour to execute at least one proactive, opportunity-generating activity per quarter. Be it a joint event, webinar, or something totally different, Aiimi will be there every step of the way to support you.

## REFERRAL REBATES ▼

## IN ADDITION TO THE VALUE DELIVERED TO YOU AND YOUR CUSTOMERS THROUGH WORKING WITH AIIMI, THERE ARE ADDITIONAL COMMERCIAL BENEFITS AVAILABLE TOO.

**COMMISSIONABLE OPPORTUNITIES**

Partners will be paid as stated below for Commissionable Opportunities. A Commissionable Opportunity is information about a sales opportunity ('Lead') for Aiimi Insight Engine, provided to Aiimi by a partner where:

- A** Information about the Lead is submitted to Aiimi via an Aiimi Lead Referral Form
- B** No other company or person has previously submitted an Aiimi Lead Referral Form for the same Lead
- C** Aiimi had not yet begun sales activity for the same Lead at the time the Aiimi Lead Referral Form is submitted

**D** The Lead is not for an existing customer of Aiimi, except where the Lead is accepted by Aiimi in writing or where the Aiimi product being sold is not currently licensed to the customer

**E** The partner actively supports Aiimi in converting a Commissionable Lead to a sale.

Aiimi will notify the partner within 30 days of receipt of an Aiimi Lead Referral Form as to whether the Lead is a Commissionable Lead. If no such notice is received within 30 days, the Lead is not Commissionable.

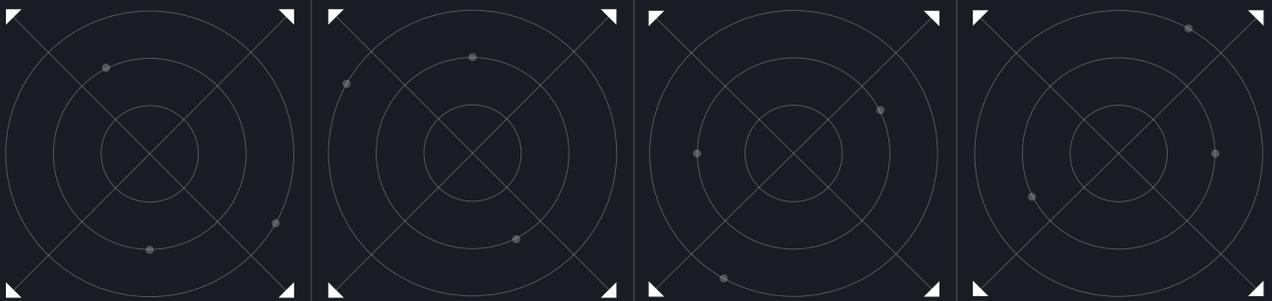
**COOPERATION**

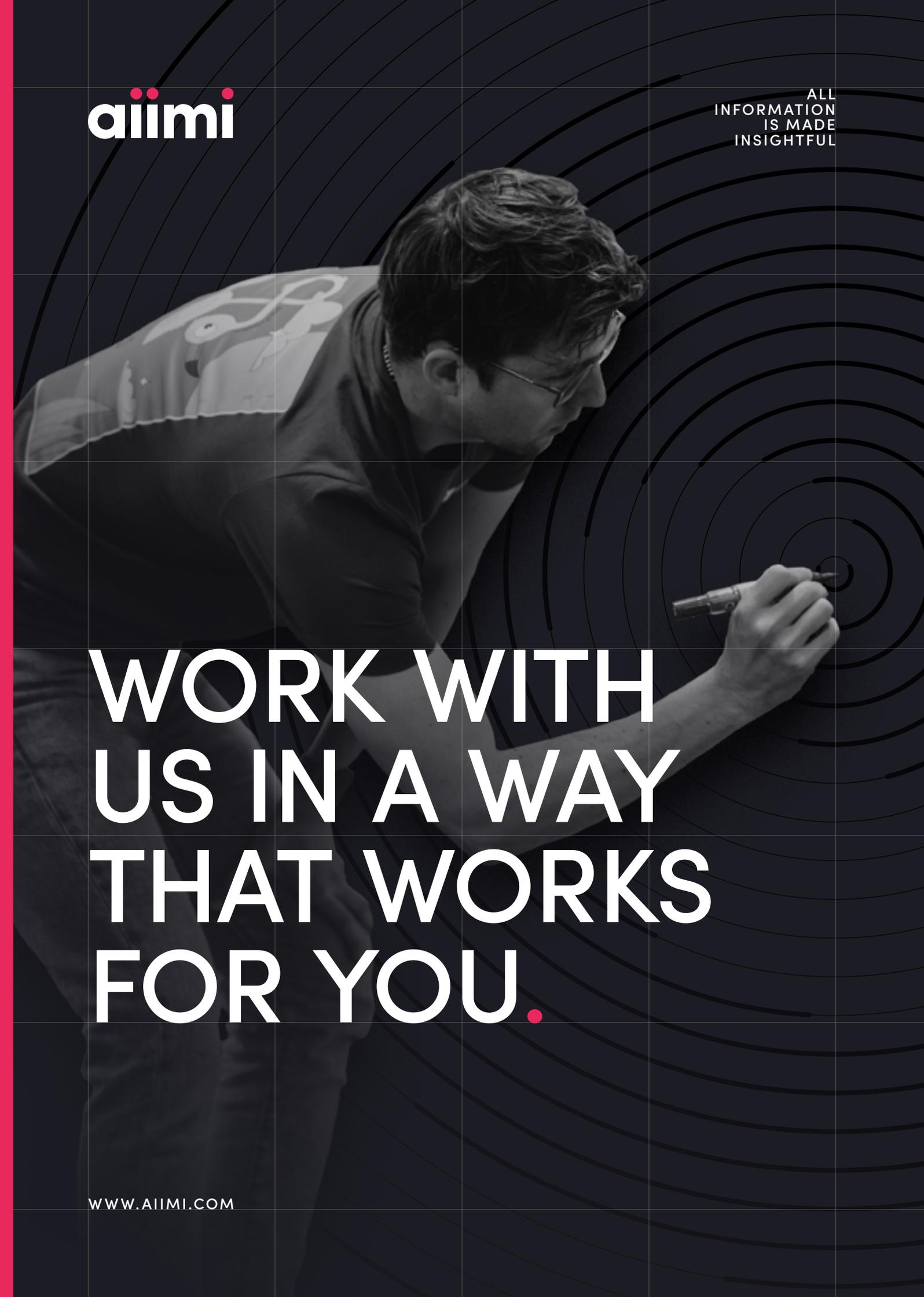
Partner and Aiimi shall each, at their own expense, use commercially reasonable efforts and cooperate as may be necessary to convert each Commissionable Lead into a Sale.

REFERRAL FEE PAYMENTS ▾

**THE REFERRAL FEE PERCENTAGE IS CALCULATED USING THE ANNUAL INSIGHT ENGINE LICENCE CONTRACT VALUE (ACV) BETWEEN AIIMI AND THE END CUSTOMER.**

ACV shall be calculated as the annual fees payable by the End Customer for the subscription. Commissionable Leads shall not include Leads or sums paid to Aiimi for add-on sales, professional services, support services, renewals, training, third-party software products, cancellations or terminated orders, or any sum paid to Aiimi for taxes, levies, or reimbursement of charges by third parties. Payment of Referral Fees shall be made following Aiimi's receipt of payment or payments from the End Customer. Rebate eligibility is subject to an approved Lead referral being in place prior to closure of the opportunity.





**aiimi**

ALL  
INFORMATION  
IS MADE  
INSIGHTFUL

**WORK WITH  
US IN A WAY  
THAT WORKS  
FOR YOU.**

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