



# Adxstudio Inc.

## Partner Program: Frequently Asked Questions

### About the Partner Program

#### Who is Adxstudio Inc.?

Adxstudio Inc. is the leading provider of web portal and application lifecycle management solutions based on Microsoft Dynamics® CRM, SharePoint and .NET platforms. Founded in 1998 and privately held, we're a Microsoft Gold Application Development and Customer Relationship Management competency partner. With a staff of over 50 solution and services professionals located in offices across Canada and the USA, we're focused on delivering web-based solutions built for the Microsoft technology stack. Our key application products are Adxstudio Portals and Adxstudio ALM Toolkit.

#### What types of Partnerships are available?

- Our Reseller program is designed for Dynamics CRM resellers, integrators and developers to incorporate web-facing portals in client-driven solutions
- Our ISV (application developer) program is best suited for application development firms who wish to embed web-facing portals within their own IP
- Our Referral agreement is perfect for agencies & consultants who introduce CRM and Portals opportunities but will not be acting in a resale capacity

#### How do we become an Adxstudio Partner?

We suggest that you take a quick review of the Adxstudio corporate ([www.adxstudio.com](http://www.adxstudio.com)) and community ([community.adxstudio.com](http://community.adxstudio.com)) websites to get a sense of how our products are positioned and supported. We're clearly specialized in the Microsoft ecosystem web portals arena with a primary focus on solutions built for and on Dynamics CRM. If you like what you discover, or have a CRM deal pending with web portal requirements, we encourage you to complete our Partner Program Application. One of our Partner Program staff will respond by email or phone to get the ball rolling, usually within 72 hours (pending time zone changes and statutory holidays, our team is based in North America). We'd just like to get a sense of your business, expectations and shared opportunities. After a brief assessment, we'll forward a Partner agreement for your review and corporate signature. Once the agreement is complete, we'll jump right in with a Partner briefing and consultative sales support.

#### What kinds of Partner sales support do you provide?

With our Reseller agreement, we're happy to work the sales process in conjunction with you through the first few client engagements to help bring your team into the knowledge loop. Our ISV agreement presumes that your team handles the entire sales process and marketing of your solution without our involvement. With our Referral arrangement, Adxstudio will work with you to manage the sales process after you've submitted a qualified lead referral, usually beginning within 72 business hours.

#### What Adxstudio products are offered for resale by Partners?

- Adxstudio Portals: Standard, Professional and Enterprise Edition Licenses
- Adxstudio Support: Support Incident Tickets, in Single and 5-Pack SKUs

#### What are the suggested retail prices for Adxstudio Portals and Adxstudio ALM Toolkit?

Please see [www.adxstudio.com](http://www.adxstudio.com) for current SKUs and MSRPs. Customers are required to enroll in an annual software maintenance program with the additional purchase of one or more consecutive years of annual software maintenance at rates current at the time of purchase (one year minimum to a maximum of five consecutive years, per license). Annual software maintenance rates are equal to 18% of current MSRP of the license in question, per year.

#### What is your Partner compensation?

Registered Adxstudio Partners are entitled to receive discount pricing as defined in their partner agreement. Reseller partners receive a 20% discount margin off of our published MSRP. ISV Partners receive a 50% discount margin off of our published MSRP. Referring partners receive a 5% of product MSRP referral fee for each submitted lead which results in a product sale.

#### What additional services does Adxstudio offer?

Adxstudio offers consulting services, technical training and sales support to help ensure our Partners' portals success.

#### What types of training are offered?

We provide several training options, including instructor-led, multi-day, in-person training at our facilities or yours; self-directed opportunities through webinars, videos, product downloads and discussion forums at our community website; and, targeted topic training at industry trade shows and conferences. See the Adxstudio Learning Center for full details at [community.adxstudio.com/learning](http://community.adxstudio.com/learning).

#### How many customers does Adxstudio have? Do you have any case studies or white papers?

We are fortunate to have hundreds of end-use customers across industry segments and international geographies. Find case studies and other promotional documents at [www.adxstudio.com/products/resources](http://www.adxstudio.com/products/resources) or ask your Adxstudio representative for specific references as needed.

#### What key business verticals are Adxstudio products suited for?

Our portals products are more horizontally positioned and are appropriate for all industries and verticals. All organizations have external stakeholders, and if you have a Dynamics CRM license, our products offer you and your customers extensive web portal value.

# Adxstudio Portals Product Information

## What business problem does Adxstudio Portals solve?

Adxstudio Portals supercharges Dynamics CRM into an interactive, web-based engagement platform with Customer Support Community, Retail and Government portals featuring:

- responsive web designs tuned for mobile, tablet & desktop devices
- forums, blogs, ideas & events applications for social engagement
- customer help desk with self-service knowledge base, case deflection, ticket ecommerce, entitlement & status tracking
- interactive web forms easy for non-technical publishers to create and expose to the web
- comprehensive web content management tools with pages, ads, polls, redirects, hierarchies, etc.

Adxstudio Portals empowers organizations to interact with external customers and stakeholders over the web with deep integration within Dynamics CRM. All customer data and interactions are tracked/stored in CRM resulting in a 360 degree view of your relationships.

## How do I demonstrate Adxstudio Portals to my client?

We maintain a fully functional demonstration website for Partners to use when crafting their portals project for presentation to clients. The Demo Builder website is continually updated with the latest Portals software release so your demonstrations feature the widest variety of portals apps, running in the cloud in conjunction with Dynamics CRM Online. Find the Demo Builder at [demo.adxstudio.com](http://demo.adxstudio.com). For on-premise, download a free trial of Portals at [community.adxstudio.com](http://community.adxstudio.com) and install it for use in your own demonstration environment.

## What sort of international and language capabilities does Adxstudio Portals offer?

Adxstudio Portals support multi-lingual and multi-regional websites out-of-the-box, but the current solution files are delivered in English only. We welcome our strategic partners to help enhance our international capabilities by offering local support and localization assistance for our solution files.

## What skill set is required to use Adxstudio Portals?

Most application configuration, workflow and data aspects of Portals can be setup using the standard point-and-click Dynamics CRM user interface. Web content management is easily facilitated by business users using a front-facing, browser-based editorial interface. Fully customized portals are best implemented by web-savvy developers and CRM specialists familiar with ASP.NET, HTML, CSS and Javascript technologies. If you are going to develop your own unique website and not start with one of our supplied website templates, web development experience is required. And, to deploy our portals, you will need some basic understanding of web infrastructure and hosting to deploy portals to your web server.

## What customization or professional services are required?

Adxstudio Portals websites can easily conform to customer brand standards, and is tuned for display in mobile, tablet, laptop and desktop web browsers using standardized HTML 5 and CSS3 technologies. Because of our implementation of the Bootstrap web display standard, display template customization, including implementation of client brand logos, colors and typography standards, can be easily facilitated by a web developer using any Bootstrap editor or by the direct editing of support CSS files. Most customers will have requirements for customized web forms, which may initially require a CRM Business Analyst to design. Customers that expect their CRM to be integrated with other back-end systems will need data experts and developers on their implementation team.

## How long does a typical implementation take?

We've discovered that each partner customer engagement brings unique business and resource requirements and we haven't yet established a standard implementation time. We're most happy to leverage our historical experience to help you scope your client projects.

## Will I need IT/IS involvement?

You will need IT/IS involvement to install / deploy the portal or developers if you want to make changes to the portal website code.

## How can we estimate the total cost of an Adxstudio Portal?

The cost of a portal solution usually includes these individually estimated components: Software cost (CRM, SQL, Windows, Adxstudio, third party); Web development costs (based on new user experiences); Architect costs (security model for portal); Project management costs; Content editing costs (someone has to author the content); Integration costs (building integration to other back-end systems); Business analysis and design costs (CRM customizations); Testing and promotion costs (dependent upon the number and complexity of environments); and, Team management (build server integration, dev/test/prod environments, source control integration, etc). We have found it very effective to storyboard the website for the customer and build estimates based on the number of screens that will be required and the relative complexity of those screens.



[www.adxstudio.com](http://www.adxstudio.com)

1.800.508.7811 (North America)

1.306.569.6500 (international)

200 – 1445 Park Street  
Regina SK S4N 4C5  
CANADA

## Microsoft Partner

Gold Application Development  
Gold Customer Relationship Management

8201 164th Ave. NE  
Redmond WA 98052  
USA

200 - 1131 Kensington Rd. NW  
Calgary AB T2N 3P4  
CANADA

200 – 5925 Airport Road  
Mississauga ON L4W 1W1  
CANADA