

Strategy. Security. Support



The Windward Partner Program creates opportunities that enable you to grow your business by partnering with Windward Software, a leader in Point of Sale/Business Management Software.

Whether you're interested in reselling Windward solutions, providing hardware services, or exploring technology and business opportunities, the Windward Partner Program gives you the expertise to sell, manage, integrate, plan, and implement Business Management solutions for your customers.





PARTNER OVERVIEW

»» **Do you sell or support computer hardware and networks to businesses?**

If so, consider becoming a Windward Partner. Improve your bottom line by providing your customers with a total solution instead of just the boxes. As part of our team, we provide you and your customers with expert assistance in sales, installation, ongoing customer training and support.

»» **What are you waiting for?**

Competing with big box discounters such as Costco, Office Depot and Staples is no way to make a living. The way to ensure a reasonable profit margin is to sell a solution that your customers need and value. Businesses are looking for quality software and service and don't mind paying for the peace of mind that comes with a quality product, represented by a trusted local contact.

»» **Why sell Windward System Five?**

The market is huge. This software will give you another reason to contact your existing customers as well as expanding your client base into new markets. Businesses have major problems with point of sale, inventory control and business management that the low end systems just cannot handle. Many of our current clients have outgrown software such as Simply Accounting, MYOB and Quickbooks and are actively looking for alternatives that won't break the bank. Windward System Five is designed from a business management point of view, is affordable and can pay for itself quickly.

»» **Vertical Market Solution Selling**

Although the software can be adapted to most markets, we have vertical market solutions that have been specifically designed to handle the needs that are unique to these markets. When Windward System Five is installed in a furniture store, the system handles their particular needs, such as special ordering and commission calculations. In an outdoor power equipment business, it has the ability to track open work orders, mechanics and print claim checks. By selling solutions designed exactly for the business in question, you'll be able to close the sales faster. With all the associated hardware, networking and installation, it can be a very profitable sale.

»» **We will help you**

We'll make it easy for you. You can sell the software, hardware, network and install the system for the customer. We'll take over from there, and perform the customer training and support. With software such as PC Anywhere, we can connect to the customer's system over the internet, view their computer, and talk to them on a separate phone line. This feature allows us to train remotely and we are then able to train in small blocks of time over several weeks or months as the customer's needs dictate. We back it all up with a team of support personnel, so that you can concentrate on your work and not have to learn a whole new system before you can generate extra income.



PARTNER BENEFITS

How will you make money as part of the Windward Family?

By leveraging the benefits of our program, you will be able to:

- **Add new revenue streams** by expanding your product line
- **Secure new business** through real time leads and referrals
- **Earn commissions** from product and support sales

Program Benefits

- ▶▶ **Toll-free priority technical support:** Access to our knowledgeable technical support representatives for help supporting Windward Products.
- ▶▶ **Pre-sales support:** Direct access to Windward's sales specialists for assistance with pre-sales efforts.
- ▶▶ **Dedicated management team:** The Windward Partner Programs are staffed with a management team devoted to making the programs interactive, vibrant and profitable - we don't take your money and run!
- ▶▶ **Partner web site:** When you become a Windward Partner, you'll receive a special access code to gain entry to the private Windward-Partner web site. This site hosts discussions and invites participation among your industry peers on topics of importance, offers valuable information on marketing opportunities, and provides product news to keep you up-to-date at all times.
- ▶▶ **Marketing materials:** To help you in your marketing plans, our product sales sheets, magazine review reprints, Windward brochures and logos are available for approved mailings and marketing events.
- ▶▶ **Trial versions and product spec sheets:** Your initial partner program kit will include Windward's trial version CDs to help you attract new clients. You'll also receive vertical market product spec sheets to help you sell Windward products to your clients and prospects.
- ▶▶ **Resale options:** Partner Program members are eligible to purchase copies of Windward software products at a discounted price for resale to clients.
- ▶▶ **Support and upgrade protection plan:** We make available to you an enhanced technical support plan for resale to your clients at a competitive price.



PARTNER LEVELS

▶▶ **Level 1 – The Associate Partner**

Associate Partners resell Windward System Five, and leave the training and support to us.

Associate Partners are paid a commission on Windward System Five sales. Of course you will also generate revenue by providing hardware and networking services. If a customer has a problem with the hardware, Associate Partners must be available to offer 'warm body' support by traveling to the customer's site and getting the system back online. Windward provides all the software support and customer training.

Associate Partners are expected to ensure that the system is installed in such a way so that Windward Support Staff can connect to the system over the internet using PC Anywhere. In this way, we become a team – you provide local 'warm body support' and we provide remote software support.

▶▶ **Level 2 – The Full Partner**

Full Partners are certified by Windward Software Inc. to provide training and support on behalf of Windward. Your income opportunities increase due to an enhanced commission structure and the ability to charge for training and support. Of course you still get all the other business that is generated in this type of transaction.

We expect that Full Partners will already be experts at installing and supporting networks based on Windows 2000 Server and/or Red Hat Linux and/or Novell.

To become a certified Full Partner you must take a week-long Windward Dealer Training course and pass the certification test. You will then be expected to spend more time on your own learning the software intimately.

Full Partners are required to fully install, train and support their clients, however Windward will back up the Full Partner with support and additional training as required.

Terms of the Partnership are negotiable based on the vertical markets and/or territories you wish to sell into. There is a fee involved to become trained and certified.

Associate Partners with proven track records can apply to become Full Partners.



PARTNER EXPECTATIONS

▶▶ **Knowledge of Point of Sale and Small Business Practice**

Our customers are professionals looking for knowledge, advice and help. Partners must have a strong understanding of the industry and the business issues that the client is facing in order to gain the customer's trust and ultimately their business. We are looking for computer VARS, consultants or accountants that have demonstrable experience in point of sale, inventory control, or business management.

▶▶ **Become fully trained on WINDWARD SYSTEM FIVE SOFTWARE**

Windward System Five is a full featured program and is unlike much of the competition. Although very easy to use, to be able to sell to, or support the customer, you must be prepared to spend the time to learn the tricks, shortcuts, and special features that make this system so powerful.

▶▶ **Understanding of Computers, Networks, and Hardware**

Windward System Five runs on dedicated networks such as Windows 2000 Server, Terminal Server, Red Hat Linux or Novell Netware. You must have a good understanding of these networks. You should also be proficient in diagnosing and repair of hardware problems. We also expect our partners to have a clear understanding of routers, firewalls and anti-virus software.

▶▶ **Understanding of Standard Business Practice**

Much of the training that we do with customers involves using our program to solve standard business problems. As such, you must have a good understanding of what goes on in a business, including inventory control, point of sale, purchase orders, bar-coding, price labels, special orders and so on.

▶▶ **Understanding of Accounting**

You must have a clear understanding of accounting methods, including what happens in accounts receivable transactions, accounts payable transactions, journal entries, month end entries, etc. You don't have to be an accountant, but you should be able to handle the basic day-to-day bookkeeping.

▶▶ **Ability and Time to Train Customers at Customer Site**

If you are applying to become a full dealer, then you must have the time and flexibility to travel to the customer's site to do the installation, setup, training and support. If you are in a retail store and are 'trapped' in the store during working hours, then please do not apply. Our business customers need help with hardware, network, and software issues during their business day.

▶▶ **Offer After Hours Emergency Response**

We all hope it doesn't happen, but systems crash. As this is mission critical you should be able to provide the support to get them up and running again. We expect our partners to have an emergency contact method available to their clients.



ABOUT WINDWARD SOFTWARE INC.

Windward Software Inc., is a software developer dedicated to providing the most flexible and user-friendly, fully-integrated business management system on the market. Windward System Five offers functionality to suit simple to complex business needs at a very competitive price.

From single to multiple users to multiple store locations, we back it all up with service, support, training, and consultation services that are second to none.

At Windward we are about much more than just software. Our team is professional and enthusiastically committed to giving our clients every business advantage. We've been listening to our clients since 1984, and we're still listening.

"Windward System Five is the most flexible and user-friendly business management system on the market today".

Windward has been in the business for over 19 years and our client base includes businesses throughout the world. Our clients are based in Canada, the United States, Australia, Barbados, Cayman Islands, Jamaica, Bermuda, the Philippines, Malaysia, Brunei and many others.

The Developers Of Windward System Five

Over the course of 19 years, we have learned that every business is unique and that business software must accommodate the user and their needs. With Windward System Five, you can configure the system with soft switches to make the system work the way you need it too.

"Our goal is to make this software easy and fast to learn. We do this with Windows technology for point and click operation while still employing keyboards, bar code scanners, macro keyboards, weigh scales and other time saving point of sale hardware devices"

Progression

We have kept ahead of the competition with full integration to e-commerce and strategic partnerships with credit card processing systems, manufacturer parts catalogs and electronic purchase order systems.

Our knowledge is deep and our software strong. Windward System Five has hundreds and hundreds of features, ensuring that you will have the features you need. And because we don't just sell the software but design and build it as well, if we don't have the feature you need, we can make it for you.



ABOUT WINDWARD SYSTEM FIVE

▶▶ **Ready for more than basic accounting software?**

Windward System Five offers powerfully integrated functionality for increasing productivity, improving business performance, and managing all aspects of your business - including sales, inventory, purchasing, reporting, financials and more. Designed to support changing needs of business, it is the ideal solution for companies that need more than basic accounting software.

▶▶ **Integrate across your business**

Connect processes for customers, vendors, and employees to manage all aspects of your business within one powerfully integrated system.

▶▶ **Enhance the value of existing information**

Analyze your sales in real-time, plus generate letters to customers, vendors, and employees. Extend sales and marketing efforts with Windward's web services.

▶▶ **Process transactions efficiently**

Streamline business tasks and ensure accuracy with integrated functionality that lets you enter and update information quickly, eliminate data re-entry, and automate routine tasks.

▶▶ **Access and analyze information in real-time**

Create hundreds of user defined reports, with robust query and drill-down tools. Windward System Five makes it easy to search for, locate, and analyze the exact information you need, when you need it.

▶▶ **Improve business performance**

Maintain tight control over goals, sales, and spending. Create and manage budgets, accurately monitor and forecast cash flow, increase sales by identifying top customers and prospects, and control costs by managing vendor relationships and inventory levels.

▶▶ **So easy...it's a breeze!**

Install your system quickly and easily import customer, vendor and account records from other applications. Employees will get started fast, with intuitive navigation and tools backed by friendly support and training resources.

Manage inventory effectively, as well as customer, vendor, and product life cycles

▶▶ **Tailor to fit your business**

Flexible account structures and default settings let you manage multiple departments and locations, set-up 12 different pricing levels, tailor user access to the system, and modify reports, invoices, and other documents.

▶▶ **Adapt to changing business needs**

Manage increasing volumes with multi-user access for all transaction types, powerful financial controls that include flexible closing periods, double entry accounting, and unlimited storage for transactions and history.



DIFFERENT BUSINESS TYPES

Windward System Five is custom installed in these business types:

New Vertical - Garden Centers

- Furniture Stores
- Appliance Stores
- Lighting Stores
- Electronics/Stereo Stores
- Automotive Repair Shops
- Truck & Heavy Duty Equipment Repair Shops
- Small Engine Repair Shops
- Retail & Gift Shops
- Clothing & Shoe Stores
- Consignment Stores
- Computer Sales & Service
- Carpet & Hardwood Flooring Stores
- Paint & Paper Stores
- Hair Salon / Beauty Shop
- Liquor Stores
- Hardware & Lumber Yards
- Wholesalers
- Manufacturing Plants
- Irrigation Supply Stores
- Book Stores
- Auto Electricians
- Photo Finishing & Camera Shops
- Stationery Stores
- Locksmiths
- Auto Parts & Service
- Tire & Alignment Stores
- Industrial & Marine Pump Distributor Shops
- Bicycle Shops
- and Many More



Coming Soon - Windward-Partner.com

A comprehensive Partner website dedicated on giving you the tools to promote and sell Windward products & services.