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WELCOME, PARTNERS

Welcome to the Accruent Partner Program. We designed this entirely new Program with you and for you.

At Accruent, we understand the value of strong partners and recognize that partnerships are critical to mutual success. When you partner with Accruent, you’ll enjoy a mutually beneficial relationship created to market, sell, implement, and support world-class software solutions.

With our innovative products, our world-class industry experts, your own geographic and domain expertise, and the collective reach of our community, we’ll work together to deliver solutions for Unifying the Built Environment that help customers modernize their built businesses, overcome major challenges, and effectively navigate the “new normal” we live in today.

We want to be an extraordinary partner. A partner you can trust, a partner you can win with, a partner delivering a world-class portfolio that will help you drive top and bottom-line growth.

Our success is mutually dependent. Partners are an extension of Accruent, our family of products, and our sales team. Together, we can bring incredible value to our customers and serve them in remarkable ways.

Here’s everything you need to know about our benefits-rich partner program and how you can utilize this tool to increase stickiness with your clients, open potential new revenues, expand your product offerings, develop new product lines, attract new customers, and maximize your global reach.

Welcome to Accruent

Pete Mansel, Chief Sales Officer - Accruent
INTRODUCTION TO ACCRUENT

Accruent is the world’s leading provider of software solutions made to unify your built environment. Our best-in-class software was developed to maximize the performance of your built environment and to streamline your day-to-day operations so you can focus on driving business forward.

These solutions are broadly split into two categories: Asset Management Solutions and Workplace Management Solutions.
**OUR PRODUCTS**

Within each bucket, we offer a strong selection of best-in-class software solutions.

<table>
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<th>WORKPLACE MANAGEMENT SOLUTIONS</th>
<th>ASSET MANAGEMENT SOLUTIONS</th>
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<td><strong>CROSS-VERTICAL AM SOLUTIONS</strong></td>
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<td><strong>HEALTHCARE</strong></td>
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OUR PRODUCTS

Here is an overview of Accruent’s Workplace Management and their key functionalities.

WORKPLACE RESOURCE MANAGEMENT

EMS desk and room scheduling software minimizes administrative effort by reducing the steps needed to manage a space or resource reservation. Expert users can efficiently create and approve reservations and services, generate and distribute reports, and more.

ONE-CLICK DESK BOOKING

Accruent EMS Flex is an intuitive SaaS tool for reserving workspaces with minimal user interaction that includes user preferences for improved booking recommendations. EMS Flex is easy to deploy, configure, install, and use, promotes flexible/hybrid work, and helps facilitate easier collaboration.

FACILITY & ASSET MAINTENANCE MGMT COMPLIANCE MANAGEMENT

FAMIS 360 CMMS offers automated preventive, corrective, and predictive maintenance processes so organizations can handle more work requests, reduce downtime, and increase employee productivity – all without straining resources.

LEASE ADMINISTRATION AND ACCOUNTING

Lx Contracts lease administration and accounting software is a leading FASB/IASB-compliant solution created to help users manage the most complex real estate and equipment lease scenarios. It ultimately helps users mitigate risk, achieve compliance, and seamlessly integrate into the customer’s ERP.

MARKET PLANNING AND SITE SELECTION

Lx Markets & Sites enables organizations to leverage real-time analytics and compress site selection cycle times. It allows users to understand market conditions, make informed decisions, and conclude negotiations faster.
CONSTRUCTION PROJECT MANAGEMENT

Lx Projects, Accruent’s construction project management tool, is a single source of truth for critical project information. It helps users manage new location construction, site openings, and capital improvement processes by ensuring details are done on time and on budget.

REAL ESTATE TRANSACTION MANAGEMENT

As part of an IWMS, Lx Transaction Management is an integrated solution that helps organizations manage the real estate transaction lifecycle. Organizations can connect their contracts, site planning, projects, and transactions for full insight into real estate portfolios.
OUR PRODUCTS

Here is an overview of Accruent’s Asset Management Solutions and their key functionalities.

FACILITY & ASSET MAINTENANCE MANAGEMENT

Maintenance Connection is an award-winning, industry-leading CMMS with robust functionality that can help organizations implement effective maintenance programs, maximize productivity, and ultimately increase ROI.

ENGINEERING INFORMATION MANAGEMENT

Meridian engineering document management system (EDMS) provides a single source of truth for all documentation, configurable workflows to streamline collaboration, and document version control to simplify audits and regulatory compliance.

MOBILE WORKFORCE MANAGEMENT

vx Field is an end-to-end service delivery solution that optimizes field service work performance, providing intelligent work allocation, resource scheduling, and fully integrated parts, inventory, and performance management.

ENERGY MANAGEMENT

Accruent Observe Energy Management helps identify and correct high energy use, tracking key metrics such as which locations use the most energy and what equipment consumes significant energy, so organizations lower greenhouse gas emissions and deliver energy efficiencies.

ASSET MONITORING & CONTROL (IOT)

vx Observe provides organizations with remote monitoring and control of multiple equipment types so they can predict asset failure, lessen equipment downtime, and reduce maintenance budgets.
WHY PARTNER WITH ACCRUENT

With Accruent, you can drive better business outcomes and maximize the value coming from you and your customers’ people, assets, and facilities.

ENSURE FASTER GROWTH AND RECURRING REVENUE

GAIN ACCESS TO OUR BROAD PORTFOLIO OF SOLUTIONS

ENJOY HIGH CUSTOMER RENEWAL RATE

DIFFERENTIATE YOURSELF FROM YOUR COMPETITORS

EXPAND YOUR MARKET REACH

HAVE A STRONG GLOBAL PRESENCE WITH DEDICATED PARTNER SUPPORT

GAIN EXPERTISE THROUGH DYNAMIC ENABLEMENT MATERIALS

UTILIZE COMPREHENSIVE SUPPORT SERVICES
YOUR BENEFITS AS AN ACCRUENT PARTNER

We Can Help Your Customers Today

Create white-glove workplace experiences for employees, helping them easily find and schedule spaces, resources, or staff.

Help engineering and maintenance teams remain compliant while increasing asset utilization, reducing downtime, and helping organizations maintain a safe workplace.

Empower retailers and corporations to effectively manage their real estate & equipment contracts and leases. Easily facilitate rent payments and maintain compliance with financial regulations.

Provide opportunities to monitor refrigeration or HVAC systems for energy savings in retail and commercial building spaces.

Financial Benefits
Profitability is foundational to your business and a cornerstone of our program. Platinum, Gold, and Silver Partners are eligible to earn these compelling discounts.

New Business Incentive
Additional incentives are awarded for bringing new customers to Accruent and for expanding into new lines of business.

Growth
Collaboration and strategic partnerships are fundamental to our growth. From time to time, Accruent will offer growth rebate rewards, which will accrue as you successfully grow your Accruent products over time.
PARTNER CATEGORIES

We recognize the dedication of every Accruent partner, and we provide each partner level with increasing benefits corresponding to their overall contribution to business growth.

Here are some of the ways you can partner with us.

**VALUE-ADDED RESELLER (VAR)**
Resell our products alongside your services, thereby growing revenue and attracting new clients.

**GLOBAL SYSTEMS INTEGRATOR (GSI), SERVICE PROVIDER (SP), AND COMMERCIAL REAL ESTATE (CRE)**
Position and recommend Accruent technology to your client base and your technology stack. Enhance the value and expand your service offerings, manage the sales cycle, and support customers as integration experts on high-impact projects.

**REFERRAL PARTNER (RP)**
Have a lead for Accruent? Referral partners work to bring a lead to Accruent’s direct sales team doing all the heavy lifting. RP is entitled to deal-specific margins.
PARTNER ENABLEMENT AND ONBOARDING

The Accruent Partner Program is designed to get our partnership up and running — fast.

<table>
<thead>
<tr>
<th>30 DAY FAST START PLAN</th>
<th>60 DAY ENGAGEMENT PLAN</th>
<th>90 DAY ACCELERATION PLAN</th>
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<tbody>
<tr>
<td>• Agreement Finalized</td>
<td>• Introduction &amp; internal Communication to Accruent Teams</td>
<td>• Sales Planning and Targeting</td>
</tr>
<tr>
<td>• Joint Press Release</td>
<td>• BDR Alignment</td>
<td>• Product Demo / Joint Demonstration</td>
</tr>
<tr>
<td>• Website Profile Created</td>
<td>• Field Sales Introduction</td>
<td>• Customer Success</td>
</tr>
<tr>
<td>• Portal Access &amp; Training</td>
<td>• Joint Sales Activities</td>
<td>• License Delivery and Logistics</td>
</tr>
<tr>
<td>• Technical Training</td>
<td>• CAM, Field and Account</td>
<td>• Sales Forecasting &amp; Executive Alignment</td>
</tr>
<tr>
<td>• Access to Demo Cloud</td>
<td>• Co-branded Marketing Assets</td>
<td>• Review 90 Days milestones</td>
</tr>
<tr>
<td>• Business Planning &amp; Joint Value Selling Discovery</td>
<td>• Communication and Marketing Planning</td>
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PARTNER TIERS

Each Go-To-Market Partner Program includes a set of financial and go-to market benefits to ensure that we are:

- Jointly creating customer value
- Achieving your business goals
- Contributing to Accruent’s market expansion

Benefits, depending on your tier include product discounts, sales incentives, complimentary training, and sales/marketing tools to accelerate your growth, help expand your cloud portfolio, and further position you as a trusted advisor to your customers.

**Platinum Partner** status is reserved for our top-performing partners. These partners maintain certified personnel at the highest level, and they have developed GTM solutions to increase value to Accruent customers and thought leadership to the market.

**Gold Partners** are also top-performing partners who have been successful with targeting key vertical markets. They have met or committed to specified sales levels with Accruent. They are active in sending sales and technical personnel through a certification course and have developed GTM solutions that bring continued sales and services success to the partnership. This is also the entry membership level for all new partners.

**Silver Partners** have the technical or vertical market expertise and provide a high value to the Accruent small and medium business growth—a fast-paced and growing segment of the Accruent customer base.

**Referral Partners** assist with lead referral introductions and relationship development. In this partnership, Accruent provides expertise in products and technology. Accruent also drives the sales cycle to a conclusion. Become a Referral Partner, and you will earn a commission on all successful sales referrals.
PARTNER TIERS

As your tier progresses, so do your benefits. These benefits are available to all Accruent partners.

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<tr>
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<th>PLATINUM</th>
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<td>Partner Academy Access</td>
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<td>Website/Seo Consultation</td>
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<td>Partner Advisory and Technical Advisory Boards (by invitation)</td>
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<td>Dedicated Channel Account Manager</td>
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<td>Highest rebate potential and executive support</td>
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TECHNICAL TRAINING AND CERTIFICATIONS

We believe that helping our users understand our software’s capabilities and quickly become proficient is the key to our customer success.

The Accruent Academy is a dedicated department within Accruent that provides training to accelerate user adoption and product satisfaction, creating a higher ROI on software purchases.

We have several training options available to Partners. Partners must complete the training and obtain the necessary certifications to implement and support Accruent solutions.

**End User**
- Online or Virtual instructor led- Accruent Academy
- Technical end user training for customers

**System Administrator**
- Online or Virtual instructor led- Accruent Academy
- Support and Business Administrative training for customers

**Technical Implementation**
- Blended online and instructor led- Accruent Academy
- Software implementation and configuration

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MARKETING FUNDS AND RESOURCES

We offer marketing development funds based on the tier level our partners are in to provide partners with a means to promote Accruent products and services.

Accruent Partner Program offers two types of Marketing Development Funds:

- **Earned and Proposal-Based MDF**: Earned MDF rewards qualified partners with predictable funding, which is accrued based on revenue / rates based on type and tier.
- **Proposal-Based MDF**: This represents incremental discretionary funds provided to partners based on strategic proposals aligned to regional sales and marketing priorities.

Both funds serve to support a breadth of marketing activities.

Eligible MDF Activities include:

- Direct marketing
- Customer-facing events
- Advertising, media buys, and PR
- Web marketing
- Demand generation content creation

Please get in touch with your Channel Account Manager to apply for these funds.

Accruent relies on the dedication and support of its partner community for success. We recognize the value of local marketing with you, our partners, and its positive impact on awareness, lead generation, and the sales pipeline. To this end, we offer:

**Clear Campaign Tactics**
Specific and clear tactics that will help your campaign succeed. Assets: White papers, blogs, videos, case studies, press coverage and more.

**The Accruent Partner Portal**
The Accruent Partner Portal provides access to the tools and resources you need, including:

- Deal Registration
- Quoting
- Training & Competencies
- Sales & Marketing Tools
- Support

Reach out to your Channel Account Manager with any questions.
ABOUT ACCRUENT

Accruent is a global software company that helps organizations achieve superior performance by transforming how they manage their physical resources. Its innovative, industry-leading cloud-based software and services enable organizations to optimize all stages of real estate, facilities, and asset management – from capital planning to IoT-based monitoring and control.

With a proven record of accomplishments spanning two decades, Accruent has created the only integrated SaaS-based framework and reporting platform for complete lifecycle physical resource management. More than 10,000 global customers depend on Accruent solutions to drive out hidden costs, extend asset lifecycles, protect their brands, ensure compliance, and deliver on the missions of their organization. Headquartered in Austin, Texas, Accruent serves a wide range of industries in more than 150 countries worldwide.

accruent.com, @accruentllc