

# Global Partner Programme



Help them know where their staff and assets are, around the world, around the clock.

Blue CRM offers partners the unique ability to deliver new, state-of-the-art services for their customers using the Blue CRM WorldViewer software and technology capability.

## Your Customers

A growing awareness by your customers of the risks when travelling and operating overseas has increased the need for services that enhance the Duty of Care to their staff, and the security of valuable/mission-critical assets.

## Unique Services

Through our Global Partner Programme, Blue CRM offers the unique capability to very quickly and cost-effectively create and deliver compelling tracking, monitoring and response services to your customers.

## Your Brand

Your customers already trust your brand. Enhance this brand value, deepen business relationships with your customers, and differentiate yourself from your competition as a Blue CRM partner with innovative, affordable services.



*More of my customers were asking for these kinds of services - Blue CRM enabled me to locate them anywhere in the world, land or sea, giving me the competitive edge over my rivals.*



# Capability

The Blue CRM Global Partner Programme (GPP) is designed to offer selected companies the unique ability to re-use under licence, our tracking, monitoring and C3i (command, control, communication & intelligence) software platform (WorldViewer PRO).

Under your own brand, with associated device applications and an end-user website, Blue CRM partners get a true “out of the box” solution – without the need to purchase and host any IT infrastructure. You can also easily integrate your own data feeds to create a truly customised solution for your needs.

As a partner you could very quickly be offering a range of unique tracking and monitoring services for your customers – a compelling ROI.



## Bronze

Become a Bronze partner, and benefit from discounted prices, inclusive branded website and applications, comprehensive training and bespoke technical integration.



## Silver

Our Silver partners receive, in addition to the above; inclusive Intelligence data, priority technical support as well as pre-sales support.



## Gold

Gold partners, with extensive market reach and brand, receive all the benefits above, but with more pre-sales support, input into the Blue CRM technology roadmap and automatic upgrades to all future versions of the software and applications.

| INCLUDES  | BRONZE     | SILVER     | GOLD        |
|---|------------|------------|-------------|
| Branded website   | Y          | Y          | Y           |
| Branded applications  | Y          | Y          | Y           |
| Branded POS material and guides                                     | Y          | Y          | Y           |
| 2 days of WorldViewer training at our UK centre                     | Y          | Y          | Y           |
| News and incident data feed   | Y          | Y          | Y           |
| WorldViewer upgrades  | Y          | Y          | Y           |
| Discounted pricing on all Blue CRM products and services            | B          | S          | G           |
| Bespoke technical integration at set-up                             | 2 days p/a | 5 days p/a | 10 days p/a |
| Pre-sales support (sales, marketing, technical presentations)       |            | 5 days p/a | 10 days p/a |
| Priority 2nd and 3rd line software support, response and resolution |            | Y          | Y           |
| City and Country reports  |            | Y          | Y           |
| Invite to quarterly technology roadmap meeting                      |            |            | Y           |
| Dedicated account manager   |            |            | Y           |
| Early testing of new releases                                       |            |            | Y           |
| New releases of WorldViewer   |            |            | Y           |

If you have an existing customer base with a need to know where their staff and assets are, around the world, around the clock, call us to find out about becoming a Blue CRM Partner.

Contact us on **+44 (0)118 9072600**, or email us at [info@bluecrm.co.uk](mailto:info@bluecrm.co.uk)  
Alternatively, subscribe now by visiting our website at [www.bluecrm.co.uk](http://www.bluecrm.co.uk)

Know where they are, around the world, around the clock.

Blue CRM services and software products are widely used by leading companies and organisations around the world, from Bogota to Baghdad, from Paris to Perth.

Our clients include international banks, mining and oil conglomerates, government agencies, media organisations and major players in engineering, telecoms, food, tobacco and construction.

Our services are also increasingly used by individuals.

