

How Your Health Organization Can Partner with Esri



THE VALUE OF ADDING GIS TO YOUR BUSINESS PLAN

There has been a massive uptick in mapping and analysis needs. Most organizations use geographic information system (GIS) technology in some form, whether it be for analyzing the data they collect, complying with policies and regulations, or filling gaps in service. Health and human services organizations truly understand the value of GIS. Esri is always looking for innovative companies that are looking to integrate GIS with their solutions or enhance their solutions with mapping capabilities. Esri would like to partner with your organization to bring more solutions, education, and consulting services to health-care organizations and systems.

WHY PARTNER WITH ESRI

Esri is the global leader in GIS technology. Since 1969, Esri has helped organizations of all sizes unlock the full potential of data to remain agile, improve services, and meet new challenges. Today, Esri's ArcGIS® software is deployed in more than 350,000 organizations including the world's largest cities, all 50 US states, most national governments, 50 percent of the Fortune 500 companies, and more than 7,000 colleges and universities.

Esri is a privately held software company with zero debt. We have more than 4,000 employees from 73 countries in 49 offices worldwide. We support organizations and businesses around the globe in a wide range of industries, from all levels of government to academia, retail, manufacturing, transportation, health, and nonprofit agencies.

JOIN THE ESRI PARTNER COMMUNITY

The Esri Partner Network (EPN) is a global network of over 3,000 companies that leverage ArcGIS technology and

support customers with business solutions, implementation services, and dynamic content across every industry. Companies join the EPN to expand their business opportunities with new and existing clients, align with Esri® technology, and network with Esri technical and industry experts. Esri relies on partners to drive the adoption of GIS and location intelligence around the world.

PARTNER BENEFITS

Partner benefits include the following:

- Access to Esri software for marketing and demonstration purposes
- Software discounts
- Training discounts
- Exhibitor and sponsorship opportunities at Esri events
- Participation at the Esri Partner Conference
- Esri branding and emblem use
- ArcUser™ and ArcNews™ advertising discounts
- Technical enablement webinars and resources

PARTNER OPPORTUNITIES

Esri is looking for qualified organizations from around the world that do the following:

- Extend ArcGIS software as a service (SaaS) and software products for desktop, web, and mobile devices
- Embed ArcGIS products and ArcGIS Platform location services in their apps and solutions
- Offer data including premium vector, raster, and real-time data that is ArcGIS ready
- Provide services like GIS consulting to implement the ArcGIS system for customers

PARTNERSHIP TIERS

There are four tiers of partnership within the EPN. Each tier has a set of standards, requirements, and approvals. How you want to engage with Esri will determine your partnership tier. In most cases, new partners will enter at either the Bronze or Silver tier. Organizations that are sponsored by an Esri partner manager will enter at the Silver tier.

Esri's commitment to partners is to

- Build and evolve leading geospatial products.
- Provide strong technical support and services.
- Nurture the user communities.
- Create brand recognition and reputation.
- Provide effective sales and marketing support.

Esri partner responsibilities include the following:

- Align with the Esri brand and the commitment it represents.
- Manage a successful business.
- Engage with staff from Esri, Esri distributors, and other partners.
- Stay current with Esri technology.
- Sell Esri-aligned products, solutions, and services.
- Grow the GIS, mapping, and location intelligence markets.

BECOME A PARTNER

To explore partnership opportunities and apply to become a partner, visit esri.com/partners or email the Esri Partner Network team with your questions at partnerresourcecenter@esri.com.

HOW WE WORK WITH PARTNERS TO GO-TO-MARKET MODELS

- **Sell with Esri**—Our global business development teams want to collaborate on opportunities. We'll work with you to help Esri customers find solutions for their business needs and co-sell goods.
- **Achieve Sales Authorization**—Decide which go-to-market model you would like to follow. If you choose solution delivery, you will use a licensing model to embed ArcGIS capabilities into your solutions and then sell them directly to your customers. If you decide you want to sell an official partner bundle, we will authorize you to sell an approved solution bundled with ArcGIS software. No matter which model you choose, we will simplify the sales process for new and existing Esri customers to buy your solution or services.
- **Be Discovered on the ArcGIS Marketplace**—Esri's e-commerce store allows users to search, discover, and acquire apps, content, solutions, and professional services from Esri's ecosystem of partner providers. This is a quick way to expand your reach and grow your business digitally.
- **Market with Esri**—There are many opportunities for a partner to leverage and amplify their marketing efforts through Esri. This includes coordinated comarketing efforts that incorporate branding and emblems, customer success stories to be shared with the millions of Esri subscribers, advertisements in Esri publications, listings in the partner directory, press releases, public relations engagements, sponsorship and exhibitor opportunities at Esri events, and amplification of your message on Esri social media accounts.

ARE YOU AN EMERGING BUSINESS OR STARTUP?

Esri has an exclusive global program for emerging businesses and startups that are innovating with Esri's ArcGIS software. To join the Esri Startup Program, your business must have been founded within the last three years and generate less than US\$1 million annually. It must not be a consulting or professional services organization. In addition, you must be committed to supporting an Esri ArcGIS integrated software solution, be strategically aligned with Esri and ArcGIS, and be seeking a long-term partnership. To learn more, visit esri.com/startups.

