

ACCRUENT  
**PARTNER  
NETWORK**

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# WELCOME TO ACCRUENT PARTNER NETWORK

Dear Valued Partner,

The Accruent Partner Network (APN) has evolved into a world-class Partner Program. Over the last year, we have enhanced numerous offerings to help Partners drive more significant impact into their marketplace. This makes it easier for Partners to do business with Accruent, be innovative with solutions, and drive more predictable revenue streams and profits.

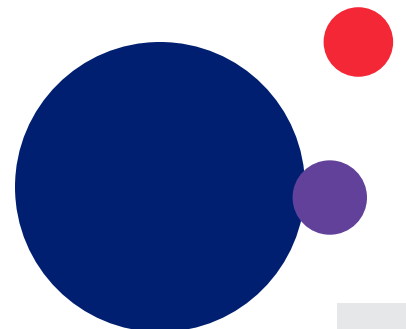
At Accruent, we understand the value of strong partners and recognize that partnerships are a key objective to our go-to-market and growth strategy. When you partner with Accruent, you enjoy a mutually beneficial relationship created to market, sell, implement, and support world-class software solutions. Together, we can bring incredible value to our customers and serve them in remarkable ways.

With our innovative products, our world-class industry experts, your own geographic and domain expertise, and the collective reach of our community, we'll work together to deliver solutions for Unifying the Built Environment that helps customers modernize their built businesses, overcome major challenges, and effectively navigate the "new normal" we live in today.

Throughout this document, you will find information about our solutions, resources, certification, training, tools, processes, and much more to help you take advantage of strong market growth and revenue opportunities.

On behalf of everybody at Accruent, thank you for your continued Partnership and support. We wish you every success and a long and profitable Partnership with Accruent.

**Bill Schrerer**  
**VP, Strategic Partnerships,**  
**Accruent**















# INTRODUCTION TO ACCRUENT

Accruent is the world's leading provider of software solutions made to unify the built environment.

Our best-in-class software was developed to maximize your built environment's performance and streamline your day-to-day operations so you can focus on driving the business forward.

These solutions are broadly split into Asset Management Solutions and Workplace Management Solutions.

WORKPLACE MANAGEMENT SOLUTIONS	ASSET MANAGEMENT SOLUTIONS	
	CROSS-VERTICAL	VERTICAL
     	 	<p data-bbox="1224 751 1328 777">TELECOM</p>  <p data-bbox="1240 932 1312 957">RETAIL</p>  <p data-bbox="1208 1108 1344 1134">HEALTHCARE</p>  

# ACCRUENT PRODUCTS

Accruent software allows you to fully optimize the lifecycle of your assets and facilities, offering connected workflows, integrated experiences, and data-backed insights.



## WORKPLACE RESOURCE MANAGEMENT

EMS desk and room scheduling software minimizes administrative effort by reducing the steps needed to manage a space or resource reservation. Expert users can efficiently create and approve reservations and services, generate and distribute reports, and more. EMS allows organizations to optimize their real estate investment with robust utilization data and workflows that connect spaces with services like catering, IT/AV, facilities, etc.



## ONE-CLICK DESK BOOKING

Accruent EMS Flex is an intuitive SaaS tool for reserving workspaces with minimal user interaction, including user preferences for improved booking recommendations. EMS Flex is easy to deploy, configure, install, and use, promotes flexible/hybrid work, and helps facilitate easier collaboration.



## FACILITY MANAGEMENT SOFTWARE FOR INCREASED OPERATIONAL FUNCTIONALITY

Accruent's facilities maintenance and space planning solution FAMIS, helps facilities managers optimize maintenance and gain efficiencies across their assets and buildings. This cloud-based facilities lifecycle management solution is purpose-built for public sector, CRE, and education institutions and is easy to use, implement, and continuously updated with new functionality.



## LEASE ADMINISTRATION AND ACCOUNTING

Lx Contracts lease administration and accounting software is a leading FASB/IASB-compliant solution created to help users manage the most complex real estate and equipment lease scenarios. It ultimately allows users to mitigate risk, achieve compliance, and seamlessly integrate into the customer's ERP.



## MARKET PLANNING AND SITE SELECTION

Lx Markets & Sites enables organizations to leverage real-time analytics and compress site selection cycle times. It allows users to understand market conditions, make informed decisions, and conclude negotiations faster.



## CONSTRUCTION PROJECT MANAGEMENT

Lx Projects, Accruent's construction project management tool, is a single source of truth for critical project information. It helps users manage new location construction, site openings, and capital improvement processes by ensuring details are done on time and on budget.



## REAL ESTATE TRANSACTION MANAGEMENT

As part of an IWMS, Lx Transaction Management is an integrated solution that helps organizations manage the real estate transaction lifecycle. Organizations can connect their contracts, site planning, projects, and transactions for full insight into real estate portfolios.



## FACILITY & ASSET MAINTENANCE MANAGEMENT

Maintenance Connection is an award-winning, industry-leading CMMS with robust functionality that can help organizations implement effective maintenance programs, maximize productivity, and ultimately increase ROI. It provides users with EAM-level functionalities – including comprehensive work order management, reporting, inventory management, and true mobile capabilities – that help them execute preventive maintenance, maximize uptime, streamline operations, and more.



## ENGINEERING INFORMATION MANAGEMENT

Meridian Engineering Document Management system (EDMS) provides a single source of truth for all documentation, configurable workflows to streamline collaboration, and document version control to simplify audits and regulatory compliance. Meridian manages critical engineering and asset information, ensuring access to the right documents, anytime and anywhere.



## ENERGY MANAGEMENT

Accruent Observe Energy Management helps identify and correct high energy use, tracking key metrics such as which locations use the most energy and what equipment consumes significant energy so organizations lower greenhouse gas emissions and deliver energy efficiencies.



## ASSET MONITORING & CONTROL (IOT)

vx Observe provides organizations with remote monitoring and control of multiple equipment types to predict asset failure, lessen equipment downtime, and reduce maintenance budgets.



## FACILITIES MANAGEMENT SERVICES

ServiceChannel provides peace of mind to facilities and store operations teams by ensuring their locations offer the best possible guest and employee experience. Market leaders across industries partner with ServiceChannel to accelerate the performance of their business-critical assets. This is made possible through a SaaS platform that provides a single source of truth, a marketplace that connects businesses with top service providers, and professionally managed services.



## COMPLETE TELECOM SITE MANAGEMENT SOFTWARE

Siterra is an enterprise-scale SaaS solution for site management focused on handling high volumes of site, asset, project, and lease artifacts crucial to business operations in the telecommunications and energy industries. Siterra delivers greater operational efficiency, reduced operating costs, increased project forecasting accuracy, improved accountability, and decreased time to revenue.



## HEALTHCARE CMMS SOFTWARE FOR MAX FLEXIBILITY

Over 600 healthcare organizations trust TMS to improve their asset uptime, manage maintenance work orders, maximize cybersecurity, and meet robust regulatory requirements. It offers a modern request platform and integrates seamlessly with ERPs, Service Now, security platforms, building automation and RTS systems, and many other healthcare management platforms. This purpose-built healthcare CMMS creates a more connected workplace by optimizing BioMed and facility management operations for improved financial performance and patient experiences.


















## MEDICAL EQUIPMENT PLANNING MADE EASY

Accruent Data Insights is a simple-to-use web application that provides clear insights, giving hospital executives the correct information at the right time to make the best capital planning decisions for their biomedical equipment. The Data Insights platform aggregates millions of data points and delivers valuable, easy-to-consume visualizations to guide decisions.

# ACCRUENT WINS ACROSS VERTICALS

We deliver software that fulfills the transformative needs of clients around the world. We help our customers fuel business outcomes across many industries.

 <b>CORPORATE</b> vx Observe, EMS, EMS Flex, FAMIS 360, Lucernex, Meridian	 <b>INDUSTRIAL</b> Meridian, Maintenance Connection (MC)
 <b>RETAIL</b> Observe, Lucernex, MC, ServiceChannel, FAMIS 360	 <b>HEALTHCARE</b> Observe, MC, EMS, EMS Flex
 <b>HEALTHCARE - OTHER</b> Lucernex, FAMIS 360	 <b>HOSPITALITY &amp; LEISURE</b> EMS, Lucernex, Maintenance Connection (MC), Observe
 <b>HIGHER EDUCATION</b> EMS, EMS Flex, FAMIS 360	 <b>PUBLIC</b> EMS, EMS Flex, Lx Contracts, MC, Siterra, Meridian
 <b>TELECOM</b> Siterra	 <b>OIL &amp; GAS</b> Meridian, Maintenance Connection (MC)
 <b>PHARMA</b> Meridian	 <b>UTILITIES</b> Meridian, Maintenance Connection (MC)
 <b>METALS &amp; MINING</b> Meridian	 <b>PROCESS MANUFACTURING</b> Meridian, MC (F&B), FAMIS 360
 <b>DISCRETE MANUFACTURING</b> EMS, Meridian, MC (Automotive), Observe	



# PARTNER CATEGORIES

Here is an overview of Accruent's Asset Management Solutions and their key functionalities.



## VALUE-ADDED RESELLER (VAR)

Resell our products alongside your services, thereby growing revenue and attracting new clients.



## GLOBAL SYSTEMS INTEGRATOR (GSI), SERVICE PROVIDER (SP), AND COMMERCIAL REAL ESTATE (CRE)

Position and recommend Accruent technology to your client base and your technology stack. Enhance the value, expand your service offerings, manage the sales cycle, and support customers as integration experts on high-impact projects.



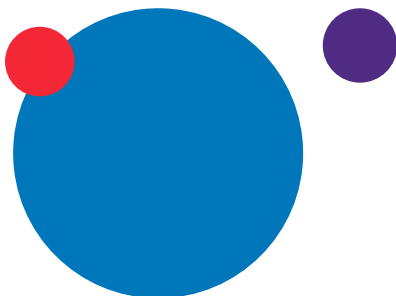
## REFERRAL PARTNER

Have a lead for Accruent? Referral partners work to bring a lead to Accruent's direct sales team doing all the heavy lifting. RP is entitled to deal-specific margins.



## TECHNOLOGY PARTNER

As a technology partner, you can leverage the Accruent brand and Accruent's global market channel and benefit from a wide range of marketing resources and activities. Collaborate with Accruent and leverage our technological expertise and resources to achieve specific business goals or develop technology-related solutions.



# YOUR BENEFITS AS AN ACCRUENT PARTNER

## Financial Benefits

Profitability is foundational to your business and a cornerstone of our program. Platinum, Gold, and Silver Partners can earn compelling discounts.

## New Business Incentive

Additional incentives are awarded for bringing new customers to Accruent and expanding into new business lines.

## Growth

Collaboration and strategic partnerships are fundamental to our growth. Accruent will offer growth rebate rewards, which will accrue as you successfully grow your Accruent products over time.



Create white-glove workplace experiences, helping employees easily find and schedule spaces, resources, or staff.



Help engineering and maintenance teams remain compliant while increasing asset utilization, reducing downtime, and helping organizations maintain a safe workplace.



Empower retailers and corporations to manage their real estate & equipment contracts and leases effectively. Easily facilitate rent payments and maintain compliance with financial regulations.



Provide opportunities to monitor refrigeration or HVAC systems for energy savings in retail and commercial building spaces. Detect anomalies and communicate them in real-time, allowing you to take swift action to minimize disruptions.

# PARTNER TIERS & BENEFITS

The Accruent Partner Program Network comprises of four tiers: Platinum, Gold, Silver, and Referral.

As a Partner advances through the tiers, each subsequent tier unlocks additional program benefits. Depending on your tier, benefits include product discounts, sales incentives, complimentary training, and sales/ marketing tools to accelerate your growth, help expand your cloud portfolio, and further position you as a trusted advisor to your customers.



**Platinum Partner** status is reserved for our top-performing partners.

These partners maintain certified personnel at the highest level, and they have developed GTM solutions to increase value to our joint customers and thought leadership to the market.



**Gold Partners** are top-performing partners who have been successful with targeting key vertical markets.

They have met or committed to specified sales levels with Accruent. They are active in sending sales and technical personnel through a certification course and have developed GTM solutions that bring continued sales and services success to the partnership.

This is the entry membership level for new partners only.



**Silver Partners** have technical or vertical market expertise and provide a high value to the Accruent small and medium business growth. Silver Partners can be vertically focused or cover multiple markets.



**Referral Partners** assist with lead referral introductions. In this partnership, Accruent provides expertise in products and technology. Accruent also drives the sales cycle to a conclusion. Become a Referral Partner, and you will earn a commission on all successful sales referrals.

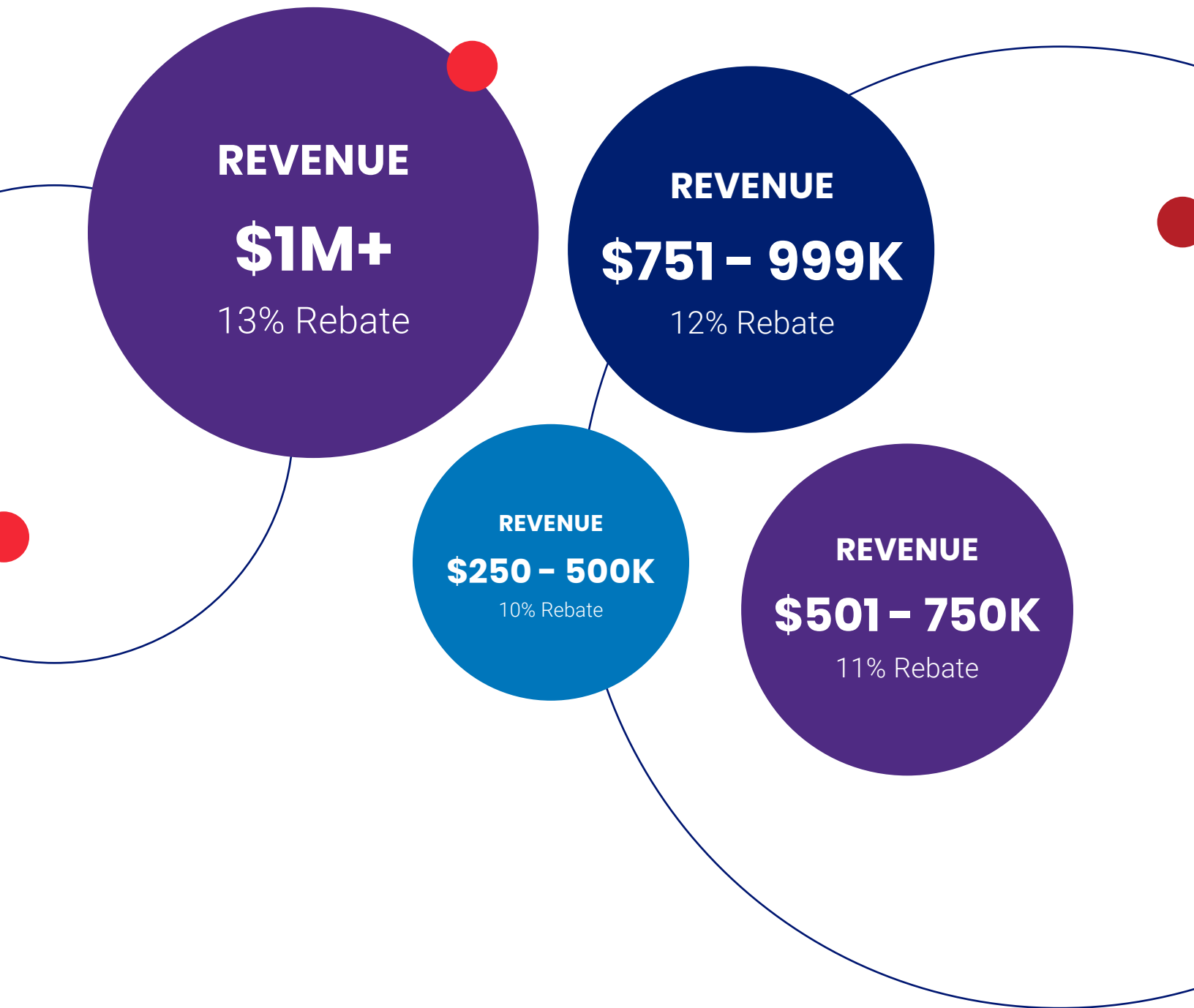


	PLATINUM	GOLD	SILVER	REFERRAL
<b>Sales Support</b>				
Highest Rebate Eligibility	✓			
Annual Partner Business Plan Support	✓	✓		
Quarterly Sales Reviews	✓	✓		
Dedicated Channel Manager	✓	✓		
Renewal Tracking and Alerting	✓	✓	✓	
Use of Solution Value Cloud/Value Selling	✓	✓	✓	
Deal Registration	✓	✓	✓	✓
Rebate Program For Individual Sales Makers	✓	✓	✓	✓
<b>Marketing Support</b>				
Earned Marketing Development Funds (MDF)	✓			
Go-To-Market & Lead Generation Services	✓			
Provided Qualified Leads	✓			
Proposal-based Marketing Development Funds (potential eligibility on approval)	✓	✓		
Partner Portal Access Including Enablement Tools, Sales Aids and Marketing Campaigns & Tools	✓	✓	✓	
Product & Solution Training and Partner Academy Access	✓	✓	✓	
Accruent.com Partner Page Listing	✓	✓	✓	✓
Partner Program Tier Logo Usage	✓	✓	✓	✓
Invitation to Partner Conference "Synergy"	✓	✓	✓	✓
<b>Technical Support</b>				
Partner Advisory and Technical Advisory Boards (by invitation)	✓			
Solution Consulting Services	✓	✓		
<b>Communication</b>				
Newsletters & News	✓	✓	✓	✓
Webinars	✓	✓	✓	✓

## PARTNER MARGINS & REBATE PROGRAM

Profitability is foundational to your business and a cornerstone of our program.

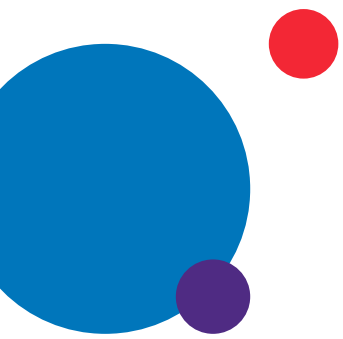
The exact terms for channel partner margins are clearly outlined and agreed upon in partner contracts. Additionally, all Accruent partners can earn compelling rebates for net new software ACV bookings recognized in the booking recognition period.



# SOLUTION CONSULTING SERVICES

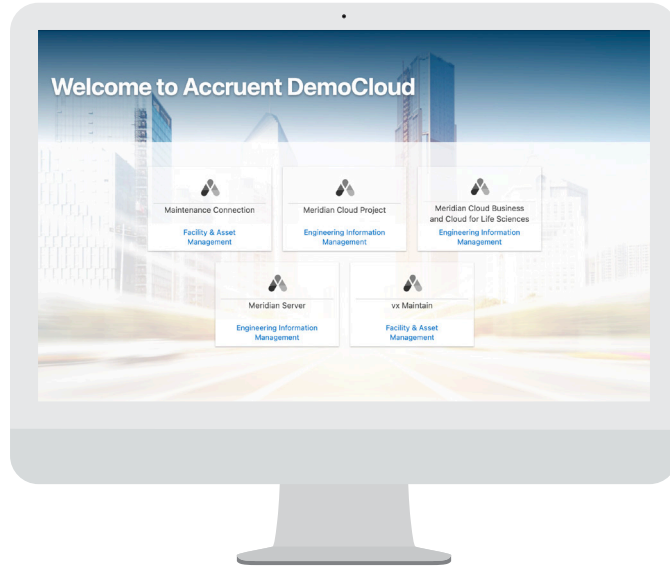
Accruent Solution Consulting Services involve helping partners identify, evaluate, and recommend the most appropriate solutions to address their customer's business challenges or opportunities. These services typically go beyond simple product sales and focus on providing a deep understanding of the client's needs and tailoring solutions to meet those needs effectively. Here are some key aspects of solution consulting services:

HELPING YOU PLAN	HELPING YOU BUILD	PROVIDING TECH ASSISTANCE
<p>Get help assessing your organization's technical capabilities to uncover key opportunities that can help you grow your business</p> <ul style="list-style-type: none"><li>• Evaluate current skills within your organization.</li><li>• Create a plan to develop or grow your services</li></ul>	<p>Overview and value proposition of available integrated products and scenarios</p> <ul style="list-style-type: none"><li>• Best practices &amp; patterns</li><li>• Adapting solutions to industry scenarios</li></ul>	<p>Help to create demos and proofs of concepts and remove sales blockers to help close more sales opportunities. This includes assistance with:</p> <ul style="list-style-type: none"><li>• Demo and proof of concept resources and guidance</li><li>• Technical licensing Q&amp;A</li><li>• Customer objection management</li></ul>



# ACCRUENT DEMO CLOUD

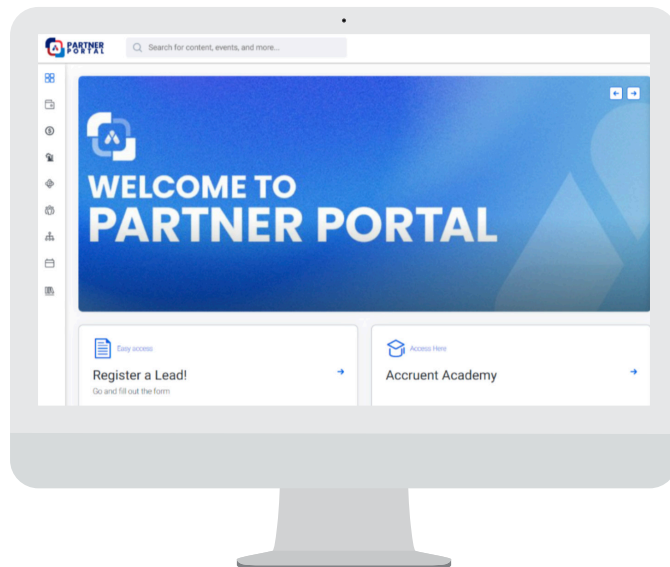
Accruent Demo Cloud is an online platform, available 24/7, enabling Accruent partners and Accruent SE's to conduct demonstrations, either onsite or online, demonstrating the value of one or more Accruent applications to prospects and customers.



# PARTNER PORTAL

Accruent Partner Portal has been created as a one-stop destination for partners, providing 24/7 access to materials and information. All Accruent partners can access and manage their customer accounts and contacts, add leads and opportunities, and request MDF. Additionally, the Partner Portal provides access to sales and marketing assets with the possibility to co-brand materials. Once your company becomes an official partner, you can create your account at:

<https://partnerportal.accruent.com>



# MARKETING DEVELOPMENT FUNDS (MDF)

## ANNUAL \$ COMMITMENT TO COVER 50% OF APPROVED MARKETING ACTIVITIES

The Accruent Partner Program offers two types of Marketing Development Funds:

- **Earned and Proposal-Based MDF:** Earned MDF rewards qualified partners with predictable funding, which is accrued based on revenue/rates based on type and tier.
- **Proposal-Based MDF:** This represents incremental discretionary funds provided to partners based on strategic proposals aligned to regional sales and marketing priorities.

Both funds serve to support a breadth of marketing activities. Eligible MDF Activities include:

- Direct marketing
- Customer-facing events
- Advertising, media buys, and PR
- Web marketing
- Demand generation content creation

To apply for proposal-based MDF, please fill out the request in our Partner Portal:

<https://partnerportal.accruent.com/mdf/>



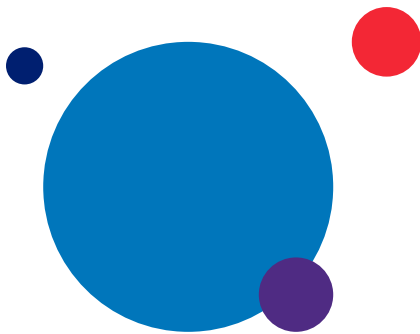
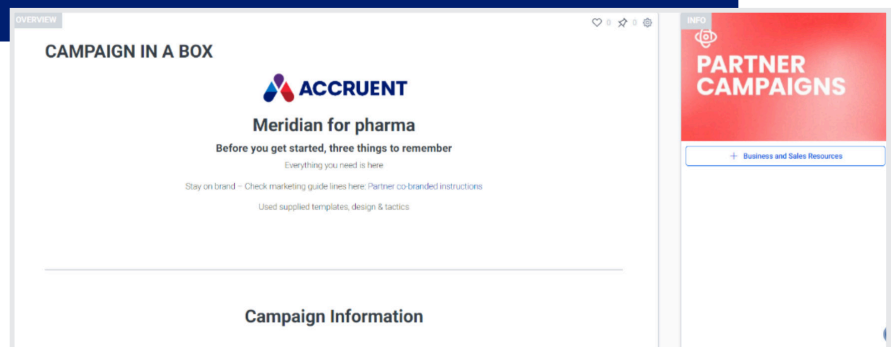


# MARKETING TOOLS & SERVICES

Grow your business faster by taking advantage of Accruent's entire portfolio of the Accruent marketing team, marketing tools and resources to drive increased awareness, generate leads, win customers, and close more deals.

## Campaign-in-a-Box

The Campaign-in-a-Box program aims to enable our partners to drive a more significant pipeline by defining a more streamlined process and framework for campaign creation and demand generation execution. By providing partners with the appropriate tools, strategies, and content, the Campaign-in-a-Box program is structured to acquire and develop new and existing customers, leading to overall partner pipeline growth. These campaigns are available in the partner portal.



# PARTNER ENABLEMENT AND ONBOARDING

Partner enablement and onboarding are critical for building strong and productive relationships with our partners. The Accruent Partner Network is designed to get our Partnership up and running – fast.

30 DAY FAST START PLAN	60 DAY ENGAGEMENT PLAN	90 DAY ACCELERATION PLAN
<ul style="list-style-type: none"><li>• Agreement Finalized</li><li>• Partnership Announcement</li><li>• Website Profile Created</li><li>• Portal Access and Training</li><li>• Professional Training</li><li>• Access to Demo Cloud</li><li>• Business Planning and Joint Value Selling Discovery</li></ul>	<ul style="list-style-type: none"><li>• Introduction and internal Communication to Accruent Teams</li><li>• BDR Alignment</li><li>• Field Sales Introduction</li><li>• Joint Sales Activities</li><li>• Co-branded Marketing Assets</li><li>• Communication and Marketing Planning</li></ul>	<ul style="list-style-type: none"><li>• Annual Business Planning</li><li>• Product Demo Training</li><li>• Customer Success and How to Win Training</li><li>• License Delivery and Logistics</li><li>• Sales Forecasting and Executive Alignment</li><li>• Review 90 Days milestones</li></ul>

## ACCRUENT SUBSCRIPTION SERVICES

Accruent offers a range of recurring service packages to assist customers in reaching their objectives more quickly, experiencing a faster return on investment, maximizing the adoption or expansion of Accruent capabilities, and gaining enhanced value.

Partners can gain additional revenue streams by offering these subscription services to customers.

When customers subscribe to Accruent Subscription Services, they can benefit from:

- Subject Matter Experts
- Business Process Reviews
- Continued Enhancements and Expansion
- Customization and Configuration Support

# ABOUT ACCRUENT

Accruent is a global software company that helps organizations achieve superior performance by transforming how they manage their physical resources. Its innovative, industry-leading cloud-based software and services enable organizations to optimize all stages of real estate, facilities, and asset management – from capital planning to IoT-based monitoring and control.

With a proven record of accomplishments spanning two decades, Accruent has created the only integrated SaaS-based framework and reporting platform for complete lifecycle physical resource management. More than 10,000 global customers depend on Accruent solutions to drive out hidden costs, extend asset lifecycles, protect their brands, ensure compliance, and deliver on the missions of their organization. Headquartered in Austin, Texas, Accruent serves a wide range of industries in more than 150 countries worldwide.

accruent.com, @accruentllc

## The Fortive Foundation



Accruent is part of Fortive (NYSE:FTV), a Fortune 500 industrial growth company comprised of leading Intelligent Operating Solutions, Precision Technologies, and Advanced Healthcare Solutions.

**BECOME A PARTNER**



**Accruent, LLC**

Become a partner [www.accruent.com/partners](http://www.accruent.com/partners)

