



FileMaker Business Alliance

Grow your business with FileMaker

- Promote your business to FileMaker customers
- Receive sales support from FileMaker
- Save big on FileMaker products



Join the FileMaker Business Alliance (FBA) and increase your business opportunities through exclusive sales and marketing support from FileMaker. The FBA provides a host of resources including promotional benefits, sales resources, co-marketing opportunities and product discounts to help you grow your business.

What you get

Promote your business to FileMaker customers

Being an FBA member is the best and most direct way to get in front of FileMaker customers:

- FileMaker website - Promote your business with a full-page listing.
- Resource guide - Get additional sales leads through your resource guide listing – distributed to customers who purchase FileMaker products.
- Co-marketing opportunities – Be invited to participate in special events, speaking engagements, web seminars or case studies.
- Logo – Advertise your special status in your sales and marketing materials with an exclusive FBA logo.

Receive sales support from FileMaker

Access a wide array of sales resources to help you increase your business:

- Sales Materials – Save time with professionally designed presentations, brochures, datasheets, press release template and more, to help you make the right impression with your clients.
- Biz Talk online forum – Get a direct line to the FileMaker sales team and other FileMaker business partners to exchange ideas and get helpful selling tips.
- Members only meetings – Receive invitations for special meetings with FileMaker sales staff.

Save big on FileMaker products

Get members-only discounts on product quantities ranging from one unit to volume licensing:

- Be the single point of contact for your customers' FileMaker software and service needs with Preferred VAR Pricing - minimum order is only 1 unit!
- Get greater volume discounts on FileMaker software bundled with your solution offerings through the Solution Bundle Agreement program (minimum commitment levels apply).
- Save 50% on FileMaker products for your company's internal use (certain restrictions apply).
- Get free FileMaker software for use in your company's training classes (applies to FBA Trainer Level members only).





Who is it for?

Any organization, whose primary line of business is developing and selling FileMaker products or services, would benefit from joining the FileMaker Business Alliance.

Does your business ...

- Consult with companies on their FileMaker deployment?
- Sell FileMaker solutions or plug-ins commercially?
- Provide training resources for FileMaker customers?
- Publish FileMaker materials?
- Host FileMaker solutions for customers?
- Develop data-driven websites based on FileMaker?

If the answer is "yes" to one of these questions, then the FileMaker Business Alliance is perfect for your organization. Apply today!

FileMaker Business Alliance – Platinum Level

Membership at the FileMaker Business Alliance – Platinum Level requires sponsorship by a FileMaker Business Account Manager. Members receive priority access to FileMaker and Winsoft sales staff along with referrals for sales opportunities. Members are also given priority status in promotional materials and are able to advertise their status with Platinum Level logo. No additional membership fee is required. No application process is necessary as membership is by nomination only. Contact your local FileMaker Business Alliance Manager for more information: fba_cemea@filemaker.com

How to Join

Membership in the FileMaker Business Alliance is just \$499US or 379€ per year. Additional branch office locations may be added for \$100US or 79€ per year (certain restrictions apply.) All prospective FBA members must have been in business for at least one year, must be a full-daytime business concern, and have a valid business license.

To become a member, organizations must submit the following:

1. Online application form
2. Two customers references
3. Sample of your work (e.g. solution, published materials, course schedule, etc.)
4. Sample of your marketing materials (URL, brochure, etc.)
5. Description of your product or service offering



Apply today or learn more about how to grow your business with FileMaker and the FileMaker Business Alliance www.filemaker.com/ce/community/

Need technical resources on FileMaker?
Join the FileMaker Technical Network.

[Learn more – www.filemaker.com/ce/community/](http://www.filemaker.com/ce/community/)



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