

Brochure

Messagepoint® Partner Program



 messagepoint®

Drive greater value for your customers with Messagepoint.

Messagepoint leads the Customer Communications Management (CCM) space with advanced business-user enablement and intelligent content management. We partner with the industry's leading technology, services and print service providers who are experts in document generation, omni-channel customer communications and customer experiences. Messagepoint's partners provide consulting, implementation, and production expertise to help clients on their Customer Communications Management (CCM) journey.



Empowering Our Partners for Success

We've designed our partner program to ensure your success throughout each stage of the customer engagement. By enabling your Messagepoint expertise, acknowledging your achievements, we empower you to build meaningful relationships that build a lifetime of customer value.

Messagepoint offers a number of different partnering opportunities



**Channel
Partners**



**Technology
Partners**



**Delivery
Partners**



**Production
Partners**



Channel Partners

Our Channel Partners both resell and refer Messagepoint to enable their customers to deliver optimized customer experiences through optimized communications.



Technology Partners

Messagepoint integrates with a variety of technology solutions to enable organizations to leverage existing investments for composition, email, messaging and customer management.



Delivery Partners

Delivery Partners provide the services necessary for a successful implementation of Messagepoint. From startup to on-going touchpoint development and management, these expertly trained and certified partners can help you in all aspects of a Messagepoint project.



Production Partners

Production Partners leverage Messagepoint to deliver services to customers that enable their clients to quickly and easily create, target, and manage their customer-focused communications without involving IT. These partners:

- Create, update and manage materials for their clients in a managed service model, while still providing proofing and approvals from the client
- Set up templates and manage print services while enabling clients to self-manage their content and rules

Benefits of the Messagepoint Partner Program

The Messagepoint Partner Program offers the following benefits to help you maximize success in your business.



Scale your practice

As the leader in Customer Content Management (CCM), Messagepoint invests heavily in assisting our partners build successful practices. Messagepoint will provide you with resources and support to enable your success.



Support for your unique business model

The Messagepoint Partner Program offers outstanding growth opportunities for global and regional systems integrators, CCM advisory / consulting organizations, technology providers, print service providers, direct mail and marketing services providers, and technology providers.



Develop specialized, in-depth expertise for delivery

Messagepoint offers training and certifications along with integrations and consulting to help you master Messagepoint's solutions and to develop the specialized skills to serve clients of all sizes, industries and geographies.



Plan, build and grow your Messagepoint practice

With co-marketing, co-selling and joint service delivery, Messagepoint will work with you to drive successful business outcomes for your clients while dramatically growing your Messagepoint business.

Pillars of the Messagepoint Partner Program

Tap into our resources to unlock new opportunities and successfully build a profitable Messagepoint business.

Training & Education

Messagepoint's training, certification programs and best practices make you an invaluable resource to your clients.

Delivery Methodologies

Access to Messagepoint's delivery methodologies and pre-sales programs.

Technology & Support

Messagepoint's service and support programs mean you are always up to date.

Marketing & Collateral

Access Messagepoint's portfolio of marketing and branding.

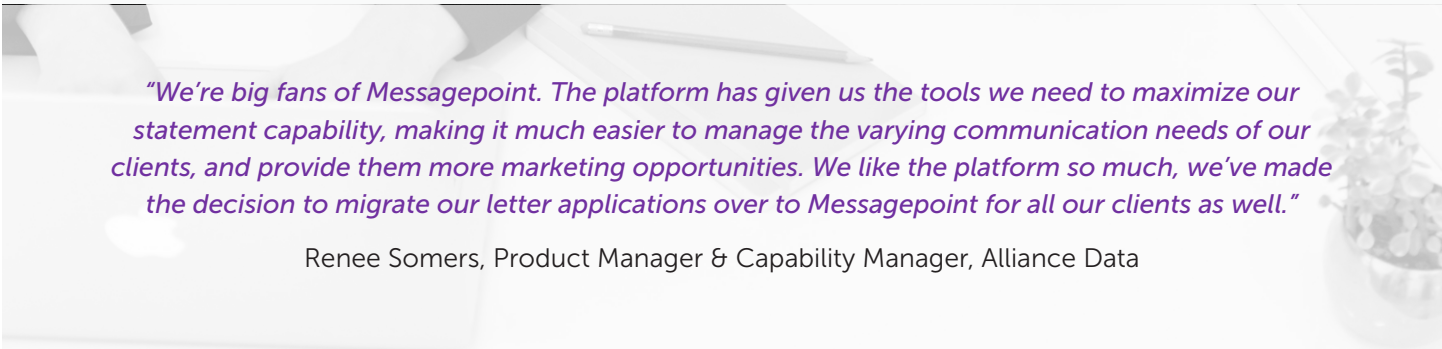
What makes a successful Messagepoint Partner?

- **Dedicated Messagepoint resources** | Partners who create a dedicated Messagepoint practice with certified and industry authorized credentials benefit with closer collaboration in capacity development, business planning, co-selling engagements, go-to-market strategies and proprietary solutions. The commitment pays off with more opportunities and faster return on your investment.
- **Leading methodologies / practices** | The Messagepoint Partner Program provides a wealth of opportunities to apply your proven methodologies to solving client challenges. Messagepoint training aligns your market-leading capabilities with our client success methodology to deliver enterprise-class solutions.

What are the best practices to a thriving Messagepoint business?

Messagepoint partners distinguish themselves with specializations in industries, design / content creation, and digital transformation.

- **Vertical / industry experience** | Successful partners focus on industries where they can leverage their domain and technology expertise to deliver a compelling value proposition to the market.
- **Focused go-to-market strategy** | A focused sales strategy that aligns to your vertical/industry specialization is a key tenet that successful partners adopt. The strategy should align key partner resources with Messagepoint's sales team.



"We're big fans of Messagepoint. The platform has given us the tools we need to maximize our statement capability, making it much easier to manage the varying communication needs of our clients, and provide them more marketing opportunities. We like the platform so much, we've made the decision to migrate our letter applications over to Messagepoint for all our clients as well."

Renee Somers, Product Manager & Capability Manager, Alliance Data

Chosen by leaders across the globe.

Messagepoint serves enterprise-level clients across several industry verticals include: Financial Services, Insurance, Healthcare, and Print / Direct Mail / Marketing services providers.

2 of 4
TOP US
BANKS

Top 2
US P&C
COMPANIES

2 of 4
TOP LIFE
INSURANCE
COMPANIES

2 of 5
TOP US HEALTH
PAYERS

Messagepoint is used by industry leaders in financial services, insurance and healthcare. If you aren't using Messagepoint, it's time to ask yourself—why not?

To learn more about the Messagepoint® Partner Program, email us at info@messagepoint.com, or visit messagepoint.com.

