



Partner Program



NaviPayroll™

#1 Payroll Add in for Microsoft® Dynamics™
365 Business Central

- Provide your customers a cost-efficient, in-house payroll and human resources solution
- Sell to and service your medium-to-enterprise sized customers completely
- Deliver the confidence and reliability of proven Microsoft on-premise and Cloud technology
- Increase customer loyalty and retention to the Dynamics 365 Business Central environment

Introducing Serenic Software's Partner Program

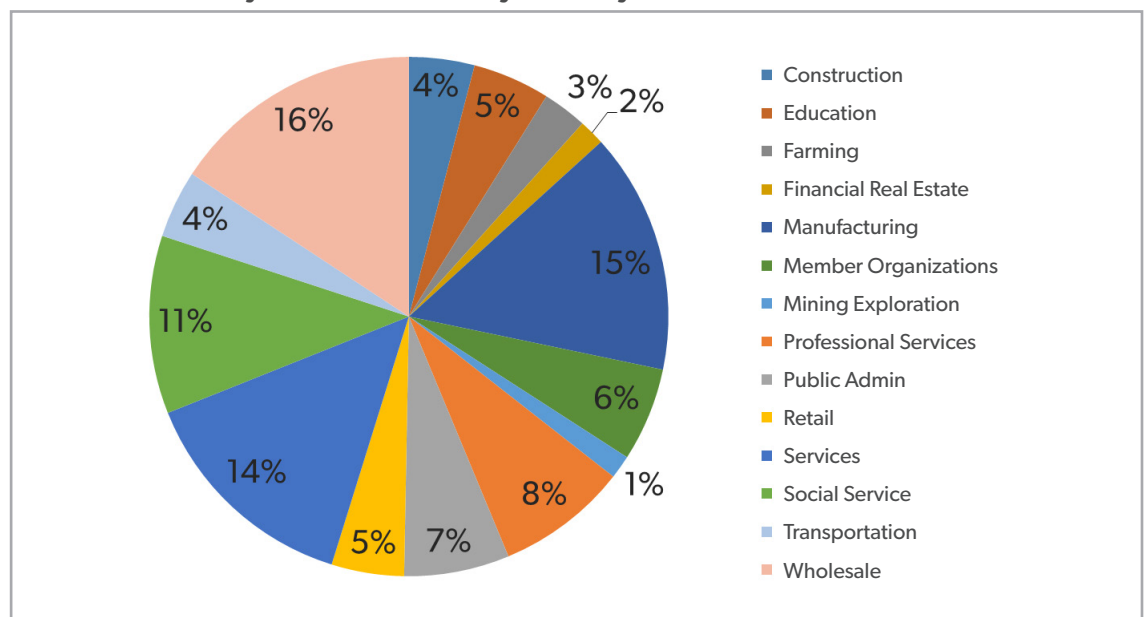
Seric Software provides its Partner organizations an opportunity to resell and support the most robust payroll management solution of its kind in the market. A partnership with Serenic Software is an opportunity to grow your ERP footprint within companies running Dynamics 365 Business Central.

NaviPayroll is the "add-in of choice" for many Serenic resellers. Thousands of their customers have deployed NaviPayroll as a critical part of Dynamics 365 Business Central installations.

Microsoft Approved and Certified

Seric Software's popular payroll add-in has a presence and active customer base across many industries. The flexibility of NaviPayroll makes it a perfect fit for many mid-market businesses using Dynamics 365 Business Central.

Percent of NaviPayroll Installations by Industry



The Top Payroll Solution for Dynamics 365 Business Central Customers

Payroll is a critical function and responsibility of any business. Today, millions of workers are employed by companies using Dynamics 365 Business Central. Each employee collects a paycheck, which can be processed simply by using NaviPayroll.

Dynamics 365 Business Central resellers across North America and the globe have enjoyed success providing payroll to their customers. They keep NaviPayroll at the top of their "sales bag." Ideal new business targets include:

- Companies with 200 or more employees
- Growing companies with added payroll complexity, including multiple locations and job types
- Organizations that are willing to make an investment in their future
- Businesses with payroll or compensation administrators on staff
- Companies that may be outsourcing payroll processing presently at significant cost
- Satisfied customers that already use Dynamics 365 Business Central

Recipe for Success

Serenic Software sells its payroll solution, NaviPayroll, exclusively through a Partner network of ISVs, Distributors and VARs for twenty years.

We know a thing or two about developing successful and mutually profitable partnerships to serve Dynamics 365 Business Central customers. So do our Partners. Fundamentally, success boils down to four things that every Partner cares about:

Demand

For every company that pays its employees, the need for a complete and cost-effective solution is universal. NaviPayroll is a product that can be sold with Dynamics 365 Business Central regularly.

We understand each customer is different and it's important for Partners to respond to a prospect's or customer's needs to achieve repeatability. Payroll in the Cloud or on-premise? Sure. E-filing at year end? Yep. Self-service? Of course.

When 1+1=3

Serenic Software's most successful Partners have figured out there is business value for their customers in offering extended ERP capabilities. Adding payroll and human resources functionality increases the attractiveness of their overall Dynamics 365 Business Central-based solution to new prospects. As a Partner, that means more profitable revenue for you.

As the developer of NaviPayroll, we maintain a product development roadmap that ensures we support Microsoft's newest Dynamics releases. We are Certified for Microsoft Dynamics (CfMD), meaning we meet Microsoft's highest quality standards.

You're not alone

Your Dynamics 365 Business Central customers and prospects don't normally come to you deciding they want to invest in payroll management software. Rather, they are seeking complete solutions to business problems. We're available to help at each step of the way during the sales process.

Do your account managers need help generating an accurate quote or proposal? Call us. Want to offer your best prospects a personalized demo direct from one of our Serenic payroll experts? No problem. Need an assist to implement NaviPayroll? We're ready.

Win-Win

Serenic Software's best Partners are experts in their fields. They excel at bridging the gap between a business challenge and Dynamics 365 Business Central technology. Serenic complements Partner knowledge with:

- Product, sales and implementation training
- Access to payroll and human resources "factory" expertise
- Pre- and post-sales support
- Lead registration program

We're available to help you define business approaches to help identify and qualify new opportunities. In addition, we can share best practices that can result in successful implementation outcomes.

The most successful partnerships are those where both parties make a mutual investment in serving customers. Our success is only as good as yours.

Partner Types

Serenic Software distributes NaviPayroll through its Partner channel exclusively. We offer many types of Partner relationships to match your Dynamics 365 Business Central business:

- Master VAR
- Distributor
- Reseller
- Referral

A Master VAR, Distributor or Reseller Partner's primary role is to complement their Dynamics 365 Business Central offering with Serenic's payroll and human resources solution. These types of Partners must also provide implementation and on-going customer support services to build satisfaction and secure long-term loyalty.

Referral Partners are Dynamics 365 Business Central resellers that wish to make available a payroll solution for their customers, but don't wish to participate in the Serenic Partner Program fully.

Contact us to learn more about Serenic's Partner Program.

Let's Get Started

With one call or email, Serenic Software can help you increase revenue by meeting the payroll needs of your Microsoft Dynamics 365 Business Central customers. We're committed to enabling you to seize this opportunity by offering a wealth of benefits and resources for your organization.

- Call us at 877-737-3642 or
- Email us at marketing@serenic.com

We'll send you a Business Profile form and Non-Disclosure Agreement. Upon completion and review, you'll get our detailed Partner Program Guide. It describes all Partner fees, terms, discounts, levels, and Partner types.



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