



Affinity

Affinity

A visionary, world class
Partner engagement
program



Our mission – To engage, enable, and empower growth focused Partners

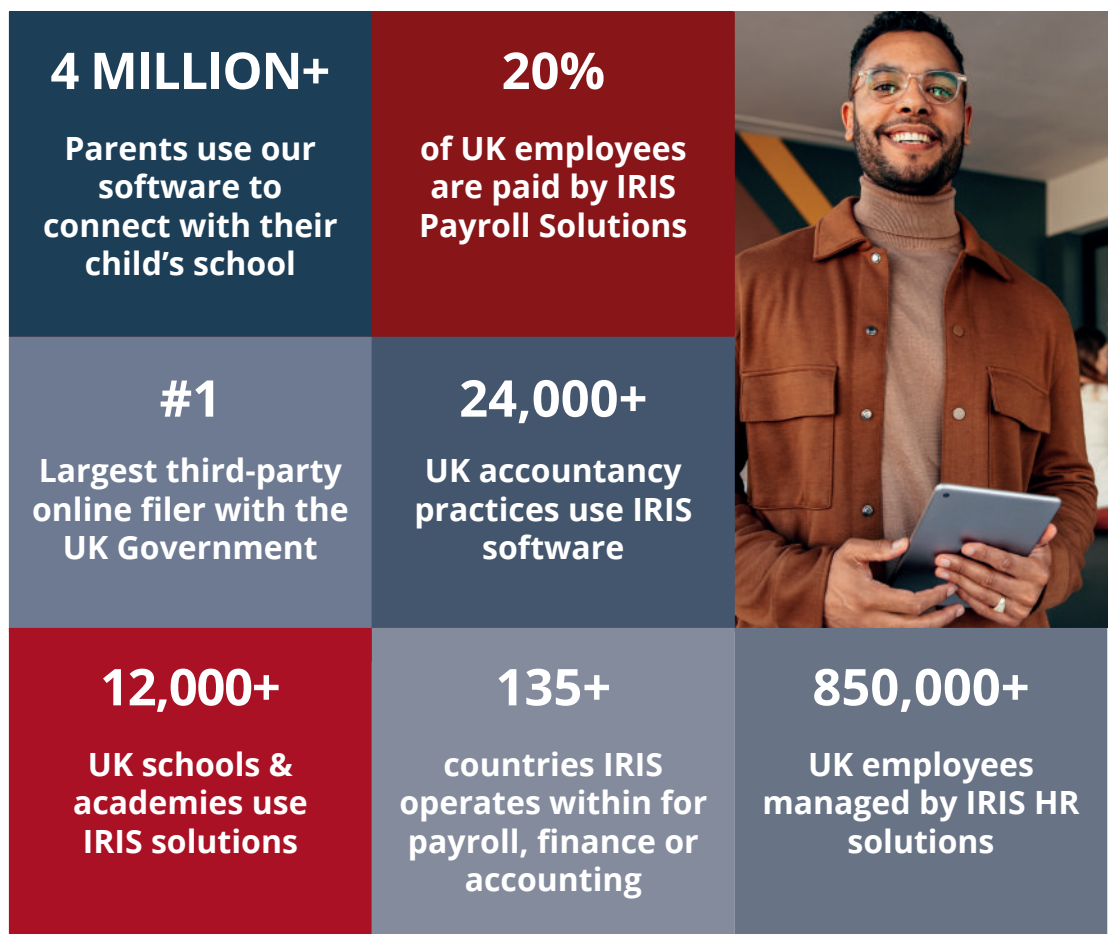
The Affinity program delivers a comprehensive set of resources, training, and tools that empower IRIS Partners; to develop expertise around specific business functions, product areas and industries and ensure every customer engagement is a success.

With Affinity, IRIS Partners can quickly and easily gain the knowledge and experience required to help customers succeed and grow their business.

The opportunity with IRIS is massive

IRIS Software Group is one of the UK's largest privately held software companies. It exists to take the pain out of processes and let professionals working in businesses and schools focus on the work they love.

IRIS solutions simplify, automate and provide insights on everyday mission critical tasks for organisations of all shapes and sizes.



Affinity Program Features

- > Supported by IRIS Software Group
 - A high-growth, market leading technology vendor with over 40 years' experience, delivering solutions to c.80,000 customers
- > Execute go to market strategies at pace with access to a portfolio of market leading business solutions proven to meet compliance, back office, and operational needs of small, medium and large enterprises
- > A product suite that is being constantly and proactively developed
- > An expansive Partner ecosystem providing end to end Partner enablement
- > Elevated support for the Partner to ensure delivery of an exceptional experience for our shared customer
- > Attractive commercial proposition delivering growth through profitable revenue and recurring lifetime margins



"Working with strong partners enables the entire ecosystem – from accountancy firms to educational organisations and HR and payroll teams – to sustain growth and success in the ever-changing software market. Together, we all grow."

Head of Channel Sales,
IRIS Software Group

Partner Benefits

Channel Partners can benefit tremendously through the Partner program with IRIS. Joining Affinity offers a unique opportunity to build and grow your business by leveraging the power of our Cloud software and solutions.

IRIS software solutions for finance, HR and payroll teams, educational organisations, and accountancy firms will impress your clients and prospects and drive revenue.

With IRIS sales, marketing, support and learning resources, you can capitalise on a rapidly growing software market.

We're looking for Partners who share our vision to achieve success, invest in both dedicated sales and delivery resources, and that want to make industry-leading margins.

PARTNER BENEFITS INCLUDE:

- **Access to self-service Partner portal**
- **Invitation to Partner specific events and awards**
- **IRIS Partner logo to use on your website and marketing materials**

Resources to help you grow your business

- ✓ Dedicated Partner Channel Manager
- ✓ Sales playbooks
- ✓ Marketing support
- ✓ Access to IRIS marketing materials and collateral for co-branding

Make it easy to serve your clients with the right support and consulting

- ✓ Expert assistance with conversions for your clients
- ✓ Consulting and project support for IRIS solutions
- ✓ Standard technical training
- ✓ Standard sales training

Enhanced learning experience

- ✓ IRIS online learning centre with webinars, videos, and guides
- ✓ Invitations to Partner webinars and product announcements

Additional value to your clients

- ✓ Exclusive discounts on IRIS products for your clients
- ✓ Exclusive professional service discounts

Look forward

Win new clients with
your practice website

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Discover the IRIS
Partner Program today
iris.co.uk/affinity

Email partnerships@iris.co.uk
Call 0344 2251525

