

Making Spaces for Life<sup>™</sup>

Making Spaces for Life"











2020 collaborates with Content Author Partners by providing them training, support and resources to create and maintain catalogs using 2020 authoring tools.

The catalogs they create and maintain are of the highest levels of quality expected by 2020 customers.



## PARTNERING FOR SUCCESS



# 2020



# PRODUCT INNOVATION AND LEADERSHIP

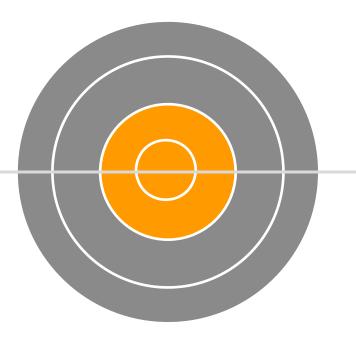
- Strategic software solution partner
- A recognized leader in end-to-end solutions for the interior design and furniture manufacturing industry
- Over 25,000 customers globally and growing (market reach)
- Experts in 2020 catalog creation, catalog marketing and distribution

#### CATALOG CREATOR/AUTHOR

- Manufacturers who creates their own catalogs using 2020 Catalog Tools or
- Independent catalog creators who creates manufacturers' catalogs using 2020 Catalog tools
- Manufacturer, retailer and /or distributor of K&B products



## **TO REACH GOALS**





#### **INCREASE CATALOG DATA QUALITY**

• 2020 tools, training and support

### **INCREASE EFFICIENCY AND DECREASE COSTS**

- 2020 Support and Training
- Preferred pricing on a range of 2020 services

# OF YOUR PRODUCTS

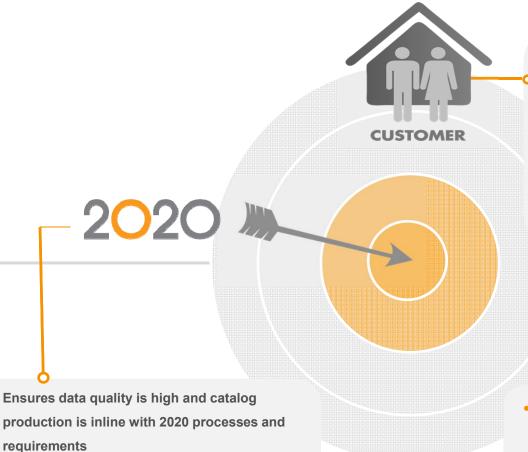
- 2020 marketing programs
- Access to a huge retail and professional LOB customer base \*





# THAT RESULT IN SUCCESS FOR EVERYONE





- Better quality of catalogs (less errors, easier installation and ease if use)
  - Reduced sales cycles, increased consumer satisfaction and sales orders, improved consumer experience
- Get up-to date catalog more quickly: consistently offer/show consumers the latest products and trends



- Produce high quality catalogs
  - Faster and easier download and installation your catalogs
- Increase brand awareness and distribution
- Increase efficiency and decrease costs

Build a closer relationship with authoring

partner and address needs more quickly

## WHAT WE PROVIDE

- 'Getting Started' Training\*
- Regular topic-specific webinar training sessions
- New product release presentations
- Access to the 2020 graphics and common materials libraries
- Phone and email support queries are fast-tracked directly to 2020 authoring experts
- Access to the Partner Portal
- Access to the online user community
- Defined engagement with a 2020 Account Manager
- Use of internationally recognized 2020 Authorized Partner logo
- Access to 2020 Partner Guidelines: guidelines for use of logo and other communications on partner's site, collateral, business cards and at events

- Partner's logo and profile displayed on partner section of 2020 website
- Increase market reach: (manufacturers) promote your catalogs to 2020's large retail and designer customer base
- Help you produce high-quality catalogs more quickly and efficiently
- Access to the latest features and functionality of our applications
- Work with 2020 Catalog Services team on 2020
  Catalog projects\*\*
- Preferred pricing for catalog certification and consulting services
- \* New Catalog Author Partners Only
- \*\* Independent Catalog Author Partners



## WHAT OUR PARTNERS PROVIDE

- The appropriate resources to produce and maintain the content
- Assure technical proficiency of the content authors: partner authors must participate in an training sessions and pass proficiency test where required
- Attend refresher training sessions and new release sessions

- Work with 2020 to assure the highest standards of quality
- Adhere to all the terms and conditions of the content partner agreement
- Present a positive representation of 2020 in local markets
- Pay an annual program fee



# HOW TO GET STARTED



## WE'LL ANALYZE TOGETHER:

#### **CURRENT STATUS**

- List of current catalogs created
- Challenges in the production of catalogs
- Training requirements
- Certifications requirements
- Publishing channels and reach

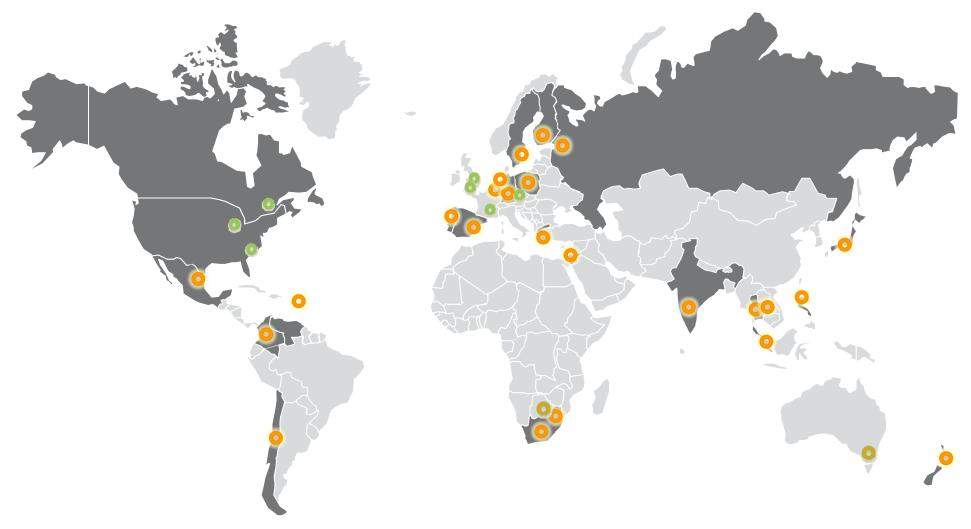
#### **NEXT STEPS**

- Introduce the team
- Discuss certification process
- Present marketing plan
- Catalog distribution /publishing plan



## THE PROCESS





### **2020 OFFICES 2020 VARs •**

Canada	Laval	Mexico	Distrito	Germany	Andernach	Belgium	Gentbrugge	Malaysia	Kuantan
USA	North Carolina		Federal y	Netherlands	Amsterdam, Tilburg	Finland	Tampere	Tunisia	Tunis
	Michigan	<b>Puerto Rico</b>	Monterrey	Portugal	Porto	Sweden	Linköping	New Zealand	Penrose
Germany	Osnabrück	Chile	Guaynabo	Spain	Valencia	Poland	Lodz		
UK	Ashford	Colombia	Santiago	Greece	Athens	Israel	Kfar Saba		
	Bolton		Bogota	South Africa	Western Cape,	Russia	St-Petersburg		
India	Pune, Bangladesh				Kwazulu Natal,				
China					Johannesburg				100

2020

# 2020

PROVIDING SOFTWARE SOLUTIONS

FOR DESIGN PROFESSIONALS

**FOR RETAILERS** 

FOR MANUFACTURERS



## WHAT OUR PARTNERS ARE SAYING

"Becoming a 2020 Content Author Partner has proven invaluable for our in-house catalog creating process. Having direct access to problem solving support from a single account manager simplifies the process of accurately troubleshooting catalog issues. The informative topic-specific webinars for partners are a must for anyone maintaining their own product catalogs in-house."

Jeff LaRose, All Wood Cabinetry

