

# Phocas Partner Program.

Helping your customers feel good about data, together.

## Why partner with Phocas?

Phocas partners with leading businesses in manufacturing, wholesale distribution, retail and construction to help organizations find ways to sell, buy, operate and service better.

With more than 30,000 users using Phocas every day, we're bringing people and data together to offer a better way to make data-driven decisions. Join us in this effort.

As a Phocas partner, you will gain access to industry knowledge, education and resources from a leading business intelligence software company to build a better business. Dedicated to making our software easy-to-use, the Phocas Partner Program helps you support your customers' goals of using data to make better, more strategic decisions for their business.



**Phocas.**  
Got data. Get results.

## 5 benefits that can help your business grow

### 1 Build a better business with expert insight and knowledge

Working with hundreds of wholesale distributors, manufacturers and retailers for more than 20 years gives us an edge in understanding the ERPs they use and what makes them tick. We use this expertise and knowledge to build a product designed specifically to meet these needs and challenges. The end result? A best-in-class data analytics solution that meets and anticipates their business needs.

### 2 Grow your business with an enhanced offering

Businesses of all sizes want to use data to see more deeply into ways to increase sales, reduce costs and eliminate guesswork, enabling more strategic decisions. Enhance your value to your customers and differentiate your offering by giving them the solution they need to grow.

Phocas' ease of use and capability to quickly and seamlessly drill into the underlying detail makes it easy for all users to explore their data, following their train of thought and asking and answering questions on the fly.

### 3 Pre-built solutions with easy customizations

From day one with Phocas, users get tracking and reporting on essential KPIs and metrics that are specific to role and industry – but our out-of-the-box solution can easily be customized to meet business' unique needs.

In fact, our solution is already integrated with 200+ datasources and has connectors for 30+ ERPs.

### 4 Comprehensive customer training and support

Make your customers more successful with Phocas' strong customer support and training. As part of the Phocas Partner Program, your customers can easily troubleshoot and maximize their investment with access to our support team, as well as free monthly webinar training series, annual user conference, online video tutorials and online forum.

### 5 Proven sales and marketing resources

In the Phocas Partner Program, we do the heavy lifting to shorten your sales cycle and increase revenue opportunities. With access to an extensive content library with marketing and sales resources, our dedicated sales and marketing experts collaborate and co-market with you to fast-track your success and revenue for years to come.

## Industry recognition

**BARC's The BI Survey 19, an annual survey of 3,000+ BI users worldwide, compared Phocas to 35 other BI vendors including QlikView, Tableau, Microsoft Power BI and Looker. Here's how we compare:**

- **34** top rankings + **49** leading placements
- **28%** Phocas user adoption vs. **18%** for competition:  
**1 in every 4 people** uses Phocas in their business
- **100%** of Phocas respondents would recommend us
- **97%** rate functionality for ad hoc queries as excellent or good compared to **77%** average
- **90%** rate vendor support as excellent or good compared to **41%** average
- **91%** rate price-to-value as excellent or good compared to average of **65%** among peer solutions

## Partner types

We have two types of partner arrangements:

### 1 Reseller partners:

Some of our partners choose to embed Phocas into their own application to enhance their core offering, which in many cases is an ERP system. They resell Phocas under their own brand.

### 2 Referral partners:

These partners prefer to recommend Phocas as an add-on solution. They typically introduce the Phocas team and solution as a “preferred supplier” to enhance the service and offering they provide to their customers.

## Phocas at-a-glance

Phocas is a cloud-based, SaaS company specializing in data analytics for manufacturing, distribution, retail, and construction industries.

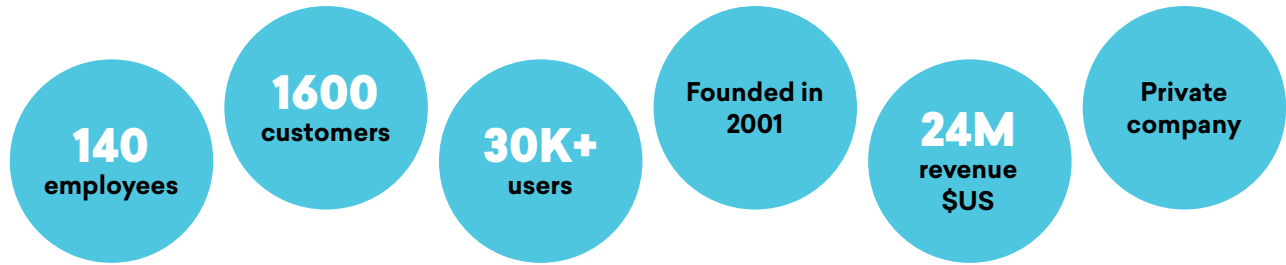
We use our sector knowledge to consolidate essential business data from common ERP, CRM, and AP/AR systems to make it simple to access companywide insights through historical and predictive analysis.

A core philosophy at Phocas is to make our software easy-to-use, which has endeared us to a range of people in a company, non-technical and business analysts alike. From day one with Phocas, users get tracking and reporting on essential KPIs and metrics that are specific to role and industry.

What users love about Phocas is it lets them explore their data, following their train of thought to find answers to their questions, unrestricted by canned reports and drill paths.

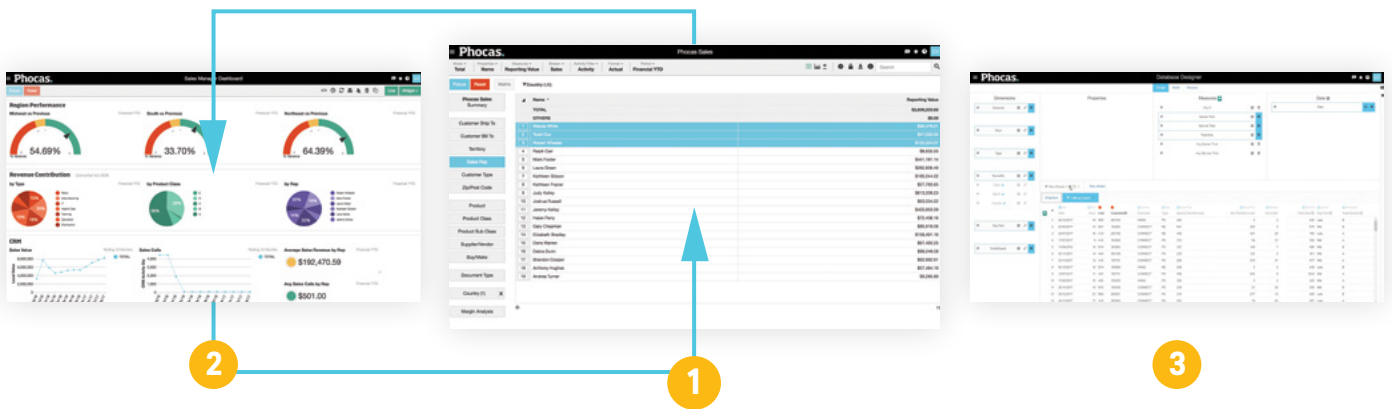
With our 96% annual customer retention rate, Phocas customers love that it delivers fast ROI and is truly easy to use.

## Core stats



## Phocas solution

Must-have 3-layer data analytics for manufacturing, distribution and retail



### Visualization

- Dashboards give the full picture
- Customer scorecards enrich conversations
- Improve individual or team performance with live tracking
- Chart or graph findings and share

### Analysis

Where the magic happens!

- Follow your train of thought
- Designed to fit your industry
- Designed for typical role-based KPIs
- One version of the truth, companywide
- Share datasets, views, reports and findings with others based on your access rules
- No set drill paths and canned reports – slice and dice to suit you
- **You can't break it!**

### Database Designer

- Other data sources are brought in easily yourself or have Phocas help you out
- Customize to perfectly match your needs
- Drag and drop functionality

Toggle between these layers to move between the overview and the underlying detail at a transaction level

## Contact.

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