

LS Retail
an aptos company

LS Retail Partner Program 2023-2024

Valid from November 1st., 2023

What's new
2023-2024



From November 1st, 2023

- Partner Success Track
- LS Express incorporated in LS Central Partner Program
- Certification refresh every 3 years
- New Customer Acquisition target
- 2 Customer Nominations for Diamond Level
- Standard level needs K€ 10 Revenue
- Base Level Certifications requirement
- Core & Specialized Level Certifications



LS Retail

The LS Retail Partner Program

Explore the benefits

The LS Retail Partner Program provides LS Retail Partners with the structure and support needed to successfully grow their business with LS Retail product solutions and create more value for their customers.

All new LS Retail Partners enter the same well-defined program framework, which clearly defines the role of the Partner and the role of LS Retail in our valuable cooperation.

The Retail Partner Program encourages partners to promote and market LS Retail, attract new customers and retain the business of current LS Retail customers.

The LS Retail Partner Program has been designed to secure the best service to local customers by our Partners in the local product version, language and time zone.

The LS Retail Partner Channel

Our solutions are delivered by a worldwide network of partner organizations that share our commitment to lasting customer relationships.

Our partners provide personalized planning, implementation and support to ensure that local customers receive a solution that meets their needs and helps them succeed.

The LS Retail Partner Program offers Certified Partners to reach certain levels based on their annual sales recognized by four levels of license discounts.

We reward our partners' overall commitment and achievement in selling LS Retail products.

Partner level trophies are handed out during the yearly Partner Awards Ceremony at our Partner Event conneXion.



We expect all our partners to...

- have SaaS as their primary business model and proficiency in Microsoft Dynamics 365 Business Central.
- have experience and knowledge in retail and/or hospitality industries, or specialty such as pharmacies, forecourt, ...
- have a legal entity in the region/country of their local business activities and assign this legal entity to the Microsoft Indirect Reseller MPN ID in CSP.
- present a business plan with several opportunities in the related market and its specific verticals.
- have a minimum of three employees certified by the LS Retail Academy On-demand with initial Base Level courses and refresh every 3rd year to bring the latest and greatest to their customers.
- allocate marketing resources for lead generation and to promote LS Retail on their website and multiple channels, to create customer stories and exhibit LS Retail's solutions.
- continuously work closely with LS Retail's teams on winning business.

LS Retail Partners Status

Knowledge is the key to your success



Certified Partner

To become an LS Retail Certified Partner in the country/region of business activity, a minimum of three local employees need to complete the Base Level of courses and certifications (LS Central Base (CF-300) and one employee for LS Central in SaaS (CF900)) within the first six month of the partnership. Certified Partners need to refresh their courses and certifications every third year to keep their Certified Partner status and related partner levels and discounts.

Once certified, Partners are listed on LS Retail Partner Finder and receive leads and support from Partner Operations, Sales, Consulting and Marketing teams.

If not certified after six months of partnership, Partners are given the status of **Lean Partner**.

Lean Partner

The Status of Lean Partner is given to Partners who do not have three certified employees with the Base Level and reach revenues below the ones required to keep or reach Standard Level after the first year of partnership.

Lean Partners are unmanaged and are not visible on the LS Retail Partner Finder. They receive a lower discount than Certified Partners. Lean Partners can become a Certified Partner at any time once they have met the minimum requirements.

Partner Onboarding Tracks

For the first year of partnership all new Partners shall commit to one of the Partner Onboarding Tracks.

Basic – €300*/Month

Partner Management
- ✓ Licensing Ordering & Support
- ✓ Partner Success Manager
- ✓ Partner Portal & Business Hub

Services
- ✓ 3 seats for LS Retail Academy On-demand
- ✓ 3 Certification Tests
- ✓ Cloud Acceleration Program

Sales & Marketing Tools
- ✓ RFP /RFI Support
- ✓ Customer Leads Support
- ✓ Pre-sales Technical Support & Demo
- ✓ Listed on LS Retail Certified Partner Finder
- ✓ Marketing Advisory & Branding Material
- ✓ 5% Discount on LS Retail Consulting Services' hourly fees for Guided implementation SOW

Technical Support
- ✓ Knowledge Base access
- ✓ Product Support
- ✓ SaaS Buddy Support

General – €500*/Month

Partner Management
- ✓ Licensing Ordering & Support
- ✓ Partner Success Manager
- ✓ Partner Portal & Business Hub

Services
- ✓ 5 seats LS Retail Academy On-demand
- ✓ 5 Certification Tests
- ✓ Cloud Acceleration Program

Sales & Marketing Tools
- ✓ RFP /RFI support
- ✓ Customer Leads Support
- ✓ Pre-sales Technical Support & Demo
- ✓ Listed on LS Retail Certified Partner Finder
- ✓ Marketing Advisory & Branding Material
- ✓ 20% Discount on LS Retail Consulting Services' hourly fees for Guided implementation SOW
- ✓ 1 LS Retail conference ticket**

Technical Support
- ✓ Knowledge Base access
- ✓ Product Support
- ✓ SaaS Buddy Support

Advanced – 825€*/Month

Partner Management
- ✓ Licensing Ordering & Support
- ✓ Partner Success Manager
- ✓ Partner Portal & Business Hub

Services
- ✓ 7 seats LS Retail Academy On-demand
- ✓ 7 Certification Tests
- ✓ Cloud Acceleration Program

Sales & Marketing Tools
- ✓ RFP /RFI support
- ✓ Customer Leads Support
- ✓ Pre-sales Technical Support & Demo
- ✓ Listed on LS Retail Certified Partner Finder
- ✓ Marketing Advisory & Branding Material
- ✓ 30% Discount on LS Retail Consulting Services' hourly fees for Guided implementation SOW
- ✓ 2 LS Retail conference tickets**

Technical Support
- ✓ Knowledge Base access
- ✓ Product Support
- ✓ SaaS Buddy Support

*to be invoiced on yearly basis

** LS Retail conference ticket valid for 18 months

Partner Success Tracks

Once the Partner Onboarding Track is expired, all LS Retail Partners keep access to the initial Partner Management, Sales & Marketing and Technical Supports and can purchase one of the Partner Success Tracks for additional learning and marketing activity needs towards their growth and specialized expertise plans.

The Partner Success Tracks can be utilized both for **continuous learning** and/or for **course and certification refresh** required to reach the highest Partner levels & discounts within the Partner Program.

Basic – €300*/Month

Provides LS Retail Partners with:

Services
- ✓ 3 seats for LS Retail Academy On-demand
- ✓ 3 Certification Tests

General – €500*/Month

Provides LS Retail Partners with :

Services
- ✓ 5 seats LS Retail Academy On-demand
- ✓ 5 Certification Tests

Sales & Marketing Tools
- ✓ **1** LS Retail conference ticket
- ✓ Up to **€ 1,000** contribution for 1 video Customer Story

Advanced – 825€*/Month

Provides LS Retail Partners with :

Services
- ✓ 7 seats LS Retail Academy On-demand
- ✓ 7 Certification Tests

Sales & Marketing Tools
- ✓ **2** LS Retail conference tickets
- ✓ Up to € **2,500** contribution for 1 video Customer Story

All Tracks are valid for **12 months** from the date of purchase (the "Term") and all benefits must be utilized within the Term.

*to be invoiced on yearly basis
** LS Retail conference ticket valid for 18 months

The LS Retail Academy – Course Level Certification

Base Level Certification

- The **Base Level Certification** includes the required courses and certifications for both courses LS Central Base CF-300 (3 employees) and LS Central in SaaS CF-900 (1 employee) giving access to the status of **LS Retail Certified Partner**.

Core Level Certification

- The **Core Level Certification** includes courses and certifications that are a prerequisite prior enrolling to Specialized course courses. For instance, CF-400 LS Central for restaurant is a prerequisite for CF-500 LS Central for hotels, CF-700 Bookings for LS Central.

Specialized Level Certification

- The **Specialized Level Certification** includes advanced courses and certifications related to specifics topics to become a Specialized Partner in the targeted vertical(s), for instance CF-500 LS Central for hotels, CF-600 LS Central for pharmacies.

The LS Retail Academy - On-Demand Courses

Academy courses	Base	Core	Specialized
CF-100 Introduction to LS Central		x	
CF-110 Update Service		x	
CF-120 Solution Architecture of LS Central - Introduction Course		x	
CF-130 Inventory Management - Introduction Course		x	
CF-140 Member Management & Loyalty - Introduction Course		x	
CF-200 LS Central Support Course			x
CF-210 Replenishment for LS Central Course			x
CF-300 LS Central for retail	x		
CF-320 Advance POS Setup for LS Central			x
CF-400 LS Central for restaurants		x	
CF-500 LS Central for hotels			x
CF-600 LS Central for pharmacies			x
CF-700 Bookings for LS Central			x
CF-710 eCommerce for LS Central			x
CF-800 Analytics for LS Central		x	
CF-900 LS Central SaaS	x		
CT-100 LS Central Technical Setup			x
CT-200 LS Central AL Programming			x
EF-100 Introduction to LS Express (not LS Central)			

Partner levels and discounts

LS Central

Benefits and requirements

Partner levels are determined once a year on May 1st,
Partner discounts are reviewed and adjusted twice a year (May 1st and November 1st)

	LS Central Partners				
	Diamond	**Platinum**	**Gold**	**Standard**	**Lean**
Minimum New License /Subscription Revenue in €	> 350.000	> 175.000	> 50.000	> 10.000	-
License Discount [1 & 2]	25%	20%	15%	10%	5%
Enhancement Plan Discount [2]	18%	16%	14%	11%	5%
Subscription Discount [3]	30%	25%	20%	15%	5%
SaaS Discount [3]	30%	25%	20%	15%	5%
Customer stories per year [4]	2	1	-	-	-
New Customer Acquisition	5	3	2	1	
Minimum Number of Certifications/courses: [5]					
- Base Level (CF 300 and CF 900)	7	6	5	4	1 - 3
- Core Level (CF-100, CF-400, CF-800) or Specialized Level (CF-320, CF-500, CF-700,...)	3	2	1		

1. A 0,8 factor is applied when calculating the perpetual license revenue cap for emerging markets. A full list of countries that qualify for this factor can be found on the FAQ slide.
2. Same discount applies to all modules in the LS Central combined solution.
3. Subject to the grace period described on the slide 13.
4. Nominate customers for the customer story not later than March 31st, each year.
5. Certification renewal every three years. One person can hold more than one certification.

Partner levels and discounts

Benefits and requirements

LS Express as a standalone Product Solution (not combined with LS Central)

	LS Express Partners
Minimum number of trained employees	1

Partner levels and discounts

Important dates and information



May 1st

Partner **level** (Diamond, Platinum, Gold, Standard) and Partner **discounts** are determined on May 1st each year, based on revenue from April 1st in the previous year to March 31st in the current year.*

Partners eligible for **Diamond** level are required to nominate **two customers** selected for a Customer Story each year. Partners eligible for **Platinum** level are required to nominate **one customer.**

Submit Customer Nomination : deadline 31.03.2024

Submit Customer Story : deadline 30.06.2024

*All Partners must pay any outstanding invoices prior to receiving their eligible level and discounts.

All unpaid invoices are available in the Business Hub/Invoices.

November 1st

Partner **discounts** are reviewed and adjusted on November 1st each year, based on the revenue from October 1st in the previous year to September 30th in the current year. Partner discounts can **increase*, decrease** or **stay the same** at this point. Partner **level** stays the same at this point and will be reviewed in May.

24-month grace period for SaaS and subscription discounts

From November1st, 2020 onwards certified partner discounts for SaaS and subscriptions have not been lowered within a 24-month period. Certified Partners who attain a higher discount at either the May or November evaluation are entitled to that SaaS/subscription discount level or higher for the duration of the grace period. If the same discount or higher is granted within the grace period, the 24-month period restarts from the date of that evaluation. This program will end on September 30th, 2024.

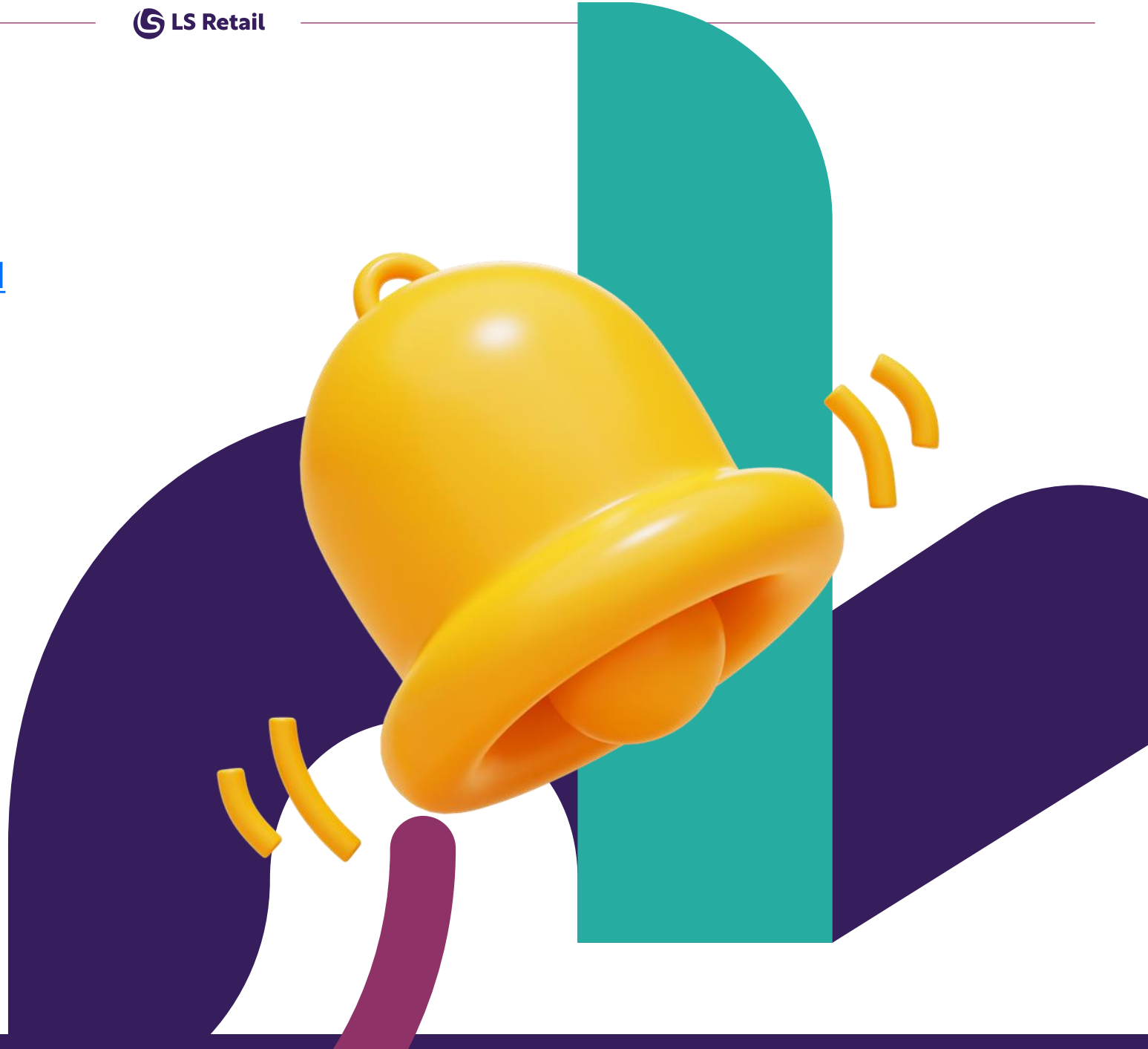
Useful links

Services

- Cloud Acceleration Program - LS Central
- LS Retail Academy On-Demand
- Certification Tests

Marketing Tools

- conneXion Ticket
- Partner Event Support
- Submit Customer Nomination
- Submit Customer story
- Listed on LS Retail Partner Finder



FAQ

New Partners

When can we be listed as Certified Partner on the LS Retail Webpage?

Partners can be listed on the LS Retail Partner Finder once the three mandatory employees have completed the minimum required Base Level (course and Certification for CF-300 and a minimum of one employee for CF-900) together with the approval by regional Sales VP.

What is the fastest timeframe to become a Certified Partner?

courses are available online whenever and certifications are available every month. Certifications require the participant to be visible in a camera during the session that is scheduled by the LS Retail Academy.

Partner level

How is my partner level calculated?

Partner levels are calculated based on the license revenue received by LS Retail over the past 12-month period, after the discounts have been applied. Revenue from new and additional subscription licenses and SaaS licenses, counts towards this amount; EP revenue and subscription renewal do not count. A multiplier equivalent to a 24-month subscription is applied to all new and additional subscriptions. A multiplier equivalent to 36 months is applied to new and additional SaaS Licenses.

Microsoft CSP

Is my revenue recognized with Microsoft?

Yes. Partners selling LS Central licenses who are listed as the consulting partner or Indirect Reseller with Microsoft receive revenue recognition with both Microsoft and LS Retail. Partners selling LS Central as a Cloud solution and are listed as the Indirect Reseller on the license are eligible to receive incentives from Microsoft.

What discount applies if my Microsoft discount is different?

The LS Retail discounts apply on both LS Retail and Microsoft modules.

Can we be both Microsoft Direct and Indirect Resellers?

Yes. Every LS Retail Partner should be set as Microsoft Indirect Reseller linked with LS Retail as Microsoft Indirect Provider to obtain LS Retail SaaS solutions. All Microsoft Direct Reseller can create am additional Microsoft Indirect Reseller account. More information on Operational Guidelines

How do I sell LS Central as a Cloud solution?

Existing LS Central partners may sell LS Central as a cloud solution once they have signed an addendum to their Partner Agreement and set up an Indirect Reseller account in their applicable CSP Region. Information on how to become an LS Retail Indirect Reseller can be found here.

FAQ

LS Retail Academy

As an example, we are Diamond Partner, do we need 7 employees certified with the Base Level and 3 with Core/Specialized Level?

No, the number of certifications in the requirement table above, does not refer to the number of employees. One employee can hold 2 base certifications (CF-300 and CF-900) and 2 core/specialized certifications.

Minimum of number of required certified employees is 4 to obtain Diamond Partner Level and a minimum of 3 to obtain Platinum, Gold and Standard Partner Levels.

Are both course and certification required to be refreshed every three years, or only the certification test?

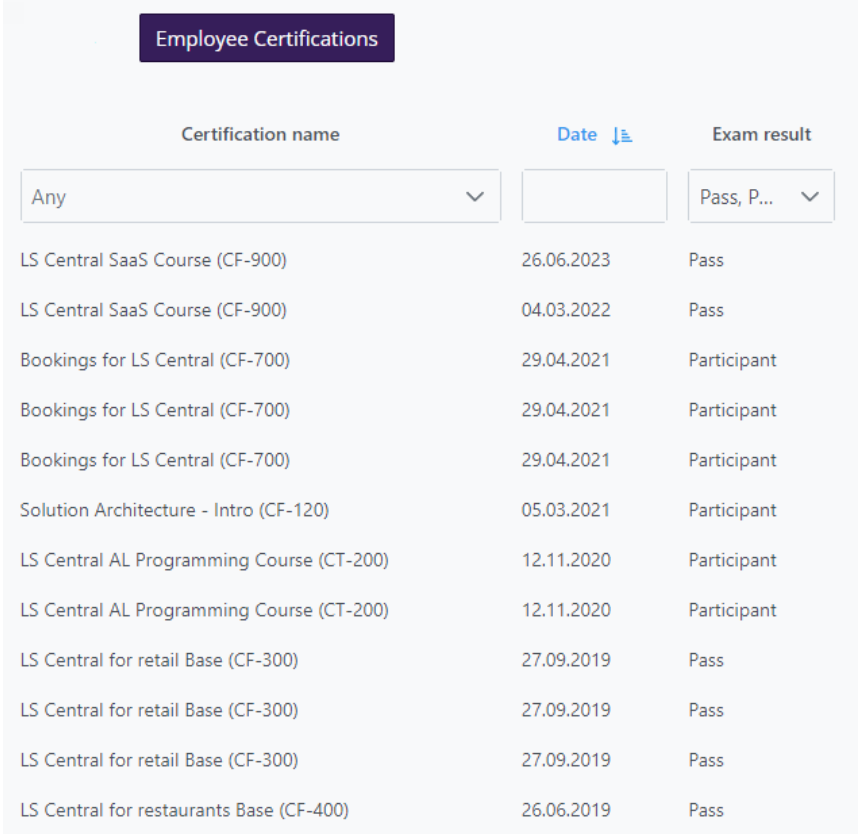
Yes, both course and certification refresh are required on the On-demand platform

If an LS Retail Certified consultant resigns and joins another company. Can the certification status be transferred to another company?

Yes, however if the Certification is older than three years, a course and certification refresh are needed via the LS Retail Academy On-demand.

How can I check the course and certifications status of our employees/consultants?

The status of courses and Certifications of all employees of the organization appear in the Business Hub, under the User Management, Certifications.



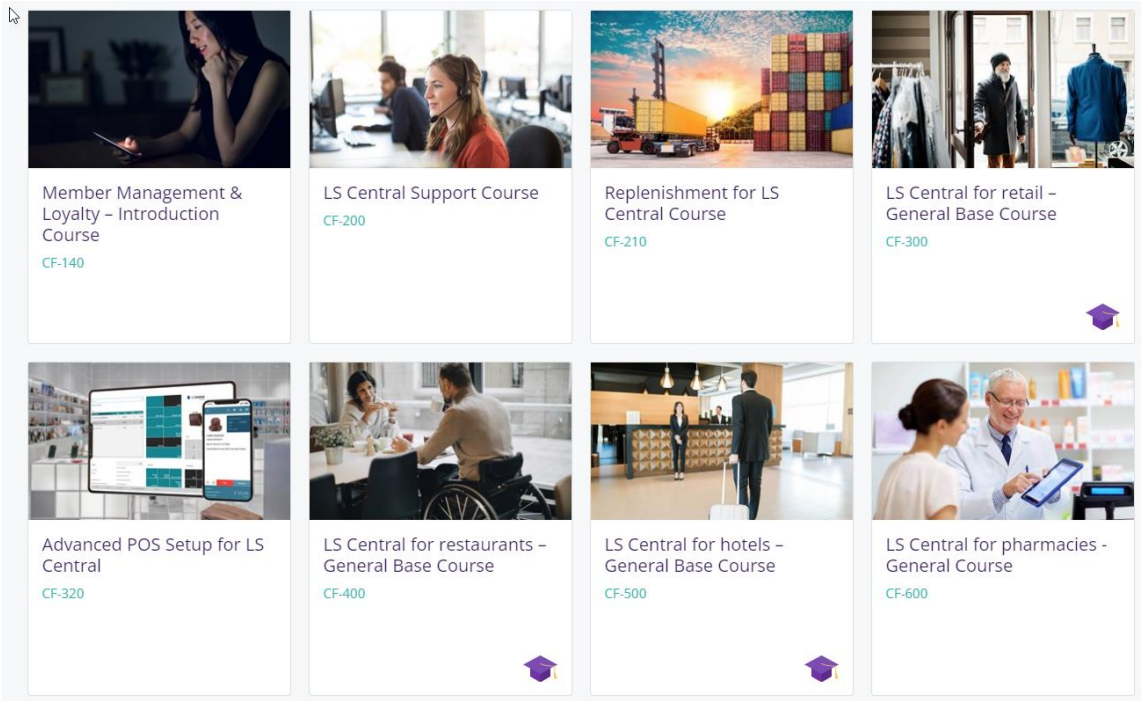
All certifications older than 3 years should be refreshed by finalizing On-demand courses and certification test. Above the partner has 2 valid Base Level CF-900 certifications and 4 valid Core/Specialized Levels.

FAQ

LS Retail Academy

Some of the courses do not have certification test, how can these courses be recognized in the Partner Program?

The courses on the LS Academy page with the sign  have a Certification test. Any course that does not have Certification test count as Certification in the Partner Program once the Partner has finalized the course (ex : CF-320).



Why do we need to refresh our courses and certifications while we are very experienced and have a lot of knowledge in house?

LS Central is continuously updated and new functionalities added which are relevant for all consultants to learn. The LS Retail Academy On-Demand is set up in a way that consultants can either go through the whole course or focus on the updated part or chapters related to unfamiliar functionalities. Staying up-to-date and obtaining refreshed certifications help your organization to stand out in your market.

Partner Program requirements

Does a BTC license purchase counts as New SaaS revenue?

Yes it does. Also it counts as a new Customer Acquisition required in the Partner Program. For instance, not a new store but the opening of a new entity in another country.

When can Partners subscribe to the Partner Success Track?

All LS Retail Partners will be able to subscribe to a Partner Success Track from **October 1st, 2023** or renew their current one at expiry date if you are a partner that joined us in the last 12 months.

What happens if certifications are not refreshed every 3 years?

If the requirements are not fulfilled partners are set to lower level.

FAQ

Which countries qualify for the emerging market factor for Perpetual Licenses?

Afghanistan, Albania, Algeria, Anguilla, Angola, Antarctica, Antigua and Barbuda, Argentina, Armenia, Aruba, Azerbaijan, Bahamas, Bangladesh, Barbados, Belarus, Belize, Benin, Bermuda, Bhutan, Bolivia, Bosnia and Herzegovina, Botswana, Brazil, British Indian Ocean Territory, British Virgin Islands, Brunei, Burkina Faso, Burundi, Cambodia, Cameroon, Cape Verde, Cayman Islands, Central African Republic, Chad, Chile, Colombia, Comoros, Congo, Congo (DRC), Costa Rica, Côte d'Ivoire, Cuba, Djibouti, Dominica, Dominican Republic, Ecuador, Egypt, El Salvador, Equatorial Guinea, Eritrea, Ethiopia, Falkland Islands (Islas Malvinas), Fiji Islands, French Polynesia, Gabon, Gambia, Georgia, Ghana, Grenada, Guatemala, Guinea, Guinea-Bissau, Guyana, Haiti, Honduras, Hong Kong SAR, India, Indonesia, Jamaica, Kazakhstan, Kenya, Kosovo, Kyrgyzstan, Laos, Lesotho, Liberia, Libya, Macao SAR, Madagascar, Malawi, Malaysia, Maldives, Mali, Mauritania, Mauritius, Mexico, Micronesia, Moldova, Mongolia, Montenegro, Montserrat, Morocco, Mozambique, Myanmar, Namibia, Nepal, Netherlands Antilles, New Caledonia, Nicaragua, Niger, Nigeria, North Korea, North Macedonia, Pakistan, Palau, Palestine, Panama, Papua New Guinea, Paraguay, Peru, Philippines, Pitcairn Islands, Rwanda, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Samoa, Sao Tomé and Príncipe, Senegal, Serbia, Seychelles, Sierra Leone, Singapore, Solomon Islands, Somalia, South Africa, South Georgia and the South Sandwich Islands, South Korea, Sri Lanka, Sudan, Suriname, Swaziland, Syria, Taiwan, Tajikistan, Tanzania, Thailand, Timor-Leste, Togo, Tonga, Trinidad and Tobago, Tunisia, Turkey, Turks and Caicos Islands, Turkmenistan, Uganda, Ukraine, Uruguay, Uzbekistan, Vanuatu, Venezuela, Vietnam, Wallis and Futuna, Western Sahara, Zambia, Zimbabwe.

For more information contact pops@lsretail.com

Marketing

How long is the included ticket for a LS Retail conference valid?

The LS Retail conference ticket is valid for 18 months from the purchase date of the Partner Success Track.

What does Partner Event Support entail?

The contribution of LS Retail to partner events will be determined based on the application on Partner Event Support. Please note that applications should be sent minimum 4 weeks before the event/activity.

Cloud Transition Existing Partners

How do I sell LS Central as a Cloud solution?

Existing LS Central partners may sell LS Central as a Cloud solution once they have signed an addendum to their Partner Agreement and set up an Indirect Reseller account in their applicable CSP Region. Information on how to become an LS Retail Indirect Reseller can be found here.

Expected changes to the Partner Program in the upcoming year

The 24-month grace period for SaaS and Subscription discounts will be applied until September 30th, 2024.

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Thank you