



LINEAR

THE BIM ENGINEERING SOFTWARE



LINEAR PARTNER PROGRAM

LINEAR PARTNER PROGRAM

ACCELERATING YOUR GROWTH

This guide provides an overview of the LINEAR Partner Program, tailored for authorized resellers. We look forward to your participation in the LINEAR program. Our goal is to build a strong partnership that will provide you with significant opportunities to expand your revenue and market potential.

Together with you as a strong partner, we are driving digitalization in the construction industry by maximizing efficiency in the design and construction of buildings.

We meet our partners as equals, grow with them, and develop win-win solutions that create true value. Your success is our success – this is our commitment as a trusted partner.

LINEAR IN NUMBERS



LINEAR
AUTHORIZED PARTNER



100 Employees



> 30.000 End users



3 CAD platforms



> 70 Industry partners



7 Languages

GAIN A COMPETITIVE EDGE

BECOME A MEP SOLUTION PROVIDER

When you become a member of the Partner Program, you gain access to all the resources necessary to successfully sell LINEAR's solutions in your market. With you as a part of our global network of partners, we will make the creation and use of digital models for MEP systems with LINEAR software „state of the art“.

AS AN AUTHORIZED RESELLER YOU HAVE THE OPPORTUNITY TO:

- ✓ Increase your revenue from software sales with the LINEAR partner margin of 32%
- ✓ Win more business by offering a technology leading solution for the MEP design
- ✓ Gain an advantage over your competitors by being able to offer a complete package consisting of CAD platform and MEP solution
- ✓ Generate additional revenue through upselling to existing CAD customers
- ✓ Generate additional revenue through support, customer training and implementation of LINEAR solutions into your customers' BIM processes
- ✓ Become part of a high-qualified and professional team within the partner network
- ✓ Enjoy increasing your customers competitiveness with your services

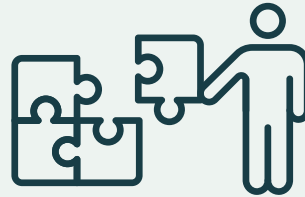
WHY PARTNERS LOVE LINEAR?

THE PARTNER YOU CAN COUNT ON



Revenue in new business areas

- Partner Margin of 32 %
- Additional software sales
- Upselling to existing customers



Portfolio expansion

- Complete your BIM portfolio
- Reach out to MEP design offices
- Deliver manufacturer libraries



Revenue through services

- Customer support
- Software training
- Onboarding and project Consulting



Technical Support

- Access to all e-learning courses
- Access to second level support
- Access to extensive Knowledge Base



Marketing assistance

- Access to LINEAR Partner Portal
- Joint Marketing Activities
- Featuring in LINEAR communication



Sales assistance

- Access to qualified leads
- Whitepaper for lead generation
- Collaboration with key accounts

PARTNERSHIP ENABLING

OUR COMMITMENT FOR YOUR SUCCESS

BUSINESS & SALES ENABLING

High margin

You receive a 32% partner margin on our list prices. This gives you room to negotiate as well as a perfect way to maximize your profits.

Education

LINEAR offers online training so you can train your sales teams and technical staff. You also have access to our extensive knowledge base to help you learn the software and answer most user questions.

Trial versions

We provide you with 30 days free trial versions to convince your customers.

Collaboration with key accounts

We help you convince key accounts by assisting you in presenting and closing the deal.

2nd level support

Especially in the early days, your support may not be able to answer all customer questions. Therefore, our experienced support will help you to help your customers.

MARKETING ENABLING

Lead transfer

We run campaigns in your market to generate leads from potential customers which we then provide to you for further acquisition.

Marketing materials

You will have access to the LINEAR transfer system. Here you will find presentations, graphics, videos, logos and other materials for your marketing.

ADMINISTRATION ENABLING

Partner store

You will get access to the LINEAR Partner Store to order directly online.

Administrative support

Our administrative department will guide you through all the processes from trial to purchase, including subscription or rental, to licensing and termination.

PARTNERSHIP AGREEMENTS

TRUSTING COOPERATION FOR JOINT SUCCESS

PROVIDED SERVICES BY LINEAR

- ✓ Collaboration work with key accounts
- ✓ Joint Marketing Activities
- ✓ Marketing advice
- ✓ Marketing Kit
- ✓ 2 Software packages for presentation
- ✓ 1 Software package for educational
- ✓ 2nd Level support (free of charge)
- ✓ Access to eLearning platform
- ✓ Access to partner portal
- ✓ Administrative support
- ✓ Partner logo on the LINEAR website

COMMITMENT OF THE PARTNER

- ✓ Dedicated employee for technical support of LINEAR products
- ✓ Keep LINEAR on your website up-to-date
- ✓ Regularly watch eLearning tutorials
- ✗ Selling a competitors product
- ✗ No sales for 12 months
- ✗ No qualified technical support

AS A PARTNER, YOU AGREE TO FULFILL THE OBLIGATIONS LISTED. IN CASE OF NON-COMPLIANCE, YOU WILL LOSE YOUR PARTNER STATUS.

PARTNER RECOMMENDATIONS

HOW TO START

Launching a new business segment and leading it to profitability is an exciting challenge. In order to ensure the most successful market launch possible, we provide you with some helpful tips for the initial MARKET PENETRATION.

Make LINEAR known in your market

Use all your communications to announce the new partnership and showcase the solution now available for MEP designers. The most common channels are:

- ✓ Your website
- ✓ Social Media
- ✓ Newsletter
- ✓ Your employees (cold call)
- ✓ Exhibitions and events
- ✓ Press releases and advertising

Creation of a LINEAR sales team

Create a sales process with LINEAR-trained salespeople. If you have sales people who already have experience with Autodesk solutions, make them LINEAR experts.

Train the trainer

Make use of the LINEAR “Train the trainer” program to generate additional revenue from the partnership. After successful implementation, you can offer support and training.

Create a lead generation strategy

Use whitepapers, free trial, and consulting offers to generate leads.

Create starter offers

Make use of new customer discounts on individual modules for easier customer acquisition. After the first sale, you can more easily sell additional program modules.

Additional sales to Autodesk customers

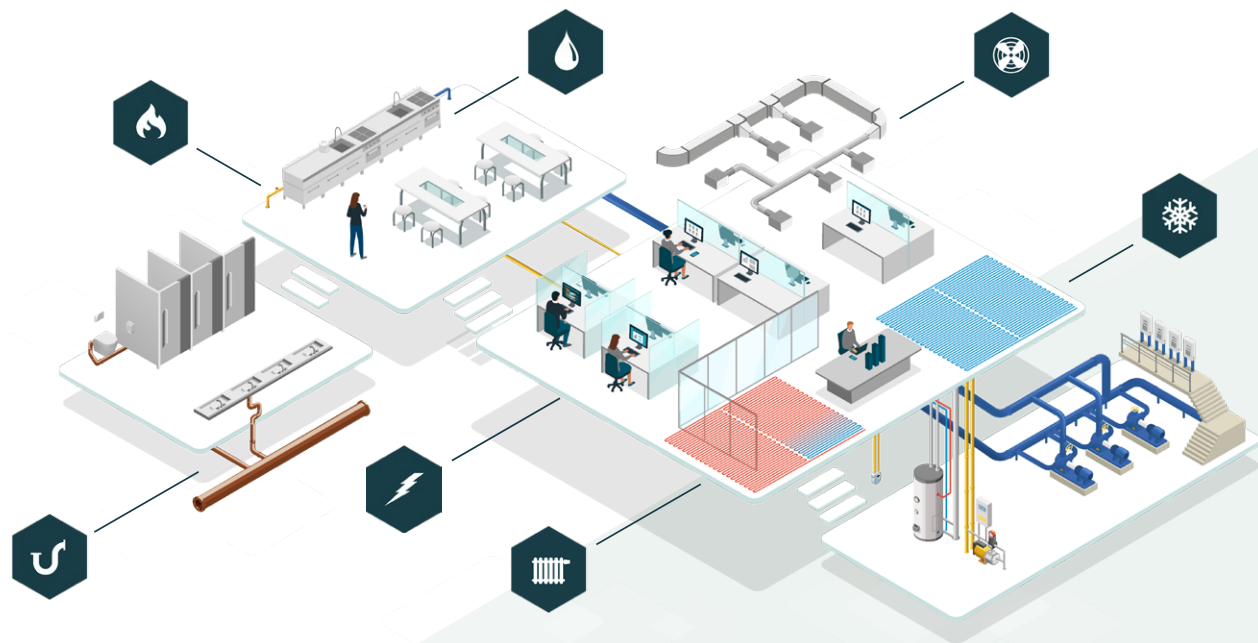
If you have MEP customers who are already using Autodesk products, give them an introduction to LINEAR and convince them to buy the solution in addition.

Publish success stories

Once you’ve made your first sales, use those customers to persuade other prospects. Project reports or interviews with satisfied customers are the best advertising.

THE MEP SOLUTION

DESIGN | CALCULATION | SIMULATION | COORDINATION | COLLABORATION



Solutions for all disciplines from a single source

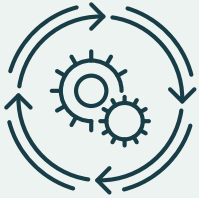
The LINEAR Solutions offer suitable workflows for each discipline and all tools for the MEP design from a single source. Your customers benefit from interface-free project processing with a reliable software partner.

Reliable calculations and design tools

Your customers have technical calculations as well as CAD tools at their disposal to reach optimal results in their work. Even complex systems using the latest industry product solutions can be realized.

WHY CUSTOMERS LOVE LINEAR?

BEST SOFTWARE FOR BETTER BUILDINGS



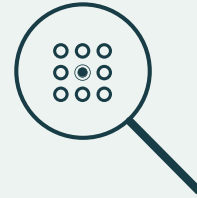
Consistent workflow

- Guided workflow
- Direct access to the right features
- Collaboration tools
- Extensive support for getting started



Integrated solution

- Working without interfaces
- All information stored in the model
- Powerful calculations
- Transparent results



Maximum depth of detail

- Realistic designs
- State-of-the-art systems
- Verified manufacturer data sets
- Verified CAD libraries



Free choice of license

- Purchase or rent
- Single user and network licenses
- Subscription and updates
- Internal license management



Optimally managed

- Central installation & updates
- Flexible parameter management
- Shared libraries & templates
- Easy synchronization & backup



Perfect service

- Free e-learning content
- Online help & Knowledge Base
- Reliable support
- Idea Channel for new features



LINEAR GmbH
Im Süsterfeld 20
52072 Aachen
Germany

Tel.: +49 241 88980-10
info@linear.eu
www.linear.eu

© LINEAR is a registered trademark of LINEAR GmbH, Aachen, Germany.