

Loftware Partner Program Updates 2024 EMEA/AMER

We are delighted to announce changes to our partner program that demonstrate our focus on cloud. On March 19 we are launching our new platform, Loftware Cloud, and so we are providing you with incentives to invest in the vast potential of cloud services. Our focus aligns with current market trends and opens new avenues for your growth and innovation.

Partner Discount Changes

Effective April 5, we will equalize all software discounts to the same level as your LMS and Cloud discounts. This means that we will reduce the discount that we apply to your purchases of on-premise perpetual software. We will not change your discounts for Cloud, Software Maintenance Agreements, and Professional Services. We will send your 2024 Program Relationship Document by email. If you do not receive it or have any questions about it, please contact channelsalesamericas@loftware.com or channelsaleseurope@loftware.com.

Subscription Management Portal

From March 19, you may place orders for Cloud Designer, Essentials, Business, Cloud Renewals, and on-premise software subscriptions via the SMP.

If you need access or have any questions about the SMP, please contact channelsalesamericas@loftware.com or channelsaleseurope@loftware.com.

2024 Program Thresholds

By end December 2024, you achieve these thresholds to earn your program tier for 2025. The new thresholds for each partner level are as follows:

Solutions	Total purchase order value for new and add-on cloud and on-premise subscriptions: US: \$35,000 EMEA: €35,000 2 fully certified and up to date technical team members 2 fully certified and up to date sales team members (as certifications are made available) 2 customer reference stories and satisfaction surveys
Business	Total purchase order value for new and add-on cloud and on-premise subscriptions: US: \$15,000 EMEA: €15,000 1 fully certified and up to date technical team members 1 fully certified and up to date sales team members (as certifications are made available)
Authorized	Minimum of 2 orders for Cloud in the previous calendar year.
Affiliates	All new members of the partner program. All partners who are ecommerce or procurement businesses.

Need to know which program tier you are in for 2024? Ask channelsalesamericas@loftware.com or channelsaleseurope@loftware.com for your Program Relationship Document.

