LS Retail
an aptos company



LS Central

Partner Program 2023

The LS Retail Partner Program

Become an LS Retail partner and grow with us

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.

We recognize our partners' overall commitment and achievement in selling LS Retail products. The Partner Program encourages partners to promote and market LS Retail, sign up new LS Retail customers and retain the business of current customers.











The LS Retail Partner Program

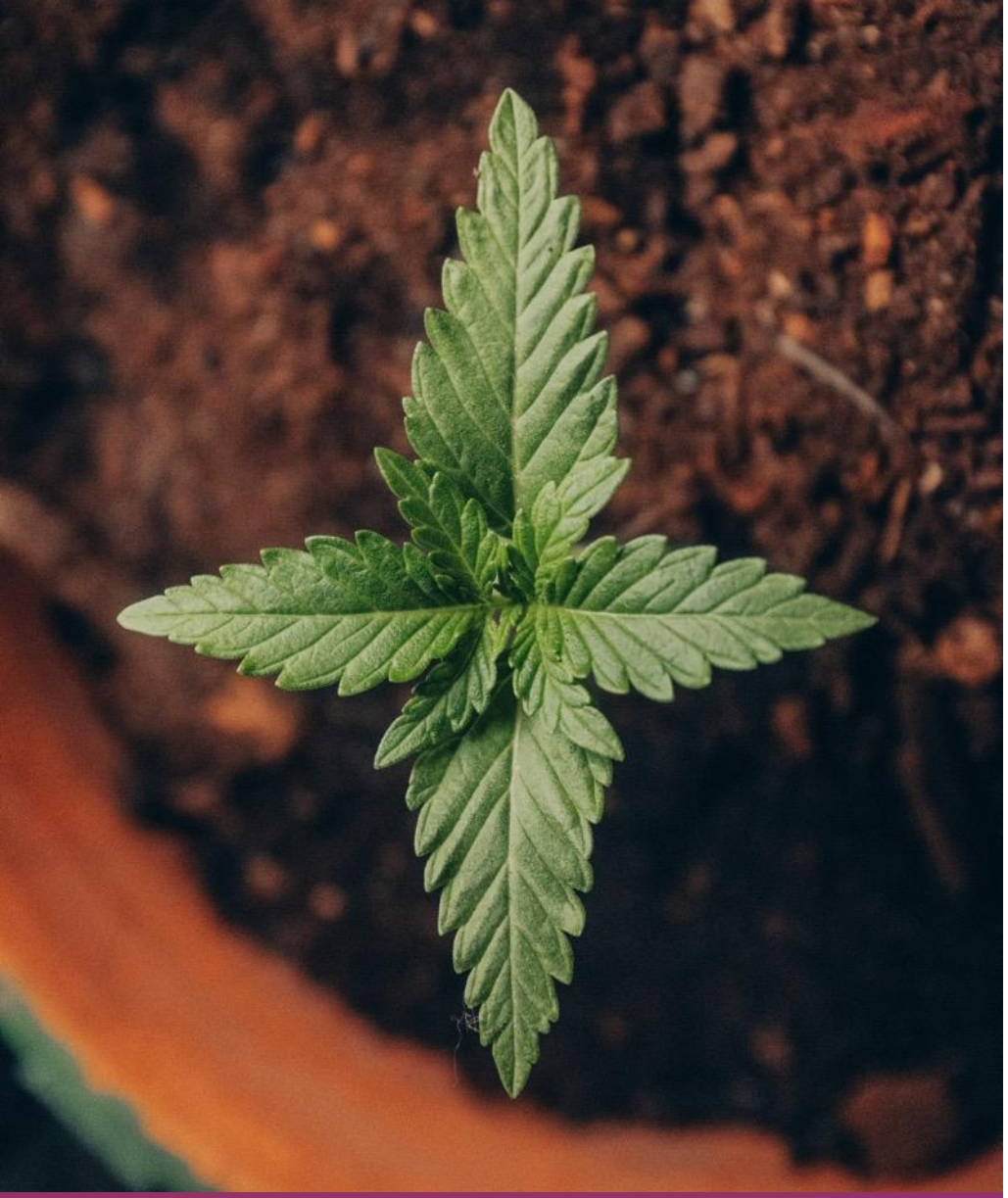
Explore the benefits

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 LS Retail Partner Program encourages Certified Partners to reach certain levels of annual sales by offering four levels of license discounts based on Partners' success.

All new LS Retail Partners must commit to one of three available Partner Success Tracks for the first year, renewed if needed. The Partner Success Tracks provide access to training seats and advisory concerning marketing, solution customization, installation, upgrades, etc.

LS Central - Become a Partner



*Lean partners cannot overtake or sell into existing LS Nav / LS Central licenses. They are not provided a development license until after the first order for a new LS Central license is placed.

LS Retail

LS Retail Partners

Become an LS Retail partner and grow with us

At the start of the partnership, Partners choose whether to become a **Certified Partner** or a **Lean Partner.**

Certified Partner

Becoming an LS Retail Certified Partner is the best way to get up to speed with LS Retail products and provides higher margins. Certified Partners receive leads and support from LS Retail's sales and consulting and marketing teams. To become a Certified Partner, three employees need to undergo LS Central certification training for CF-300 and CF-900.

Lean Partner

Becoming an LS Retail Lean Partner is a simple way to start building revenue and selling LS Retail products. A Lean Partner is an unmanaged LS Retail Partner that receives a lower margin than Certified Partners when selling LS Central*. To become an LS Central Lean Partner one partner employee needs to undergo LS Central training. Lean Partners can become a Certified Partner at any time once they have met the minimum requirements.

Joint contributions to our mutual success

We expect all our partners to…

Participate in LS Retail events

- network, exchange ideas and get answers
- face to face

Seek training

- focus on advancing their expertise
- bring the latest and greatest to their customers

Promote LS Retail on their website, create awareness on multiple channels, create customer stories, exhibit LS Retail's solutions

Continuously work closely with LS Retail's team on winning business



Partner level and discounts

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)

	Certified Partners				
	Diamond	**Platinum**	**Gold**	**Standard**	**Lean**
Minimum license revenue last 12-month period € [1]	> 350.000	> 175.000	> 50.000	-	-
License discount [2]	25%	20%	15%	10%	5%
Enhancement plan discount [2]	18%	16%	14%	11%	5%
Subscription [3]	30%	25%	20%	15%	5%
SaaS discount [3]	30%	25%	20%	15%	15%
Customer stories per year [4]	1	1	-	-	-
Minimum number of certified employees CF-300			3		1
Minimum number of certified employees CF-900			1		1

[1] A 0,8 factor is applied when calculating the 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 next slide
[4] Nominate a customer for a customer story before March 31st, each year

Partner level and discounts

Important dates and information

May 1st

Partner **levels** (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 or Platinum level are required to nominate a customer for a customer story before March 31st, each year.

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.

24-month grace period for SaaS and subscription discounts

Beginning November 1st, 2020, certified partner discounts for SaaS and subscriptions will not be 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.

* Provided partner does not have overdue invoices

FAQ

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 does not. A multiplier equivalent to a 24-month subscription is applied to all new and additional subscription. A multiplier equivalent to 36 months is applied to new and additional SaaS Licenses.

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.

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.

What discount applies if my Microsoft discount is different?

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

Which countries qualify for the emerging market factor?

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

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Thank you