



# MVP™

Manhattan Value Partner

Manhattan Associates is a technology leader in supply chain and omnichannel commerce. Our Manhattan Active™ solutions allow enterprises to optimize large and complex operations, adapt to market and demand changes, and iterate and innovate with speed.





The goal of the Manhattan MVP™ program is to develop collaborative partnerships with leading supply chain & logistics, inventory, and omni-channel commerce providers. This collaboration allows our shared clients to leverage the products and expertise of complementary software providers, hardware providers, and third-party integrators/consultants.

#### **A Tailored Program Targeted to Your Goals**

The Manhattan MVP™ program is designed to optimize the partner relationship and create revenue opportunities for all participants through a tailored program of joint marketing, sales, and development efforts. A formal contract defines the relationship. As a Manhattan Value Partner, your company can:

- Benefit from co-branded strategic marketing
- Increase market leadership recognition
- Drive qualified opportunities to the pipeline faster and more effectively

By working collaboratively, we can offer a more complete solution to our respective customers—the power of our partnership will benefit you, your customers, and Manhattan.

The Manhattan MVP™ program is designed to optimize the partner relationship and create revenue opportunities for all participants through a tailored program of joint marketing, sales, and development efforts.

“ We view our partnership with Manhattan as our key strategic relationship in the supply chain technology space, and the MVP program is the foundation of that relationship. As an MVP, we are given access to the Manhattan executive, sales and marketing teams where we have established key relationships and we can take advantage of Manhattan solution training, which helps us offer our customers a more comprehensive supply chain solution creating a much better result for everyone in the end. ”

John Seidl, Kurt Salmon, Part of Accenture Strategy

## WHAT WE ASK OF YOU

Partner Requirements	Platinum 2 available	Gold 4 available	Silver	Bronze
Executive Sponsor	■	■	—	—
Alliance Master Agreement	■	■	■	■
Joint Business Plan	■	■	—	—
Company Profile and Joint Value Proposition	■	■	■	■
Complete Marketing Plan	■	■	—	—
Submit Joint Customer Success Stories	■	■	■	■



## WHAT WE OFFER

Partner Benefits	Platinum 2 available	Gold 4 available	Silver	Bronze
Dedicated Alliance Manager	■	■	■	■
Executive Sponsorship	■	■	—	—
<b>Manhattan Sales Benefits and Support</b>				
Attendance at Annual Sales Kickoff & Partner Day	■	■	■	■
Sales Alignment and Pipeline Reviews	Tailored	Quarterly	Yearly	By Review
Joint Customer Referrals	■	■	■	■
Eligible for Partner Performance Club	■	■	■	■
<b>Training and Other Manhattan Support</b>				
Solution Training Classes at 50% Discount	■	■	■	■
Online Solution Training Classes (Number of Passes)	4	2	—	—
Training Software Access	By Review	By Review <sup>1</sup>	By Review <sup>2</sup>	—
<b>Marketing Benefits</b>				
Presence on MANH.com & Usage of MANH Logo	■	■	■	■
Ability to Sponsor in Bi-Monthly Customer Newsletter (1 per partner per year)	■	■	■	—
<b>Momentum (Annual User Conference) Benefits</b>				
Exhibit Space	■	■	■	■
Signage	■	■	■	■
Appearance on Conference Website	■	■	■	■
Promotion in Conference Materials	■	■	■	■
Special Recognition in General Session	■	■	—	—
Full Conference Passes	12	8	4	2
Main Meal Sponsorship (4 during conference) or Other Specialized Branding (2 available)	■	■	—	—
Additional Sponsorship Opportunities Available	■	■	■	■
Additional Momentum Funding	Tailored	\$10k or \$15k <sup>1</sup>	\$5k <sup>2</sup>	—

<sup>1</sup> Gold level offers either \$10k with Software Training Access or \$15k without.

<sup>2</sup> Silver level has choice between Training Software Access and Additional Momentum Funding.

The Manhattan MVP™ program is a fee-based commitment each calendar year. Partners may elect to upgrade their Partner level through January 10, 2018 based on availability. For more information, please visit [www.manh.com/partners](http://www.manh.com/partners) or contact us at [alliances@manh.com](mailto:alliances@manh.com) or 770-955-7070.





## HIGHLIGHTS

### **Sales Meetings and Partner Day**

Sales meetings not only train our sales professionals on the latest solution enhancements, but also provide a format for improving selling skills and learning more about industry trends. Partners gain insight by networking with and participating in sessions with Manhattan's field sales team at our annual Partner Day and sales kickoff.

### **Executive Sponsor**

A Manhattan executive with a background complementary to your company and product can be available to guide you through your relationship with Manhattan Associates.

### **Training Classes**

Sharpen your skills and Manhattan product knowledge by taking advantage of discounted training courses while networking with Manhattan sales and service professionals.

### **Marketing**

Manhattan campaigns incorporate multiple communication tools, including direct mail and email, and are supported by the professional telemarketing efforts of our Market Development team. The result is a powerful, targeted marketing campaign that maximizes impact.

### **Logos on Corporate Websites**

Your company name, logo and description, along with a link to your website, will be featured in the Partner section on Manhattan's corporate websites. We will provide the Manhattan logo and company description to be used on your website that will include a link to the Manhattan website.

“ Our strategic partnership with Manhattan Associates enables both of our organizations to ‘up our game’ in the supply chain space. Whether it’s closer collaboration across our sales and marketing teams, solution training for practitioners, or joint development of innovative solutions for our clients, our partnership is built on a foundation of deep relationships, years of experience, and an unwavering commitment to deliver value to our clients. ”

Mona Maurelli, Managing Director, Deloitte Consulting

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 **Manhattan**  
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