



NICE Business Partner Program

Empowering You to Grow
Your Business

About NICE

NICE (Nasdaq: NICE) is the worldwide leading provider of both cloud and on-premise enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data. NICE helps organizations of all sizes deliver better customer service, ensure compliance, combat fraud and safeguard citizens. Over 22,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies, are using NICE solutions

www.nice.com

Getting the right insights to the right people at the right time

Empowering You to Grow Your Business

NICE Business Partner Program is a global program designed to help NICE Channel Partners maintain their competitive edge and grow business through increased competency in selling and supporting NICE solutions.

The tiered program provides comprehensive resources to extend your product and service portfolio including dedicated tools enabling your team to deliver higher levels of customer support. The program is here and ready for you to join and enjoy the advantages today.

The Value of Membership

NICE Business Partners provide a vital channel for selling and supporting a wide range of NICE solutions. NICE recognizes and values the partner relationship and is committed to empowering partners to facilitate business growth.

NICE Business Partner Program provides the ability to offer your customers more value; higher levels of service and customer support. Combine that with market leading solutions and technology, and you're well on your way to establishing the foundation for real business growth.

NICE Business Partner Program's tiered approach provides more value as your participation level increases; we're committed to your success and will reward and motivate our partners to assure greater results. These rewards are aligned with your requirements, resources and involvement so that partner members around the globe can enjoy the benefits of their success.

Overview

The NICE Business Partner Program covers key elements of planning, selling, and supporting the extensive range of NICE solutions.

Key features include:

- Multiple tiers (Silver, Gold and Platinum) that recognize your sales generation from investments in NICE solutions.
- Certification programs for various markets and products.
- Exclusive access to a variety of educational services, including webbased training and in-class courses.
- Commercial rebates in recognition of reaching annual targets.
- A range of marketing support benefits including lead sharing, and co-op funding for business partners' marketing activities.

Marketing Support

To assist you in providing marketing support to customers in various markets, you'll be able to use our library of sales tools that include vertical and solution specific presentations, white papers, brochures, videos, product release notes and more. NICE will support you in your next marketing activity by giving you the latest materials and information as well as providing co-op funding.

Technical Training and Certification

With a range of technical trainings, documentation and certification programs, you'll be able to increase your team's competencies. Now you can provide your customers with the assurance of certifiable knowledge and insight for which NICE solutions and technology are globally recognized.

Sales Support

Whether you seek accessible knowhow, global best practice sharing or valuable sales tools, the Business Partner Program provides many assets to assist you in maintaining a competitive edge and grow your business.

The sales tools made available for our business partners include a joint business plan and an annual, performance-based sales rebate scheme.

You will also gain access to our dedicated partner portal where you can benefit from a wide array of sales and marketing resources.

Tiers and Benefits

The NICE Business Partner Program offers multiple tiers based on sales involving NICE solutions, and providing tiered benefits as follows:

Benefits	Tier			
	Silver	Gold	Platinum	
Sales Benefits				
	Joint business plan	✓	✓	✓
	Annual sales rebate		✓	✓
	Sales lead sharing		✓	✓
	On-line sales tools	✓	✓	✓
	Interactive marketing kit		✓	✓
Marketing Benefits				
	Marketing co-op funds		✓	✓
	Packaged event programs	✓	✓	✓
	Marketing workshops			✓
	Marketing kit & partner recognition certificate	✓	✓	✓
	Joint PR and success stories		✓	✓
Technical Benefits				
	Discounted technical training	✓	✓	✓
	NICE University and training programs	✓	✓	✓