



Partnership Opportunities  
with Quantiv Ltd.

Quantiv

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# Create custom applications using a proven product and approach

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Organisations are increasingly opting to create custom applications to meet their specific needs, from supporting the unique features of their business to the drive for competitive advantage and ongoing flexibility. In June 2002, a Butler Group report<sup>i</sup> confirmed, “businesses are demanding more functional applications, that are robust and ...built on the very latest industry standards. In order to cope ...it is essential that [developers are] released from the burden of writing tedious code.

“The organisation must respond to the opposing forces of bringing more complex applications to market in reduced timescales. Deployed applications need to be efficiently and effectively maintained and extended, incorporating support for new standards and additional functionality.”

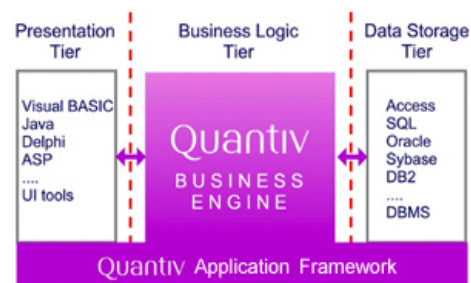
Using Quantiv makes it considerably easier for organisations and their suppliers to create and deploy flexible, enterprise-class custom applications. It encompasses

- ◆ an ‘80% built’ Universal Business Application, configured and customised to deliver each custom-fitting solution
- ◆ a model-based approach to defining and controlling business processes
- ◆ a proven implementation process developed with and tailored for the Quantiv product.

## So what exactly is Quantiv?

Quantiv is a rules-based application framework for Microsoft-based systems development. It comprises all the re-usable components, frameworks, methods and practices you need to create large-scale applications in a reliable, repeatable and controllable manner. Butler Group has declared it “a valid third option to the buy versus build conundrum”<sup>ii</sup>, as it combines the safety and proven capability of a package with the fit and specific functionality of bespoke development.

The product sits between user-definable interfaces and user-specified database management systems, in the area of business process functionality. Historically this has been the greatest challenge in creating custom systems, with teams having to define, develop and deploy every aspect from the ground up.



Quantiv enables you to develop high quality, complex systems with dramatically minimised effort and risk. Its unique universal Business Engine is configurable without programming to manage an infinite number of business processes, typically providing 80 - 85% of the functionality you need. Your development team can add custom business logic and interfaces in any COM-compliant language, to produce a system which perfectly fits the shape of any business.

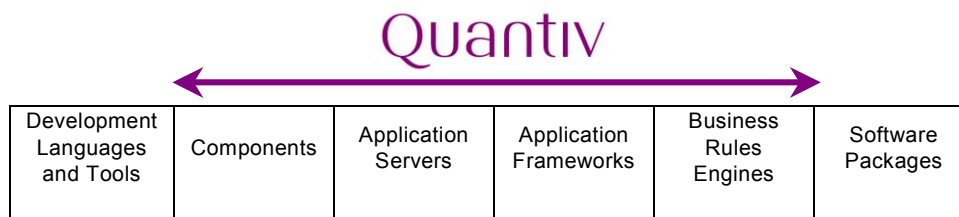
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# The Value Proposition to Partners

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Companies building custom applications typically use a variety of approaches, from development languages and tools through components, application servers, application frameworks and business rules engines. Uniquely, Quantiv's Universal Business Application spans this spectrum, providing everything from components through development frameworks to business rules.



The unique Business Engine at the heart of Quantiv is configurable without programming to manage an infinite number of business processes, based on a common set of instructions. The result of over 100 person-years' research and development, it typically provides 80% - 85% of the functionality you need, reducing the coding you need to do by an average of 50-60%.



Its surrounding Application Framework allows you to add custom business logic and interfaces in any COM-compliant language. Combined with Quantiv's highly regarded implementation method, which enables business process requirements to drive system specification and build, the product delivers quality, flexible applications with up to an 80% reduction in ongoing costs compared to typical software development practices.

Quantiv's 'value proposition' to partner organisations therefore falls into five main areas:

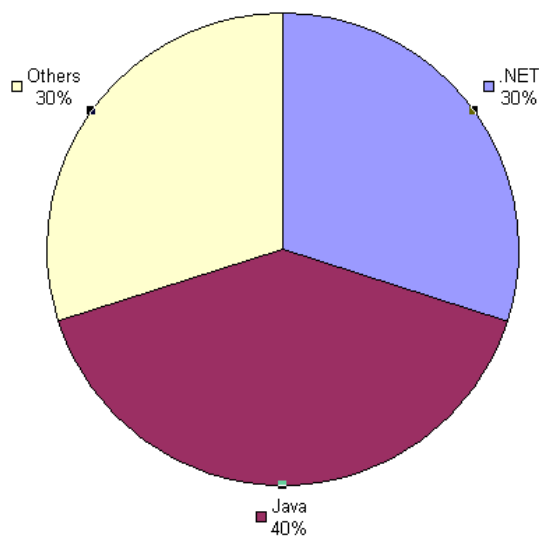
1. **Differentiate your proposals** and increase business capture.
2. **Achieve pricing advantages in competitive bids, and/or improved margins.** Because applications can be created with fewer people and skills, the advantages to your bottom line are clear. One customer estimates cost savings of 30% during Physical Modelling, and 40% in the Delivery of each project through using Quantiv.
3. **Increase implementation quality at reduced cost**, to existing and/or prospective clients, via
  - **faster delivery.** Because such a large proportion of each system exists already in the product, your developers can concentrate on the activities that make a real business difference, rather than developing everything from the ground up.
  - **reduced risk.** Quantiv's universal Business Engine contains hundreds of proven, abstracted business rules, which you can configure to the needs of each business without programming. The Engine also integrates your custom-developed interfaces and logic, and safeguards all rules and flows as processes change.
  - **improved productivity.** Using a proven and robust product as the basis for each application

frees your developers from the burden of developing code from scratch. Configuring the Business Engine requires no programming skills, whilst Quantiv's component-based Application Framework makes the addition of custom logic and interfaces in any COM-compliant language quick and simple.

- **increased user satisfaction.** Delivering a custom-fitting system without the costs, risks and timescales of traditional bespoke development cannot fail to increase your users' satisfaction, particularly combined with the promise of ongoing safe and easy modification. Further, Quantiv makes no assumptions about each system's interface requirements – ensuring all user interactions operate exactly as your customers require.
  - **reduced maintenance costs.** Normally the most substantial element of systems' lifecycle costs, customers estimate that up to 80% savings can be achieved when maintaining Quantiv systems due to their improved code quality and ease of change.
4. **Establish incremental revenue streams** from existing customers - and penetrate new accounts – by integrating your systems and processes with established enterprise systems.
  5. **Align your strategy to COM and .NET** technical futures without R&D investment.

**Most importantly, Quantiv allows you to manage the complexity and interoperability expected of modern enterprise applications, at substantially improved quality, reduced cost and minimised risk.**

## The .NET Opportunity



According to Butler Group in June 2002, the Microsoft platform "...is currently the strongest option for the development and deployment of Web Services"<sup>iii</sup>. It is gaining significant ground on the established Java platform, META Group forecasting that, though "organisations will have heterogeneous application environments indefinitely, .NET share will increase to 30% of enterprise development projects as Java use stabilizes at 40% by 2004"<sup>iv</sup>.

48% of enterprises worldwide<sup>iv</sup> already have plans to adopt Microsoft's .NET technology; thanks to its solid development tools, enterprise pervasiveness and position as a low-cost alternative to Java. Its

Visual Basic programming language is already found in as many enterprises as Java (70%), and Gartner predicts that this overlap will increase to more than 90% in 2005. Importantly, there are more than two VB developers for every Java developer, and for workgroup/departmental applications almost twice as many enterprises already use Microsoft as Java.

Clearly this increased enterprise market penetration promises a considerable opportunity for companies with a clear route to creating applications for the .NET environment. Quantiv, with its COM+, component-based architecture, opens up this opportunity for partner organisations.

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# Deliver real benefits to your customers

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Quantiv's target customers are organisations in any industry that recognise the value of complex, custom-built applications in the creation of competitive advantage, and see limited scope for differentiation in standard software packages.

Applications created to date range from CRM systems for a national capital equipment distributor, through integrated process control for a high-volume optical lens manufacturer, to a complete enterprise environment for a web-based Application Service Provider. Each system created with Quantiv exactly matches the customer's unique business requirements, and enables ongoing management control and competitive differentiation.

## **Meadow Foods Ltd. – Dairy Product Processors**

*“Quantiv has provided us with a firm foundation for future growth”*

- ◆ Bespoke, fully integrated processing system
- ◆ Key management data captured throughout processing
- ◆ Complete visibility of critical cost/profit points
- ◆ 300% turnover growth since implementation
- ◆ Financials and plant maintenance functionality added later
- ◆ Expansion into new markets facilitated

## **JustGiving.com – Online Charity Portal**

*“We required not just a website but a secure and robust business system”*

- ◆ New company with a unique business model
- ◆ Secure, automated donation and UK tax reclaim processing
- ◆ XML-based web content engine
- ◆ New functionality regularly added
- ◆ 365 charities signed up to date
- ◆ Winner of two major industry awards in 2002
- ◆ Functionality adopted by The Times and The London Marathon

## **The Carrylift Group – Forklift Truck Hire, Sales and Service**

*“We're proud of the system we've created”*

- ◆ In-house implementation with full Quantiv support
- ◆ Opportunity to re-model business processes for greater efficiency
- ◆ Integrated system removed barriers and enhanced cross-sales
- ◆ Custom-fit maximises competitive edge
- ◆ Marketing enquiry system added later

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## Validated by top UK analysts Butler Group

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Quantiv addresses the challenges of creating large, custom-fitting business applications using a three-step approach:

- ◆ The Model - a way of thinking about and modelling the steps in a business process, how they are linked together and what the business rules are that control them.
- ◆ The Product - a component-based framework surrounding a core Business Engine, which implements the rules and structures of the Quantiv Model. The structure of each end-application is described by configuration, not programming.
- ◆ The Process - a lightweight, practical process to define the context and functionality of the system and guide its design, development and deployment.

In November 2001, this approach was evaluated by leading IT analysts Butler Group, which subsequently produced a highly positive research paper. It affirmed that Quantiv "...makes the development of applications both quick and flexible, without the need for a huge IT resource to accomplish the task".

### **Butler on differentiation**

"Any company who wants to gain competitive advantage by differentiating itself would benefit from this solution."

### **Butler on control**

"Its solutions are business-process driven, and are designed to draw together operational and financial information to enable closer control of the enterprise."

### **Butler on flexibility**

"The solution delivered matches the business processes, and as the processes change over time, then the solution can be easily adapted to reflect the new business model."

To download the Butler Group Research Paper on Quantiv please visit  
[www.quantiv.com/butler](http://www.quantiv.com/butler), or call **0161 927 4000** to request printed copies.

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# Quantiv's Partnership Strategy

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Having proven our Universal Business Application and implementation process across twelve diverse industries, Quantiv's ongoing strategy is to licence the product into Fortune 500 and large public sector organisations. A 'direct touch, indirect fulfilment' model will be used, with our new business sales team identifying and qualifying opportunities for implementation either by in-house development teams or accredited Quantiv Business Partners.

Quantiv's core business lies in developing and licensing software, and our services focus is on skills transfer into customer and partner organisations rather than direct implementations. Where customers choose not to implement projects using in-house resources, we will introduce an accredited partner organisation whose core business is systems integration, consulting and customer support.

This shift of services revenues into the channel represents a powerful value proposition for partner organisations, whilst enabling Quantiv to scale for significant growth. Naturally, we will also look to you as a partner to develop business opportunities within your own customer base and prospect funnel, and will support you in securing such business.

Our experience is that a typical customer will commission a pilot project to prove the technology within his organisation, followed by one or more larger deployments. The licence fee to services ratio is usually 1:4, and full deployments range in value from £300 000 to site licence and enterprise-scale projects. Most customers will continue to enhance and expand their system to adapt it to their changing business needs, which creates an ongoing stream of service requirements for your company.

Our strategy is to invest time and resources in a limited number of partner organisations. These companies will have established relationships with large organisations, undertake systems integration and application development as a mainstream activity, and have an existing skills base in Microsoft development tools and UML. Most importantly, they will recognise the Quantiv solution as a strategic differentiator, and will invest an appropriate proportion of resource and management time in its adoption.

The Quantiv professional services team will support your personnel by providing up to 50% of the services in pilot projects, and until your team's own Quantiv skill sets are established. However, it will be a shared objective for your company to establish a self-sufficient, incremental business stream as rapidly as possible.

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## The Partner Programme

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At Quantiv we believe that supporting each partnership - from lead generation, through the sales process, to implementation and ongoing support - is absolutely vital to its success. A comprehensive programme has therefore been developed to give you access to the resources and information you need quickly and effectively. Our programme is founded on the principles of joint commitment and shared risk, to deliver mutual business benefits and customer satisfaction.

The programme's content ranges from sales, business analysis and technical training, through access to software and documentation, to marketing, sales and technical support. In the first year, this includes a 'starter pack' designed to accelerate the transition from an agreed business plan to established, profitable revenue. Our objective is to help you to achieve self-sufficiency and generate ongoing service revenues as quickly as possible, and in this early period Quantiv expects to deliver value that is significantly in excess of initial revenue flows. This may come in a variety of forms – from marketing programmes to technical training – and can be adapted to your individual needs.

In return, as a partner we would expect you to agree a joint business plan with Quantiv, commit consultants to training, and engage in agreed joint marketing and sales activities. You will also need to purchase development licenses upon undertaking your first customer project.

### **The Quantiv Business Partner Programme provides your team with:**

- ◆ dedicated channel management
- ◆ sales and pre-sales resources in support of your project opportunities
- ◆ new business opportunities from Quantiv's lead generation programmes
- ◆ co-operative marketing programmes; cost sharing on agreed initiatives
- ◆ sales training (free of charge to agreed levels)
- ◆ development and demonstration licenses
- ◆ technical and business analysis training to agreed levels (see 'Getting Started')
- ◆ consultancy support to supplement your own resources
- ◆ technical support/help desk
- ◆ exclusive web resources via our secure Partner extranet

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# Partner Training

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Quantiv offers comprehensive skills transfer services to help you develop the core skills and knowledge required to build Quantiv applications as quickly and cost effectively as possible. Your team's Quantiv competencies will be developed through a programme of taught sessions and hands-on coaching, the end product being a working Quantiv development for one business process requirement. Once you have gained the basic skills required to complete your initial Quantiv-based project, you can continue to develop your skills using ad hoc Quantiv consultancy as required.

The following skills and project areas are covered within the Quantiv partner training programme:

<b>What is Quantiv?</b>	1 day overview of the Quantiv product and process
<b>Project Definition Workshop</b>	2 day workshop to determine project-specific Context Definition, structure, process, constraints, resource plan, skills gaps etc
<b>Project Management</b>	Ongoing management of customer expectations, project planning, resource allocation, problem identification/resolution
<b>Business Modelling</b>	3 day course on the Quantiv-specific use of UML for requirements capture
<b>Style Guide</b>	Creation of a project-specific style guide and glossary
<b>Infrastructure planning</b>	Initial infrastructure and deployment planning
<b>Quantiv Architecture</b>	3 day course on the principles and architecture of the product
<b>Quantiv Design</b>	3 day course on using UML and Quantiv-specific modelling tools for Physical Modelling, the Quantiv configurator, process description tools and test case creation.
<b>Development Environment</b>	Setting up developer PCs, project workspaces, test servers
<b>Quantiv Development</b>	3 day course on creating applications with Quantiv.
<b>Quantiv Systems Administration</b>	2 day course on the administration of the system configuration for security and structure.

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# Getting Started

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Upon joining the Quantiv Business Partner programme you will be given access to our Channel Starter Pack, which incorporates your first year's development licenses. The pack also includes

- ◆ The development of a joint marketing program, including contributions to launch initiatives
- ◆ Sales training, including product positioning, benefits, pricing, sales aids, competitors, technology environment etc
- ◆ Technical pre-sales training to levels agreed within the joint business plan
- ◆ Intensive field sales and pre-sales support for your initial business opportunities
- ◆ Contract templates for development, deployment and support
- ◆ Business analysis training to levels agreed within the joint business plan

Dedicated channel account management and access to our technical support help desk and partner extranet are also provided. Your company will be able to purchase additional development licenses and Quantiv consultancy as needed, for example to provide further hands-on technical training and development support.

In subsequent years, product updates for new Quantiv releases, access to our help desk and level three support are included within your maintenance fees for development licences. In addition, Quantiv will support joint, agreed marketing initiatives based on a percentage of the licence revenues generated. We will continue to provide channel management, Quantiv lead referrals and extranet information on an ongoing basis.

To find out more about getting started as a Quantiv Business Partner, please contact our Alliances Manager **Tom Flaherty** using the details below.

<b>Telephone</b>	<b>0161 927 4000</b>
<b>Fax</b>	<b>0161 927 4100</b>
<b>Email</b>	<a href="mailto:tflaherty@quantiv.com">tflaherty@quantiv.com</a>

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i Application Development Environments Technology Evaluation and Comparison Report, Butler Group, June 2002.

ii Butler Group Research Paper on Quantiv, November 2001.

iii Application Servers Technology Evaluation and Comparison Report, Butler Group, June 2002.

iv Global Application Development Trends Survey, Gartner Group, March 2002.



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