

# Partner Programme Guide

## About the information supplied in this Programme

This Partner Programme provides a general, high-level view of Programme benefits and deliverables associated with the Bottomline Partner Programme. Bottomline reserve the right to make changes to the Portal and the overall Programme without notice. Except as might otherwise be specified in a binding written agreement by and between Bottomline and a Partner company, this document has no legal status. Bottomline reserves the right to make the benefits listed in this document available to any of its partners, or to withhold any of the benefits, terms, obligations and the like. Programme members are responsible for their employees' compliance with the guidelines and terms of the Bottomline Partner Programme and any signed agreement that may be associated.

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Bottomline and its partners are independent contractors, engaged in various marketplaces to achieve mutually agreed business objectives, and the terms “partner” or “partnering” do not imply a specific legal relationship. Participation in the Bottomline Partner Programme by the parties does not constitute or create, and shall not constitute or create, a partnership or any entity other than an independent contractor arrangement under which neither party is authorised to act for, represent, obligate or bind the other. In the event of any contradictory statement between this document and the Bottomline Partner Programme agreement, the Bottomline agreement will prevail.

## Introduction

The ability to pay and get paid is critical for every business. Business payments are inherently complex and getting more so every day, making it difficult for organisations to create a business payments strategy that helps them be successful.

Bottomline Technologies (NASDAQ: EPAY), an innovator in business payment automation technology for 30 years, eliminates that struggle by helping companies make complex business payments simple, smart and secure.

The proof of our success lies in the fact that Bottomline's solutions are being used by thousands of companies in 92 countries to simplify and streamline payment processes, dramatically improve cash management and rapidly gain full control over payments. That's billions of transactions processing trillions of dollars of payments every single year.

Corporations and Banks worldwide rely on Bottomline for domestic and international payments, efficient cash management, fraud detection, regulatory compliance and more.

The first step in creating effective partnerships is to define a partner framework. To this end a framework has been created to support Bottomline as an organisation to establish the foundation and operating guidelines for selecting and working with partners. The framework defines the business objectives, the circumstances in which partners are used, the criteria for selecting a partner and the guidelines for managing the relationships on an ongoing basis.

This Partner Programme Guide lays out this framework and those principles as operating guidelines and how Bottomline selects and works with partners.



## Programme Focus

The Bottomline Partner Programme defines how Bottomline works with Partners to grow our businesses together and create value for our joint customers by implementing Bottomline solutions in conjunction with our Partners expertise, capabilities, technologies and market focus.

The Programme is built to foster and develop a wide range of Partnerships from Channel Partners such as bank channel partners, VARs and service providers, Technology Partners who support our operating systems alongside Independent Software Vendors (ISV) who enhance and extend our offering to our market. We also seek to work with Solution Partners such as System Integrators who work on complete and extensive business operating solutions and who require smart, simple and secure payment software solutions for their business customers. These may include management consulting companies, advising businesses on complete and or best of breed payment solutions. All three Partner types are detailed further in this guide.

## Programme Objectives

Bottomline believe that efficient partnering is one of the most effective ways to increase coverage in new markets and industry verticals, whilst further penetrating markets we already know and have some measured success. Our partners win by bringing smart, simple and secure payment solutions to their customer which help their businesses pay and get paid.

We operate a clear, simple, and industry compliant framework for partners to work with Bottomline. We believe working with partners in this way creates simplicity, transparency, trust and efficiency when working together with our joint customers.

### **THE BOTTOMLINE PARTNER PROGRAMME HELPS ACHIEVE THE FOLLOWING**

- Accelerate mutual growth of the business.
- Ensure strategy alignment with our end customers.
- Build higher market and brand awareness.
- Generate new, mutually beneficial business opportunities with increased revenues and 'stickiness'.
- Ensure appropriate resources are applied to meet sales, marketing, training and partner certification, development, support, and services.
- Facilitate interaction between Bottomline and its partners through a single point of contact or through our Partner Success Team.
- Exchange, product and solution information via internal and external web-based communication.
- Set mutual beneficial goals, objectives and outline commitments.

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**Set mutual beneficial goals, objectives and outline commitments.**

# The Programme at a glance



## BOTTOMLINE REFERRAL PARTNER PROGRAMME

### REFERRAL PROGRAMME GOAL

Increase Bottomline and Partner lead flow by creating a financial incentive for partners at any level, to deliver smart, simple and efficient payment solutions to the partner customers.

### PROGRAMME REQUIREMENTS

Partners must be active in the Bottomline Partner Programme, at any level, and have executed the Bottomline Framework Agreement and appropriate addendums.

- Adhere to the referral process.
- Complete the online Bottomline Lead Referral form (before a transaction takes place).

The Lead is reviewed for completeness then forwarded to the region and business unit for review. Partner will receive referral fee if a transaction on an accepted lead occurs within 12 months of submission date.

All 'types' of partners can become resellers of Bottomline Payment Solutions (subject to agreement).

All 'types' of partners may be invited to form a Strategic Alliance within the Bottomline Programme.

# Description of Partner types



## **Technology Partners**

Technology based organisations who provide infrastructure, hardware components or complimentary product capabilities to Bottomline products, including ISVs who enhance or compliment Bottomline solutions.



## **Solution Partners**

Solution Partners are management consultancies, system integrators or service providers that comprehensively handle the project needs of their client from concept to installation through to support, they enhance or expand the ability to deliver complex IT and managed services projects.



## **Resellers**

All of the above 'Partner Types' can become resellers of Bottomline software or subscription services (subject to agreement). To enable Bottomline and our partners to deliver effectively and fully a customer project, being a reseller is a transactional characteristic of the Partnership as opposed to a 'Type of Partner'.



## **Referral Partners**

These partners identify, qualify and register qualified leads for Bottomline to engage in the selling of Bottomline payment solutions and are paid a referral fee on the net value of the signed license agreement. It is a very light touch relationship.

This Programme of partners, combined with Bottomline products and services, provides our customers access to unmatched domain, industry, and technology expertise, as well as expanded systems implementation, management and business consulting services.

# Partnership relationship levels

There are 3 levels of partnerships, Silver, Gold and Platinum, each of which is categorised by differing levels of commitments and deliverables.

## SILVER

The Silver Partnership is the entry level into the programme and is driven by both Bottomline and the partner seeing mutually acceptable benefits in partnering. Silver Partners can promote themselves as participants in the Bottomline Partner Programme, and are eligible to receive product information & support, marketing materials, and engage with sales as described in the Partner Benefits Table.



## GOLD

The Gold Partner level is driven by a mutual and ongoing commitment to proactive engagement in joint market and/or customer opportunities with Bottomline. Gold Partners can include Channel, Technology and Solution Partner with eligibility being based on a comprehensive technical and business assessment that includes a qualification process. Gold Partners are eligible to receive certain ongoing functional support and benefit from an assigned Partner Manager/or shared Partner Manager and a commitment to the Bottomline Partner Certification Programme. The nature and level of functional support provided by Bottomline is described in the Partner Benefits Table which may be varied in conjunction with specifically agreed joint growth strategies with specific Partners.



## PLATINUM

A Platinum partnership is considered a strategic partnership and is driven by a mutual and ongoing commitment to create compelling joint solutions. A Platinum Partner can include channel, solution, software and technology vendors with eligibility being based on both a comprehensive technical and business assessment, the development of a joint business plan and roadmap, and a commitment to the Bottomline Partner Certification Programme.

Platinum Partners are active participants in the programme and receive a high-level of ongoing functional support. In addition, each partner at this level is assigned a Partner Manager, whose role is to manage this relationship proactively on behalf of Bottomline to meet the strategic objectives agreed between both parties.



## Why Partner with Bottomline?

- Enjoy a partnership that delivers clear accountability, increased market visibility, and measurable results.
- Stand out as a company that provides your customers with user-friendly payment solutions that are smart, simple and secure.
- Access to annual R&D funding and an innovative roadmap of product development.
- Benefit from more than 30 years of our industry experience in effortless payments and collection management.
- Choose from a variety of partnership opportunities, including channel, distribution and service providers, technology or solution provider, system integrators and consulting, technology companies, and independent software vendors.
- Choose to resell or join our referral programme.
- Choose the level of commitment to suit your business, from far-reaching global partnerships to local, industry-specific collaborations.
- Grow your business by developing new sales opportunities to established Bottomline customers and work with us to identify new joint customers.
- Enjoy back office support in the form of marketing, sales, and technical service, training and certification opportunities to enrich your service to customers.

### HOW WE DO IT

Driven by the demands of the payment's environment, the pace of technological innovation and the end to end financial processing needs of customers, Bottomline aims to help customers simplify, modernise and secure the way they process payments and settlements.

From high-value, complex transactions to high-volume, low-value payments – across payments, securities, foreign exchange, trade finance, and custodial business, our award-winning solutions help:

### PAY AND COLLECT

Use industry-approved, cloud-based solutions to make, collect and manage payments in-country and across borders, currencies, and industries. Associated inbound and outbound document automation technology complements the end to end process.

### PREDICT AND PROTECT

Beyond the minimal standards of regulatory and compliance requirements, Bottomline's solutions combine user monitoring and behavioral analysis to detect potential payment fraud and reduce the overall risks in the operation.

### CONNECT AND MANAGE

Our aggregation solution for financial institutions and enterprises is a cloud-based plug-in platform that securely connects to multiple payment and settlement systems. This increased access to payment rails like SWIFT, Faster Payments, Bacs, Direct Debit and Visa products improves the management of financial activity across multiple payment networks.



**“Our goal is to be  
the leading global  
provider of business  
payment technology.”**

*– Bottomline Partner Programme*

## What the Industry says about us

We are honoured to be recognised in the industry by Fintech Power50 and IDC Top 100, and have been the recipient of many awards, including: Payment Innovation of the Year (Bottomline PTX), Best in Payments Processing (Bottomline Universal Aggregator), and AP/Invoicing Product of the Year (Bottomline Invoice Automation for Microsoft Dynamics 365).

As the provider of innovative, market-leading solutions, we have a responsibility to the market and our customers to ensure they are kept fully informed of developments in the payments industry. Subscribe to [The Payments Podcast](#), the go-to source for payments trends and stories and subscribe to the blogs on [www.smartpayments.com](http://www.smartpayments.com)

### Bottomline Guiding Principles

Everything we do every day is based on our five Guiding Principles.

#### Delight customers

#### Innovate, communicate, win and grow

#### Work with and for each other

#### Do the right thing

#### Be a company of which all can be proud

## About Bottomline

Bottomline Technologies makes business payments simple, smart and secure. Capitalising on business payment leadership position in a large market opportunity:

- Trusted brand in B2B domestics and international payments.
- Comprehensive offering of Risk & Compliance solutions.
- Leading SWIFT third party bureau globally.
- Open Banking ready solutions for corporates to use.
- Scale to execute yet agility to innovate.
- Leading payments and cash management platform.
- Leveraging product investment to drive subscription growth product investment.
- Access to capital to invest in market leading solutions for large and growing markets.
- Targeting 15-20% subscriptions revenue growth.
- 89% recurring revenue.



## Bottomline strategy

Our goal is to be the leading global provider of business payment technology. The key elements of our strategy include the following:

- Providing solutions that allow businesses to make complex and fragmented payment processes simple, smart and secure;
- Delivering an increasingly broad set of feature-rich solutions via the cloud to provide ease of deployment and efficiency for our customers and increased recurring revenue to us;
- Providing an intuitive, easy-to-use/easy-to-navigate experience, accessible via a variety of technology platforms including mobile devices;
- Integrating machine learning and predictive analytics technologies to increase the capabilities and effectiveness of our solutions;
- Developing innovative new technologies that will allow us to broaden our market footprint, enhance our competitive position in our current markets and capitalise on new market opportunities;
- Growing our business payment settlement network solutions by adding customers, strategic partners and new capabilities;
- Delivering solutions that enable organisations to adapt to and leverage business payment environment changes such as faster payments, real-time settlement and Open Banking;
- Providing banking solutions that enable banks of all sizes to offer their business customers leading cash management and treasury capabilities;
- Attracting and retaining exceptional technical, industry and management talent who have experience in our markets and the capability to grow our business;
- Continuing to develop and broaden strategic relationships that enhance our global position; and
- Pursuing strategic acquisitions that expand our geographical footprint and market share or extend our product functionality.



# Bottomline Solutions

Bottomline simplifies and automates payments and collections whether you are a small business or a multi-national corporate. All our solutions are cloud based and operate on a subscription basis.



## MONEY IN/MONEY OUT UK SOLUTIONS

Our secure cloud-based technology in the UK, called PTX, gives you increased mobility and flexibility for the processing of payroll and supplier payments or Direct Debit collections. The service scales effortlessly with your business – just add extra functionality when you need it. In just a few steps our solutions allow you to upload, validate, approve, submit and manage payments and collections from anywhere, anytime, using multiple devices.

### With Bottomline you can:

- Automate payments using Bacs and Faster Payments.
- Collect cash with Direct Debit and Card.
- Use a set of hosted Direct Debit screens via a website for online self-signup.
- Manage invoices, remittance advices and other critical documents.
- Make domestic and international payments.
- Protect yourself from error and fraud.



## FRAUD, RISK AND COMPLIANCE MANAGEMENT

Protecting all payments from financial crime and fraud before it happens. Proactive and intelligent risk management solutions aligned to the payments process empowers organisations to mitigate the risk and impact of falling victim to fraud and breaching compliance regulations.



## PAYMENT CONNECTIVITY

Enabling banks and corporate organisations to comply, grow and engage in the ever-changing payments landscape. Our cloud-based platform gives access to all the mainstream clearing and settlement payment networks used in financial messaging globally. This allows organisations to thrive from the digital payment industry initiatives and payment innovations using the latest API technology.



## PAYMENTS AND CASH MANAGEMENT

Delivering superior visibility and control, for optimising working capital and processing complex payments on one secure platform. Corporate Treasurers experience the full range of cash lifecycle activities including global multi-bank connectivity, powerful cash and liquidity management tools and robust analytics so they can manage their business with confidence.



## SECURITIES MANAGEMENT

Providing flexibility, agility and greater end-to-end insight and control for private banks and wealth management organisations. The Securities Business Centre presents a real-time consolidated view of the settlement process and enables improved, strategic decision-making on behalf of private clients.

## FY19 Financial overview

### SUBSCRIPTION AND TRANSACTION REVENUE

**296\$M**

70% of revenue

Growth of 15-20% per year

### REVENUE

**422\$M**

87% recurring revenue

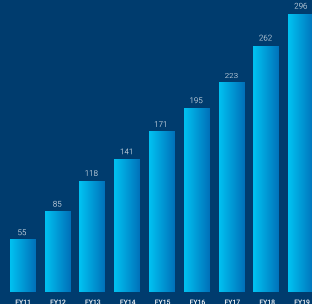
39% of revenue is international

### EBITDA

**100\$M**

Consistently profitable model

EBITDA Margin 24%



**87%**

RECURRING REVENUE

## FY20 Financial overview

### SUBSCRIPTION AND TRANSACTION REVENUE

**334-339\$M**

75% of revenue

Growth of 15-20% per year

### REVENUE

**442-452\$M**

90% recurring revenue

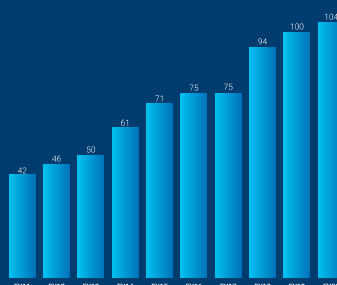
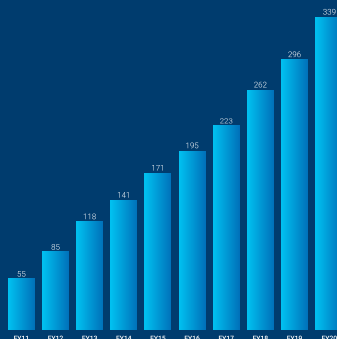
39% of revenue is international

### EBITDA

**104\$M**

Consistently profitable model

EBITDA Margin 23%



**90%**

RECURRING REVENUE



## Partner commitments

Bottomline and its Partners commit to building and maintaining productive, mutually rewarding relationships that are aligned with our mutual customers' success.

### **BOTTOMLINE EXPECT OUR PARTNERS TO:**

- Act as goodwill ambassador for Bottomline in the conduct of all business.
- Endorse, align and support our joint business strategy to our customers and prospects.
- Actively participate in workgroups to define business processes, technology requirements, and solutions that deliver outstanding payment solutions to our customers.
- Actively participate and support joint activities that drive and support our customers to deliver outstanding payment solutions for their business.
- Meet agreed resource commitments such as fulfilling customer requirements, opportunities and other Bottomline Partner Programme activities.
- Participate in the design and development of the joint offering and integration between partner products and Bottomline products.
- Participate in joint sales and marketing initiatives to promote the joint offering.
- Adhere to Bottomline branding guidelines; allow use of partner logos and screen shots.
- Pay agreed fees in a timely fashion (for various programme activities where fees are applicable, e.g. Bottomline Partner Programme, events, demos, support).
- Use Bottomline Partner Portal to access product, solution, marketing & sales materials and engage Bottomline through and the designated personas the single point of contact.
- Participate in the Bottomline Partner and Certification Programme to acquire the levels of certification agreed under the terms stipulated by the Bottomline Partner Framework Agreement.

## Bottomline Partner Certification Programme

As a committed Bottomline Partner, our objective is to enable you rapidly to develop the necessary skills and knowledge to understand Bottomline's products and solutions and how these can benefit your customers and begin to generate new opportunities quickly. The Bottomline Partner Certification Programme is built to do just this and enables your consultants, sales and pre-sales teams to develop their understanding and knowledge in our market leading payments solutions which will represent the best possible guarantee of success for your organisation.

Bottomline has introduced a Partner Certification Programme to give our customers an ecosystem of trusted partners who are visibly qualified to meet their needs. With certification comes a range of benefits, not least of which is the ability to offer better levels of consultancy and to charge the premium rates of demonstrated experts.

### Silver Partner Certified

- Business plan (\$)
- Case study (1)
- Sales certified professional (1)
- Product specialist (1)
- Product expert (1)

### Gold Partner Certified

- Business plan (\$)
- Case studies (3)
- Sales certified professionals (3)
- Product specialists (3)
- Product experts (3)

### Platinum Partner Certified

- Business plan (\$)
- Case studies (5)
- Sales certified professionals (5)
- Product specialists (10)
- Product experts (10)

### YOUR PERSONAL DEVELOPMENT

The Bottomline Academy looks after our partners' training needs. Our product and role-focused training courses stimulate a motivated and responsible attitude amongst students and increase involvement within the business processes. This enables the students to develop themselves on many levels.

### CHOOSE YOUR DIRECTION

The Bottomline Certification Model is on two levels: individual and company. The individual level is divided into 3 tracks—an application Sales, Technical, and Developer track. Depending on which specialty a student would like to be trained and certified in, their training and certification programme can be configured by selecting the Bottomline Application components that best suit your needs.

### DEMONSTRATE YOUR ABILITY

After taking the relevant training courses, the next step is to pass the designated examinations for your area of expertise to achieve Bottomline Certified status. Certification is at Professional level and Specialist level, with a clear set of criteria for each certification.

To move up a partner programme level, a partner needs to comply with certain criteria to obtain Bottomline Silver, Gold or Platinum Certified Partner status. This criterion varies per level.

## Programme benefits

Depending on the active commitment and alignment of the partner relationship, Channel, Solution & Technology partners who have entered a partner relationship and elect to enter the Bottomline Partner Programme, as described in this programme guide, may be eligible to receive the following benefits as determined by Bottomline:

BENEFITS	SILVER	GOLD	PLATINUM
<b>Marketing</b>			
Partner portal	Yes	Yes	Yes
Participate in Events / Tradeshows	\$	\$	\$
Corporate communications	Yes	Yes	Yes
Collaborate on Sales Tools	X	Yes	Yes
Solution Centre and Catalogue Guide	Yes	Yes	Yes
Use of logo	Yes	Yes	Yes
<b>Sales</b>			
Joint business planning	X	Yes	Yes
Joint selling opportunities	Yes	Yes	Yes
Communications to sales	Yes	Yes	Yes
Sales readiness training	\$	\$	\$
Participate at sales kickoff	\$	\$	\$
Partner manager	Support desk	Shared	Yes
Access to partner success team	Yes	Yes	Yes
Opportunity registration	Yes	Yes	Yes
Monthly pipeline reviews	Optional	Yes	Yes
Quarterly business review meetings	Optional	Yes	Yes
Sales certification	Optional	Application	Yes
Bottomline HQ meeting space	Application	Application	Booking required
RFI pricing and quotation support	Yes	Yes	Yes
<b>Produce, Service, Support</b>			
Product Evaluation Licenses	Yes	Yes	Yes
SDK, Product documentation	X	X	Yes
Training reviews	Yes	Yes	Yes
Product roadmap planning meetings	X	X	Yes
Joint product development opportunities	Optional	Optional	Yes
Integration support	\$	\$	\$
Integration testing	\$	\$	\$



# Programme benefits and descriptions

## Marketing

### PARTNER PROGRAMME PORTAL

This is a password-protected site, exclusive to, and accessible by, all partners who are members of the Bottomline Partner Programme. A centralised, online resource for Partner Programme information, it includes programme benefits, marketing and sales tools, and training updates. This site will be accessible via [www.bottomline.co.uk](http://www.bottomline.co.uk)



### PARTICIPATE IN BOTTOMLINE EVENTS/TRADESHOWS/USER FORUMS

Bottomline events, run throughout the year and, are advertised and promoted on the Bottomline Partner Programme website and [www.bottomline.co.uk](http://www.bottomline.co.uk). Members of the Bottomline Partner Programme can be invited to attend and/or sponsor specific events. This provides partners with an extension into their chosen marketplace, with opportunities to speak and co-present with joint customers as appropriate.



### CORPORATE COMMUNICATIONS

Bottomline keeps you informed of Bottomline corporate communications via the Partner portal, Partner newsletters, and [bottomline.co.uk](http://bottomline.co.uk). Bottomline maintains a contact list of all partner members.



### COLLABORATE ON SALES TOOLS

As we partner to develop joint solutions, we work with partners to create sales aids and tools to support the overall business plan, which includes go-to-market initiatives, joint case studies and publications. This is supported by very competitive pricing to help support the winning of new business.



### USE OF LOGO

Bottomline member partners can promote their partnership with Bottomline by displaying the Bottomline logo on their websites, in addition to advertisements and other marketing materials. The guidelines for the appropriate uses of the logo are available on the Bottomline Partner Portal.

# Sales

## JOINT BUSINESS PLAN

Partners at Gold and Platinum levels are required at the outset of the relationship and annually thereafter to work with their Partner Manager to produce and work to a joint business plan. Silver partners may optionally be asked to perform the same requirement as part of their progression to Gold level. This typically contains joint key performance indicators (KPIs), with the plan giving a clear set of objectives and agreed activities on how to achieve these.

## JOINT SELLING OPPORTUNITIES

Bottomline is keen to work with partners to create joint selling opportunities. This should come from two different sources, either Bottomline led or Partner led in which the parties agree to work together to meet a customer requirement. There will be occasions when partners will be invited to support Bottomline in a bid either as a lead or in a support role. Partners working to a joint business plan will also be working with our marketing and salespeople to create joint selling opportunities. Once a joint solution has been identified and a go-to-market plan established, Bottomline will support and assist partners to bring a joint selling opportunity to a successful close.

## COMMUNICATIONS TO SALES

Bottomline Partner Programme members have their partnership, solution and the benefits of the relationship actively communicated to the internal Bottomline sales community. This sales community includes:

- Marketing to ensure you are included in customer marketing activities and events.
- Presales to ensure your solution is identified and incorporated into any customer requirements.
- Sales, if your organisation supports and adds value to our sales organisation's opportunities.
- Customer care, if your solution supports and resolves customer queries or further extends customer satisfaction.
- Consulting, where there may be opportunities to extend the customer solution to resolve a customer issue or support a customer project.

## SALES READINESS TRAINING

Partners working with Bottomline in a resell or co-sell role can take advantage of the training offered by Bottomline Training Academy. Bottomline has developed sales-related training for anyone selling, recommending, or referring their software and solutions. The training is delivered through different mechanisms such as on-line tutorials, webinars or sales training courses. Partners interested in a more thorough understanding of Bottomline products, solutions, and joint project delivery methodology can request further information and an agreed learning path through Bottomline Training Academy. It is important to work with your Partner Manager and the Bottomline Training Academy to ensure your training plans are a part of your yearly business plans.

## PARTICIPATE AT THE BOTTOMLINE GLOBAL SALES CONFERENCE

This benefit, extended to our partner members, enables you to present your company and promote joint Bottomline and partner solutions at the annual Global Sales Conference as a sponsor. There may be occasions when other partners are invited to participate and present at this event. Participation is by invitation and is subject to contract.

## **BOTTOMLINE PARTNER MANAGER**

Gold and Platinum level partners have a dedicated team working with them at a regional and, for some partners, global level. Gold level partners have the benefit of a dedicated or shared Partner Manager – resources allowing. At Silver level, partners have access to support from the Partner Success Team and access to the Partner Programme Portal, which has self-service functionality. Some partners will also have the support of a Relationship Manager, which may be at a local level.

## **ACCESS TO SUPPORT**

Bottomline has a Partner Success Team which all partners are entitled to access for general enquiries and guidance should their Partner Manager not be available or if they are a partner at a Silver level.

## **OPPORTUNITY REGISTRATION**

Bottomline offers an “application resell” and a referral fee programme—opportunity registration facility—that enables us to work together to track and forecast joint opportunities. Please contact the Partner Success Team for details and a registration form. We strongly advise using this facility to ensure early support and to reduce the risk of conflict when multiple partners are involved or Bottomline is already working on opportunities in an account.

## **MONTHLY PIPELINE REVIEWS**

At a Platinum and Gold levels, where there are KPIs and a business plan in place, Bottomline offers a monthly pipeline review meeting, and discusses and offers support as appropriate. This helps drive joint pipelines, opportunities and business.

## **QUARTERLY BUSINESS REVIEW MEETINGS WITH EXECUTIVE SPONSOR**

At Platinum and Gold levels, where there are KPIs and a business plan in place, Bottomline will name an Executive sponsor and offer quarterly relationship review meetings. Platinum level partners will be asked to name and seek support from an Executive sponsor from their own organisation. Work with your Partner Manager to identify your business sponsors and ensure these are part of your joint business plan.

## **SALES CERTIFICATION**

At Platinum and Gold levels, where there are KPIs and a business plan in place and the partner is co-selling or acting as a reseller of Bottomline products, Bottomline offers sales certification in the appropriate product line and in liaison and coordination with Bottomline Training Academy.

## **HQ OFFICE SPACE**

Bottomline has modern, spacious office facilities in Theale, West Reading RG7 4SA. We invite our partners to use this space to work with your Partner Business Manager and attract and retain key accounts. This includes a customer suite, product suite and space for any workshops, hackathons or any other type of meeting that would help open and grow a new customer account.

## Product, Service, Support

### SDK & PRODUCT DOCUMENTATION

Available to partners, a Software Development Kit (SDK) and supporting documentation will be provided. Where appropriate for business growth an API catalogue and Sandbox are also available. These elements are all as part of the support and training requirements to bring partners close to the Bottomline products in relation to the partner agreements and offered at a separate cost and under a specific agreement.

### TRAINING REVIEWS

At Gold and Platinum levels, where there are KPIs and a business plan in place, and the partner is co-selling or acting as a reseller of Bottomline products, Bottomline offers a training review to assist planning and drive the success of the partnership. A training plan is put in place as part of the yearly business plan. The training plan supports the sales and product certification process.

### PRODUCT ROADMAP PLANNING MEETINGS

Bottomline has an active User Group community who help us to plan our product roadmap. This is extended to our Platinum and Gold Partners for their active participation. Platinum and Gold Partners are invited to attend specific product roadmap meetings to help their understanding of the Bottomline portfolio.

### SOLUTIONS CENTRE

The Solutions Centre provides a customer-ready, multi-vendor solution centre to demonstrate product solutions working with the Bottomline product portfolio. It provides a unique multi-vendor environment for partners to demonstrate interoperable systems and processes that enable an integrated customer management approach. Selected partners that meet certain requirements will be invited to participate.

### JOINT PRODUCT DEVELOPMENT OPPORTUNITIES

Bottomline and its partners will work closely together to identify appropriate joint product development opportunities within the Bottomline product suite. Proposals for product investment and go-to-market strategies would be worked on in parallel to ensure maximum market and customer penetration.

### INTERGRATION SUPPORT AND TESTING

With investment from the partner, there are opportunities to ensure consistent support and testing requirements on the Bottomline suite. This is to help partners maximise their effectiveness in the marketplace, when working with Bottomline Applications.

**“Bottomline and its Partners  
commit to building and maintaining  
productive, mutually rewarding  
relationships that are aligned with  
our mutual customers’ success.”**

*– Bottomline Partner Programme*

## New Partner Application Process

The Bottomline Partner Application Process helps Bottomline ensure that the partner organisations meet the same high standards of market knowledge, integrity and customer satisfaction Bottomline sets for itself. Each application goes through a process that may involve different parts of our business and or business units/divisions or regions.

A supporting statement from an internal sponsor will add to, support and speed your application. Each application is carefully considered on the basis of how the partnership supports Bottomline and its partners to deliver the same high level of service we pride ourselves in.

### THE BOTTOMLINE PARTNER APPLICATION PROCESS INCLUDES THE FOLLOWING STEPS:

- Complete the Bottomline Partner Application available from the Bottomline Partner Success Team.
- Once the application has been submitted and reviewed, the Bottomline Partner Success Team will determine whether to accept or decline the application.
- If an application is successful, Bottomline requires the prospective partner to complete a Non-Disclosure Agreement.
- The Bottomline Partner Team will work with the prospective partner to complete a Partner Framework Agreement and addendum appropriate to the type and level of partnership.
- The Bottomline Partner Team will work with the partner to develop a joint business plan as appropriate to the level of membership; in general, this will apply to Platinum and Gold levels of partnerships.

**Bottomline reserve the right to approve or decline applications.**  
**Should you have any queries about this process,**  
**please contact the Bottomline Partner Programme Office.**



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#### About Bottomline Technologies

Bottomline Technologies (NASDAQ: EPAY) helps make complex business payments simple, smart, and secure. Corporations and banks rely on Bottomline for domestic and international payments, efficient cash management, automated workflows for payment processing and bill review, and state of the art fraud detection, behavioral analytics and regulatory compliance solutions. Thousands of corporations around the world benefit from Bottomline solutions. Headquartered in Portsmouth, NH, Bottomline delights customers through offices across the U.S., Europe, and Asia-Pacific.

For more information, visit [www.bottomline.com](http://www.bottomline.com)

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