



Become an ANS Partner

Think Bigger.

Congratulations on taking the first step towards joining the ANS Partner Programme. When you become a partner, you'll be joining a group of highly successful, creative organisations that recognise the technical excellence and exceptional service we deliver.



About the ANS partner programme.



The ANS partner programme is a referral scheme, which allows you to offer the ANS product portfolio to your clients as a complementary service to your own offering, whilst also providing you with a predictable revenue stream.

By referring clients to us you will earn competitive rates of commission that last for the life of your client's ANS solution. We will take the time to get to know your business and understand how we can best support you to build a successful partnership. We have 3 partner referral schemes available to best suit your requirements, Foundation, Advanced and Premier.

Through our online portal, you will be able to register your referrals, track their status and manage your commission payments easily.

The portal also gives you access to a range of information and marketing support to help you grow your referrals even further, including access to our newly launched ANS Marketplace.

We work closely with our partners to understand every individual requirement and our technical specialists and sales professionals are on hand whenever you need advice and support – acting as an extension of your own team.

By drawing on our industry-leading expertise and experience, you will be able to deliver innovative projects to your clients, safe in the knowledge that they will be using reliable solutions supported by an expert team 24/7/365.



Features and benefits.

- ✓ Competitive commission payments starting at 10% on referred business*
- ✓ Support from a dedicated account manager
- ✓ Pre-Sales support from our technical specialists for meeting preparation and proposal creation
- ✓ Access to your secure online ANS portal to submit, manage and track referrals and commission payments
- ✓ Downloadable, co-branded marketing literature
- ✓ Free places in our comprehensive hospitality schedule
- ✓ Access to the ANS Marketplace

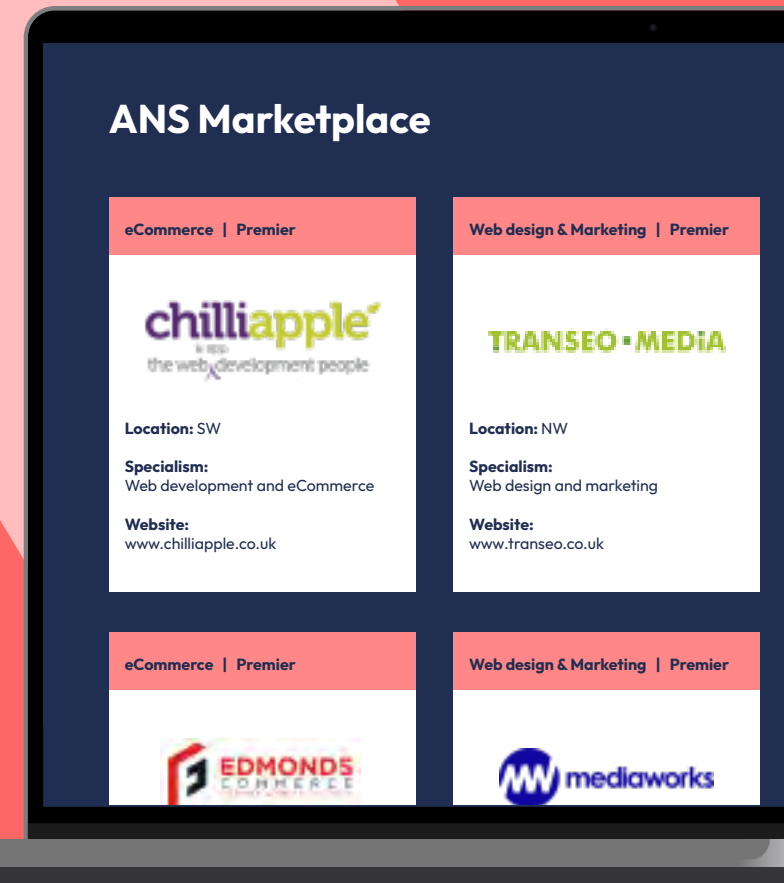


Perks	Partner Scheme		
	Foundation	Advanced	Premier
Required number of referrals	1	10	25
Commission payments	10%	12%	15%
Marketing support	✓	✓	✓
Events/hospitality	✓	✓	✓
Marketplace listing	x	✓	✓
Account management support	✓	✓	✓
Pre-sales support	✓	✓	✓
Portal access	✓	✓	✓

Introducing the ANS Marketplace.

The ANS Marketplace is an active online community of ANS partners and customers. Accessed via the ANS Portal, the Marketplace is an opportunity for our partner community to list and advertise their own business and services to other ANS partners and over 5,000 ANS customers. The ANS Portal has 14,000 registered users with an average of around 5,000 unique visits per month.

As an Advanced and Premier partner you will be able to have your listing promoted via the Marketplace.



What next?

We've made it simple for you to join the partner programme and start reaping the rewards as soon as possible.

How do I become an ANS partner?

If you're an existing client, you should log in to your ANS client area and select the 'Become a partner' tab to submit your application. Non ANS clients can also join the programme, simply contact a member of the partner team on 0800 458 4545 or sign up via the ANS website.

What happens after registration?

When you join, you will receive confirmation of your registration, along with a copy of our partner agreement and details of how to log in to the ANS client area. Once you have read and electronically signed the partner agreement, the partner portal within ANS will be available to you and you can start making referrals straight away. A member of our account management team will also be in touch to make sure you have everything you need.

How do I refer new clients?

All you need to do is click 'submit referral' within the partner portal, fill in your client's details and your account manager will contact them directly to discuss their requirements. It's as simple as that.

What commitment do you need from me?

There is no minimum value of client order, but the referred client must complete payment before you can claim commission. We recommend you to take advantage of the many other programme benefits available to get the most out of this partnership.

How do I claim commission?

Simply start referring clients to be eligible to claim commission. You will be emailed confirmation once your referral has resulted in a sale and you can track the history and status of all referrals and commission in your partner portal. You are eligible for a minimum of 10% of the monthly contract value of any successful referrals for the lifetime of the agreement, so the more they spend, the more you earn.

Commission can be claimed on all applicable orders of any value (excluding license fees). Once your client has paid their invoice, you will be able to access a partner payment reference number via the commission tab in your partner portal. You then simply raise an invoice with the amount and reference number and mark for the attention of our accounts department. We will pay commission owed within 21 days of receiving your invoice.



Referrals and commission.

We provide marketing and sales support to help you generate referrals and start earning commission.

What can I claim commission on?

Commission can be claimed on applicable orders of any value (excluding license fees). Your referred client must be up to date on payments for your commission to be processed.

When do I get paid?

We generate payment references within the first 7 days of the month and you must then invoice ANS for the commission values showing in your client area. We pay commission within 21 days of receiving the invoice. Payment can only be made after your referred client has paid their invoice.

How do I track my referrals and commission?

Tracking referrals is easy via the partner portal within your ANS client area.

- Log in to the ANS client area
- Go to manage account
- Click on partner programme in the menu
- Referrals tab – you will be able to see all referrals and the status of their account
- Commission tab – you will be able to see the commission payment reference number and the amount due to be claimed

How do I check if my referred client has paid their invoices?

Within the partner portal you can look at the pending tab to see details of payments that are pending from your referral. Your referred client must be up to date on payments for your commission to be processed.



How much involvement is required of me?

Once you make your online referral, ANS contacts the client directly and handles everything from there, including planning the solution, implementation and billing. You can track the progress of your referrals online through the ANS portal so that you know when they have come on board with us.

The more referrals you make, the more commission you can earn. Your Partner Account Manager will be in regular contact to keep you up to date with the progress of referrals.

Is it possible to sell your solutions directly to my clients (as a reseller)?

The partner programme is a referral scheme, which means that ANS holds a direct relationship with the end client. However, it is possible to become an ANS Channel Partner (reseller). Please contact us for further details.

How can I attract more referrals?

ANS will provide approved content for you to use in your own marketing initiatives, and our technical experts will help you in client meetings and on conference calls with potential clients.



The ANS product portfolio.



Cloud



Security



Dynamics CE



Cloud.

Enterprise grade public and private cloud solutions tailored for small to medium businesses.

Customer value proposition

- ✓ Build cloud environments from scratch
- ✓ Manage and optimise existing cloud solutions
- ✓ Private, Public and Multi-Cloud solutions
- ✓ Highly qualified architects for exceptional Cloud solutions
- ✓ Provide fully managed migrations and on-going support
- ✓ UK Based advisory service, technical expertise and governance management reporting
- ✓ Centre of excellence as a service
- ✓ eCloud VPC – enterprise grade tech with high availability



Security.

Enterprise grade managed detection and response tailored for small to medium businesses.

Customer value proposition

- ✓ 24/7/365 SOC Services and incident response
- ✓ UK Based SOC manned by Security Cleared Analysts
- ✓ MoD class cyber defence
- ✓ Next-generation Managed Detection & Response (MDR) and antivirus protectionAll data is fed directly into Carbon Black
- ✓ All data is fed directly in to the ANS SIEM platform
- ✓ Monthly security reporting and vulnerability remediation
- ✓ Proactive threat prevention through SOAR playbooks
- ✓ Fixed monthly costs that can be scaled in one billing solution



Dynamics 365 sales CRM.

Enterprise grade CRM solution tailored for small and medium businesses.

Customer value proposition

- ✓ Fully configured CRM based on D365
- ✓ Up and running in days
- ✓ Zero setup fee
- ✓ Starting from £425p/m
- ✓ Data import
- ✓ 1 x day onboarding and solution personalisation
- ✓ Comprehensive digital training course
- ✓ Ongoing how-to guidance
- ✓ Change implementation
- ✓ Fixed monthly costs that can be scaled in one billing solution





**It's time to
Think
Bigger.**

Kick off the New Year with our latest referral promotion.

All existing and new partners, across all partner schemes will be eligible for 15% commission on all new qualified referrals from January 2023 – July 2023.

Simply make your referrals as normal and we will automatically increase the commission payment on eligible referrals.

Normal referral commission rules apply.

Contact our team today to find out more!
0800 458 4545



FAQ's

I am an existing partner and I am not sure what tier I am now on.

How do I find out?

As part of the work we have done to re-launch our partner community all our partners have been assigned an account manager. Your account manager will contact you to discuss the tiering and the number of referrals you have made.

Will my existing commission increase if I move up a tier as part of the re-launch?

As we re-launch, we want to be clear and transparent with our partners around commissions and tiering. Commission changes when moving up a tier will apply to all commission payments that we are currently making to you. If applicable to you, the new rate will apply from 01/01/2023. There are no other changes to the commission process.

What happens when I move into a higher partner tier?

You will be notified by your account manager that you have achieved the required number of referrals to move partner tier. Commission payments will increase from the following month. The increase will be applied to your total commission payment.

How do I register or get access to the “ANS Marketplace” ?

The ANS Marketplace is accessible through the ANS portal. All ANS partners and customers will have visibility of the marketplace. Our advanced and premier partners will be able to list their products and services on the marketplace. You will be able to register your listing via the link on the ANS Portal.

I don't make many referrals, are there any other ways to access the wider benefits?

We want to make sure that all our partners benefit from referring clients to us. We have a great range of wider benefits, including marketing resources, available to all our partners. We will also be running incentives and campaigns across all partner tiers throughout the year. All partners are eligible for the re-launch promotion of 15% commission.

A lot of the products and services I send referrals for are no longer available, why is this?

Following the successful completion of the merger of UKFast and ANS and the subsequent integration, our success depends on our ability to deliver exemplary service, and to focus on product innovation and excellence that benefits you, our customers. Now is the right time for us to have a laser like focus on our core products and services, Cloud, Security and Digital.

Does the 15% commission increase apply if the customer doesn't sign until after month 6?

No, the promotional commission increase only applies to referrals that are registered and billed in the first 6 months of next year. Jan – June 2023.

How do I apply for the increased commission promotion?

It will automatically be applied if you make a qualifying referral within the specified promotional period.



Get in touch.

Telephone

0800 458 4545

Web

www.ans.co.uk

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