

# **ELO BUSINESS PARTNERSHIP**

Added value and synergies for success



# Enterprise Content Management

## Your driver for more revenue

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*"The added value from an ECM solution is directly measurable for the customer and, particularly in tough economic times, helps to increase efficiency and safeguard business. Many companies have recognised that optimum business processes, including the use of an ECM solution, are of crucial importance to securing their future."*

Karl Heinz Mosbach, CEO of ELO Digital Office GmbH

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# Secure investment in a secure market of the future

## Why the market needs Enterprise Content Management (ECM)

The market is driven by the fact that companies have a constant need to improve their business processes, automate procedures and reduce costs. Many factors, including more profitable operation and compliance with legal requirements, mean that the demand for sophisticated ECM solutions is growing. In customer projects, the ECM portfolio generally encompasses hardware, software and services.

Analysts also take a positive view of the ECM market and project potential revenue from ECM software in the EMEA area of around 1.5 billion euros by 2012, with an annual growth rate of 12.6%.

## Generating services and increasing customer loyalty

As an ELO business partner, you can use ELO technology to exploit new revenue streams, generate new markets for yourself and supply your existing customers with innovative products. As one of the leading ECM/DMS software manufacturers, we can provide you with the solutions, training, tools and support that you need to position your company effectively in the ECM marketplace and satisfy your customers.

*"The whole conversion enabled us to reduce process costs by about 20%. Those are significant figures for us. Throughput times have also been considerably reduced."*

ELO customer from the rail transport industry

*"By using ELO, it was possible to reduce the throughput times for contracts by 65%. We can no longer imagine handling the host of day-to-day tasks without the help of ELO."*

ELO customer from the media and culture sector

# Why ELO Digital Office is one of the best

## Who we are

ELO Digital Office GmbH split off from the Louis Leitz group in 1998 and is now an owner-managed, self-financing software manufacturer. Thanks to above-average growth, **ELO** is now among the leading software providers covering the whole spectrum of Enterprise Content Management.

## Worldwide presence

**ELO** is an international company with offices in Europe, Asia and Australia. In Germany, **ELO** has its headquarters in Stuttgart and branches in the West, East and North regions.

Offices in Germany: Kayhude, Dortmund and Gera

Offices in Europe: Austria, Switzerland, Czech Republic, Hungary, Poland, Romania and Denmark

Offices in Asia-Pacific: Indonesia, Singapore and Australia

## Sales strategy

The **ELO** sales strategy is defined by the business partner, who is the local operating unit. There is no competition with a direct sales channel. The dense network of system partners supports more than 450,000 workstations worldwide. First-level support is handled exclusively by the **ELO** business partner, generating a high level of customer loyalty.

## Strong technology partners

**ELO** has cooperative agreements and alliances with the major 'best-of-class' technology partners such as SAP, SAGE, Microsoft, Hewlett-Packard, Sun, Oracle, Kyocera-Mita, Kodak and Fujitsu.



# What is so special about ELO products?

*"All ELO product development is oriented towards market needs; our focus is on the customer. We are investing particularly heavily in user-friendliness, not only to keep our products at a high level technically, but also to enhance them further in terms of intuitive operation."*

Holger Jischke, Head of Product Management for ELO Digital Office

ELO is the only manufacturer to offer solutions for basic DMS requirements all the way up to very demanding ECM needs. **ELOoffice** is the entry-level solution for document management and electronic archiving. In this segment, it has almost no rivals.

**ELOprofessional** and **ELOenterprise** address the requirements of medium to large-sized companies. The products offer a smooth migration path. Data can be transferred and the software upgraded at any time, providing customers with a future-proof investment.

## Technical USPs

With their many different interfaces and modules, **ELOprofessional** and **ELOenterprise** are interoperable. Intuitive operation assures the user acceptance that you need. The workflow engine with designer is unique, as is the scan client with its personal mailbox. Standard open interfaces also enable the maximum depth of integration. This makes for security of investment and builds trust with the end customer.

## Our customers endorse ELO solutions

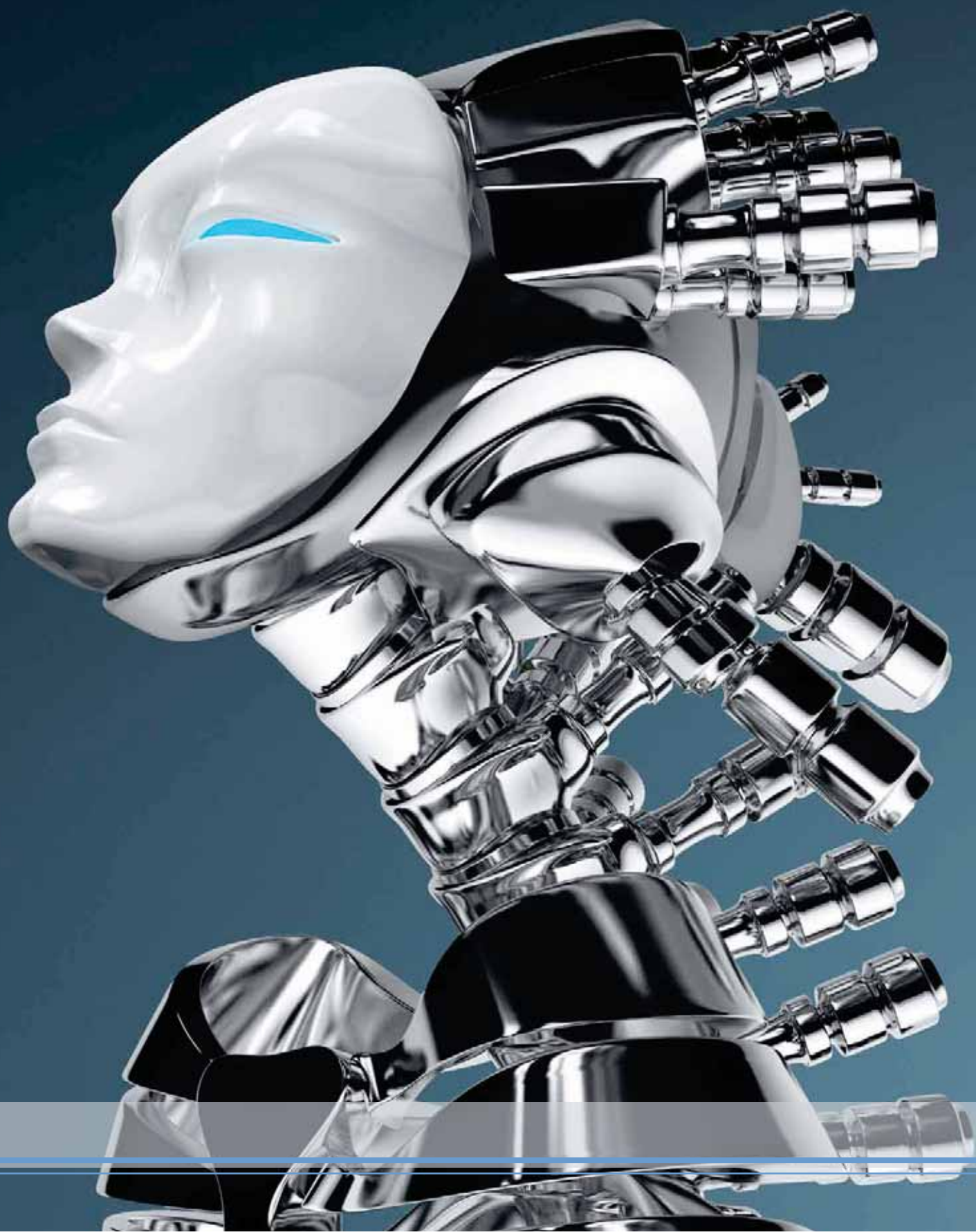
With their flexibility and high performance, ELO products are used in companies of all sizes in all kinds of industry.

*"The system is a tool that we would not want to be without. That's why we have recommended ELO to many other district authorities and to the national confederation. The positive feedback from our members has also shown us that the changeover was absolutely the right choice."*

ELO customer from the public sector (trade union)

*"I would make the same decision to go for a DMS, and particularly for ELO, any time."*

ELO customer from the healthcare sector



# Service-oriented architecture for maximum flexibility

"A special feature is that our solution was developed directly as a modular, service-oriented application. The benefit of this is that there is an http SOAP interface with high throughput speed and a clear architecture to connect standard clients or in-house developments to ELO."

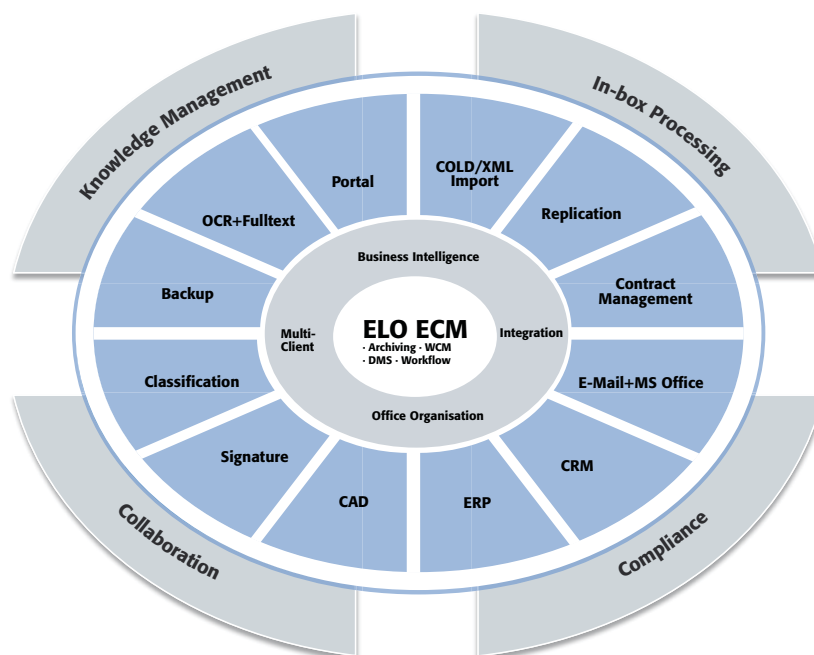
Matthias Thiele, CEO and Development Manager at ELO Digital Office GmbH

## The ELO software architecture

Developed using Java technology, the software components are available not only for Windows but for almost any software environment (Apple Mac OS, Linux, Oracle SOLARIS, IBM AiX, HP UX, etc.). True archive server replication, copying over not only documents but also structures, database contents and rights, is another feature that sets **ELO** apart from the competition.

## Seamless integration: ELO shapes the future

Modules like the **ELO Business Logic Provider (BLP)** have won a number of innovation prizes as the only solution offering end-to-end integration of business software (ERP, CRM, etc.). The BLP breaks new ground in systems implementation. More on the BLP at [www.elo.com](http://www.elo.com)



Graphic: The ELO ECM environment

### Summary of product-specific reasons for choosing ELO

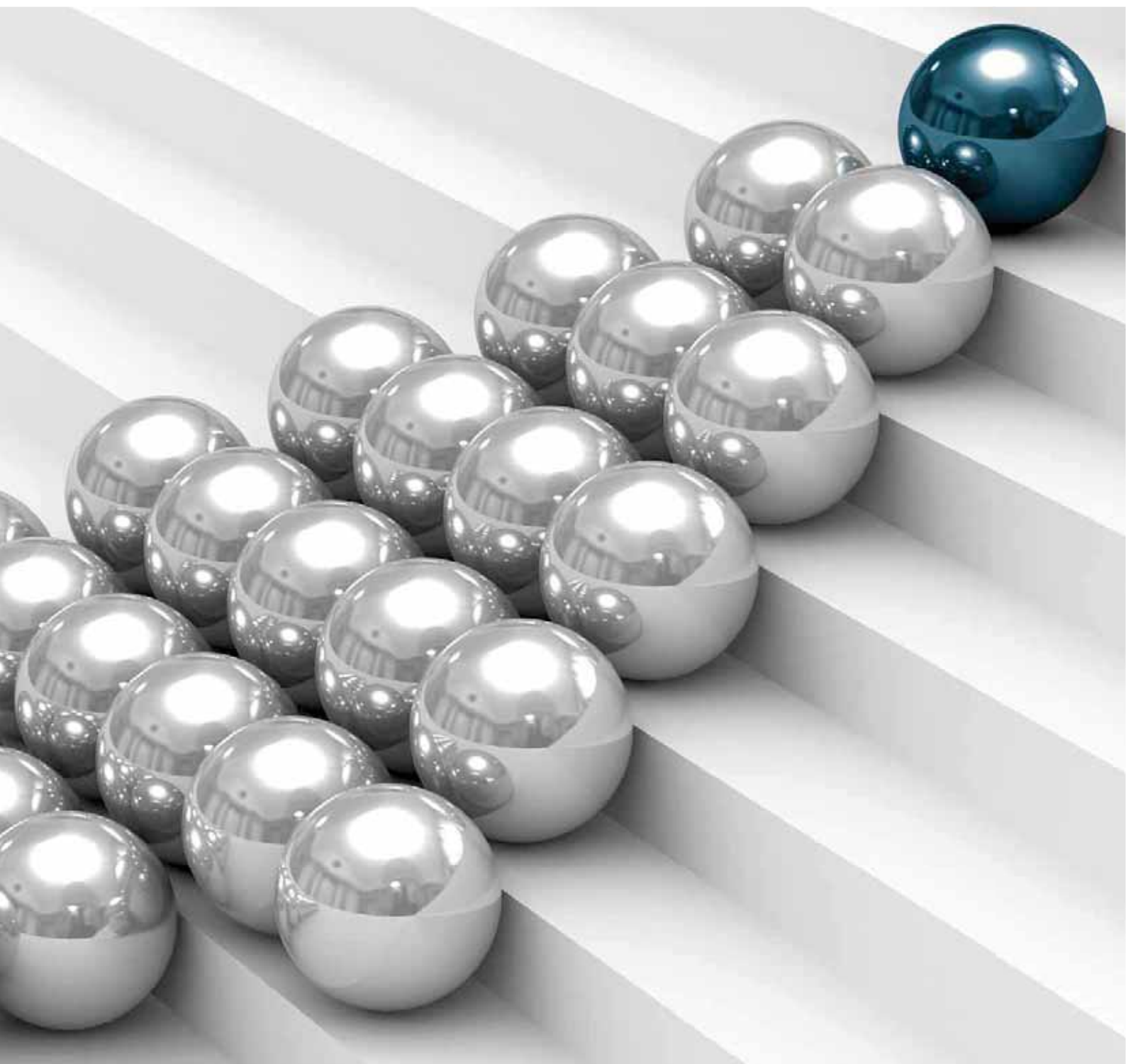
- only ECM manufacturer with 3-product strategy offering end-to-end migration for optimum scalability
- platform independence in the front-end and the back-end (Windows, Linux, Unix, etc.)
- same intuitive navigation ensuring user acceptance in all products
- ECM client incl. workflow, e-mail archiving, MS Office integration, digital signature and scanning
- non-proprietary, with standard open interfaces (XML, ODBC, COM, OLE/API, SOAP)
- direct access to the ECM Index Server including provision of business logic for any ECM system
- access options: Windows/Java client, browser/web, Citrix/Microsoft terminal server, mobile, portal, third-party applications
- programming of bespoke interfaces and modules, e.g. for vertical markets (industry tools)
- multilingual and Unicode-compatible
- rights concept incl. 128-bit encryption
- LDAP and single sign-on (ADS import)
- multi-client capability (use as an ASP solution or in a data centre)

### Commercial arguments for ELO

- outstanding price-performance ratio
- exceptionally high margins for the software and services sector
- system designed for later upgrade
- flexible licensing models and demand-driven project prices
- constantly growing 'return' with built-in software maintenance (from *ELOprofessional* upwards)
- customising and automation by ELO partners on the client and server side (VB and Javascript)
- support for vertical markets (industry tools)
- gross profits backed up by regional partner performance and partner portfolio management
- attractive entry conditions in the area of partner certification
- subsidised initial project = immediate ROI with projects from 10 licenses upwards
- no competitive situation with a direct sales channel
- *ELOoffice* has practically no competitors

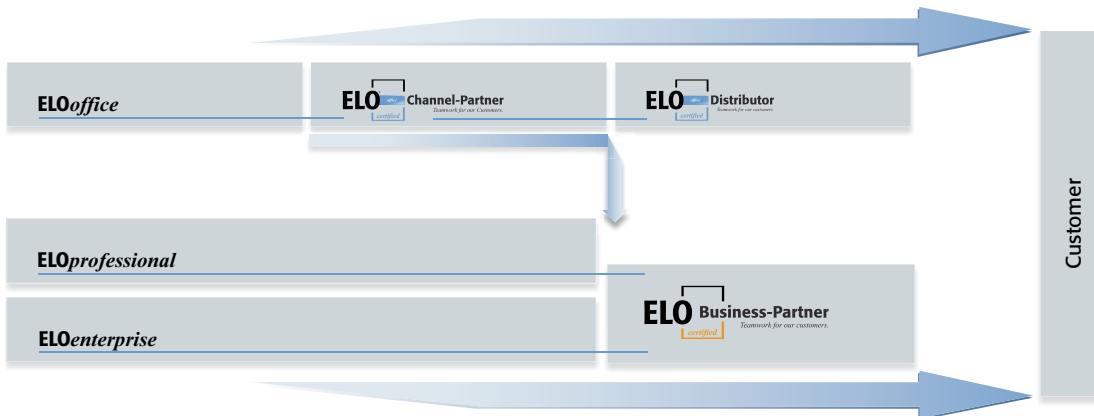


# Profitable partnership: Why choose ELO?



# Added value at a glance: the ELO business partnership

Our partnership is simple and transparent. ELO has two basic partner models: ELO channel partnership and ELO business partnership.



# Why the best possible support produces the best results

ELO supports you with a strong brand name and a tried and tested sales and support concept. ELO offers products precisely tailored to the needs of its customers.

## Personal sales support

ELO places great stress on personal support for partners. There is a direct contact person available to you in your region, who can give you expert support and advice on all sales questions relating to ELO. You will receive free start-up assistance with design, presentations and proposals.

## Workout for better know-how

ELO offers you a wide range of technical, sales and methods training. Three training units a year are included in the partnership fee.

## Compelling customer presentations with 'Contelo'

In the course of the training, you will also be provided with a virtual PC-based presentation environment called 'Contelo'. All the ELO modules can be presented within this Microsoft environment. Contelo can be used to generate user or customer-specific solutions and present them effectively to the customer.

## Digital starter pack

As a business partner, you will receive a digital starter pack with all the key information and content relating to your partnership. This contains company contact details and responsibilities, references, model documents, brochures, presentation slides, training courses and much more.

### Central services provided by the ELO business partnership

- extensive training on specific topics and complex modules
- provision of project-specific consulting services at modest rates
- ongoing product enhancement influenced by business partners
- ELO laboratory tests partner modules for possible inclusion in the official ELO price list
- provision of a virtual PC-based presentation environment 'Contelo'
- presence at all the major trade fairs (CeBIT, DMS Expo, etc.)
- regional partner days and end customer conferences
- annual central partner day and ECM end customer conference for prospective and existing customers
- free second-level support by telephone and/or e-mail
- web-based support forum with updates, patches and general information
- entry as a certified business partner on the ELO website with the ELO PartnerFinder
- international marketing in print and online media and with cooperation partners
- provision of customer references

# Why the best possible support produces the best results

*"The ECM business is one of the most exciting and interesting business areas within IT, with enormous earning potential. That is why it is worth going all out for ECM."*

Udo Stein, Sales Manager at ELO Digital Office GmbH

## **Subsidised initial project**

ELO subsidises your first project. For you, this means an immediate ROI for projects with 10 licenses or more.

## **Flexible licensing models**

For successful, customer-oriented projects, ELO offers flexible licensing models and demand-driven project prices. These guarantee a customer-specific project proposal and implementation.

## **Support: tried and tested know-how**

As a business partner, you will receive free second-level support by telephone and/or e-mail. You also have access to our web-based support forum with the latest updates, patches and general information.

## **ELO consulting: all-round expertise**

The ELO consulting team is made up of technical specialists who add value with their proven knowledge and years of practical experience. As a business partner, you can book project-specific consulting services at moderate rates.

## **Using partner solutions**

The partner network enables you to use existing industry tools to address vertical markets. ELO business partners support each other and exchange ideas on a regular basis. As a manufacturer, we support you in coordinating know-how and resources within the partner community. For your customers, this means rapid solutions to their needs.

# Marketing support: the advantages of a strong brand

*"Over the past few years, ELO has built up a trusted brand image in Germany, with a high level of brand recognition. We run targeted and well thought out advertising campaigns in the leading IT and trade journals. ELO is also focussing more and more on its online strategy. Our business partners use the ELO website to present themselves to the world and advertise their own solutions."*

Andreas Schulz, Marketing Manager at ELO Digital Office GmbH

## Trade fairs and ELO events

Trade fairs and events have a very high priority at **ELO**. At the leading trade fairs like CeBIT, the DMS Expo and IT & Business, **ELO** is always present with a large stand. Business partners can share in the overall success with a partner exhibit. The well-known **ELO** conferences in Stuttgart and all over Germany complete the portfolio.

## Events 'out of the box'

The **ELO** 'events out of the box' concept actively supports business partners in the marketing and sales process, by providing all the necessary materials for event planning and organisation. These include:

- invitation flyers
- mailing texts
- event checklists
- feedback sheets
- solution flyers
- customer references
- online advertising
- microsite with event details and registration facility
- **ELO** promotional pack

## The ELO PartnerFinder at [www.elo.com](http://www.elo.com)

The **ELO** PartnerFinder enables partners to enter a profile with relevant details on the **ELO** website and so highlight their qualifications and emphasise their specialisms. This makes the PartnerFinder a very special marketing tool, with which the partner can present himself and his qualifications to customers in the most effective way. Behind every visitor to our company page [www.elo.com](http://www.elo.com) is a potential order.

## Promotional materials

**ELO** provides a comprehensive range of promotional and brochure materials to give you outstanding support in your sales efforts. The initial pack contains brochures, display stands, posters and promotional gifts.



**ECM**



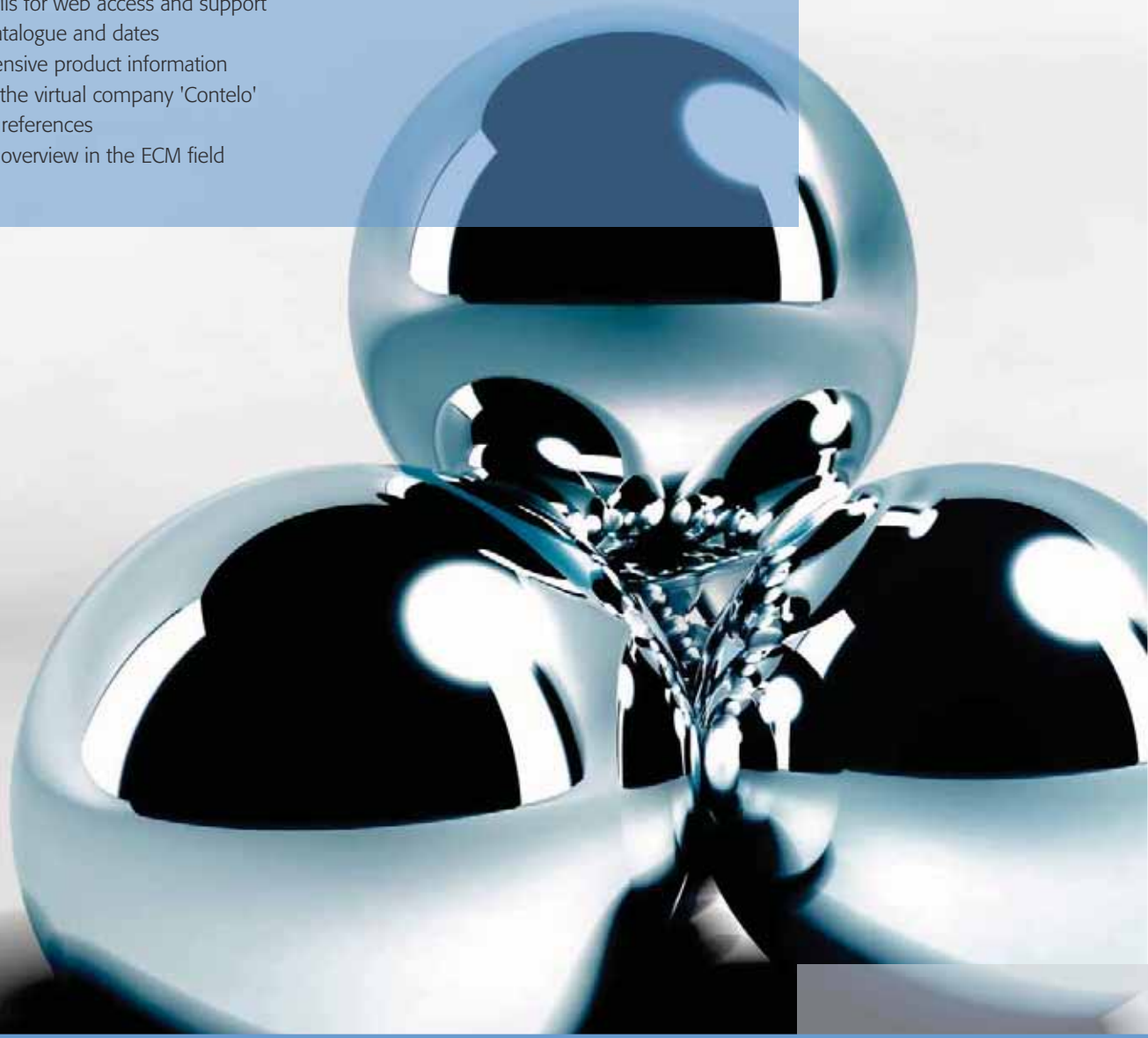
# The business partnership in figures

As an ELO business partner you will receive a comprehensive certification pack right at the start. This includes:

- the partnership fee for the first year
- an extensive variety of training courses
- your starter pack with all the necessary information

You will also receive an extensive digital welcome pack. In it you will find: all the necessary information and content relating to ELO and our partnership:

- a 5-user version of **ELOoffice** for resale
- a 5-user NFR version of **ELOprofessional** or **ELOenterprise** for internal use
- **ELO** company and contact details
- order forms for pilot licenses, marketing documents, project notifications, etc.
- information on legal matters such as the 'Principles of data access and verification of digital documents', FDA, etc.
- model documents for estimates, project preparation and implementation, etc.
- login details for web access and support
- training catalogue and dates
- comprehensive product information
- access to the virtual company 'Contelo'
- customer references
- hardware overview in the ECM field



# What does it take to become an ELO business partner?

ELO's powerful partner network offers its customers accumulated ECM expertise. Our customers trust ELO and we trust our partners. That is why we focus on quality when choosing our partners, because we rely on long-term partnerships as a strong pillar for our shared success.

Your skills profile as a potential ELO business partner:

- ideally at least 5 employees
- knowledge of VB and Javascript
- knowledge of databases (MS SQL and Oracle)
- experience of integrating complex software products and managing projects
- understanding of end-to-end solutions
- production of specifications, acceptance scenarios and backup concepts
- understanding of commercial processes in financial accounting
- basic knowledge of legal issues (compliance: FDA, EuroSox, Basel II, etc.)
- ECM as a strategic objective
- at least one dedicated ECM salesperson and one ECM consultant
- Microsoft partnership
- annual update training on technology and sales
- internal deployment of an ELO scenario
- regular customer contact (including maintenance)

Are you interested and do you have what it takes?  
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