

FileMaker Business Alliance

Program Guide



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Get Started

Together with our FBA partners, we strive to enhance every customer's journey, expand the FileMaker community and deliver outstanding solutions.

FileMaker Business Alliance

The FileMaker Business Alliance (FBA) is worldwide and designed for organizations that deliver custom apps to enhance workflow and productivity of business customers, whether they use iPad, iPhone, Windows, Mac or the Web to get their work done.

FBA members include FileMaker consultants, trainers, publishers, solution providers, plug-in providers, resellers, and hosting companies.

What's in it for you?

Companies looking to increase their business opportunities through exclusive sales and marketing support from FileMaker, Inc. benefit from FBA membership. The FBA provides a host of resources including training, promotional benefits, sales resources, co-marketing opportunities and product discounts to help you grow your business.

Membership Fees

Membership in the FileMaker Business Alliance is subject to the payment of an annual membership fee per location of \$499USD or local equivalent . This fee provides certain resources and benefits

and permits the listing of multiple offices within the contracted region provided these offices are staffed by at least one full time staff who works with FileMaker.

Annual membership fees: US\$499 each or local equivalent for each location.

How to use this guide

Whether you are considering joining the FBA or have been an FBA partner for many years, this guide provides resources to ensure a strong and successful partnership. It covers the application process, standards of excellence, new FBA training, benefits and requirements.

Want to join the FBA?

1. Review FBA business types and requirements
2. Request an FBA Application by emailing fba@filemaker.com
3. Submit the necessary materials needed for your application
4. Receive membership approval from FileMaker, Inc.
5. Pay the annual membership per location.

Questions?

Just ask. We'd love to hear from you. Call 1-800-725-2747 (+1 408-727-8227 Outside the U.S.) or email fba@filemaker.com.

FBA Business Types and Requirements

To be recognized and listed on filemaker.com for providing certain FileMaker services, there are specific requirements for each business type.

New FBA - Upon initial application to the FBA, please specify your business type/s and supply the required materials.

Existing FBA - If you are an existing FBA partner and wish to be recognized on the FileMaker website for an additional business type, please email fa@filemaker.com and request the change.

Requirements

- Company has been in business for a minimum of 1 year and is registered in the country in which you are applying.
- Person signing the membership contract is over 18 years of age.
- Applicant must have a business website that clearly describes your business and products and includes email contact, phone number, location address, business hours, current versions of FileMaker products. [FileMaker Trademark Guidelines](#) and [FileMaker Corporate Style Guide](#).
- Company's legal and trade name, URL, domain name, or email address must comply with FileMaker's guidelines and may not include any FileMaker trademark, or a variation, phonetic equivalent, foreign language equivalent, takeoff, or abbreviation.
- Company carries US \$1 million General Business Liability Insurance (US only)
- Company will identify primary technical contacts by name and submit proof of technical certifications.
- Provide two professional references.

The FBA welcomes many business types

Since customers have a variety of needs related to FileMaker solutions, many FBA partners offer a wide range of services. Your company may offer one or several of the needed services listed below. By applying and meeting the requirements for the various FBA business types, your company will be listed on the FileMaker website and presented to customers who search on that business type or service. You will be prompted during and/or after the application process to submit the required information below for your business type/s.

Consultants: Offers FileMaker custom development services

- Two customer references
- Access to a sample of your work (if you or a full-time employee in your organization have a FileMaker certification in the current version, the work sample requirement is waived)

Resellers: Resells FileMaker software

- Attend the [FBA Reseller Qualification Training](#). The training provides an interactive and productive way for your company to get the tools to:
 - Resell FileMaker software with your solutions
 - Present FileMaker benefits with a proven message
 - Grow your business and the FileMaker community of users

Training Provider: Delivers FileMaker training courses

- Instructor must be certified in the current version
- Conduct a minimum of 4 classes per year
- Training schedule on your website
- Complete FBA Training agreement

Hosting Providers: Provides FileMaker database hosting services

- FileMaker Server license must be 1 per customer (dedicated)
- 24/7 availability
- Automatic notification of downtime
- Secured server facility

Solution Provider: Sells commercial FileMaker solutions (one to many), plug-ins, add-ons, and/or developer tools, and are eligible to participate in the Solution Bundle Agreement program

- Two customer references
- Access to a sample of commercial solutions (Must be reviewed and approved)
- Link to video (5-10 minutes) demo of commercial solution

Solution Bundle Agreement

Many customers share a similar need for packaged solutions that are specifically designed for their industry or task. FileMaker encourages the creation of professionally developed solutions bundled with FileMaker software and sold to a particular industry or large group of customers to meet their needs. The Solution Bundle Agreement (SBA) is designed for FBA partners who want to distribute FileMaker software bundled with their developed solutions and will benefit from increased margins on licensing. FileMaker Pro and FileMaker Server are available for special volume discounts in this program. SBA solutions may be promoted on the FileMaker website providing an easy way for customers to find what they need.

SBA Requirements

Minimum requirements to qualify for the SBA:

- FileMaker Business Alliance partner in good standing
- Complete annual SBA agreement
- Minimum initial order of 10 units of FileMaker Pro or FileMaker Licensing for Teams Users. Must purchase at least 50 licenses or users per year in order to renew for the following year. Other purchase requirements apply.
- Solutions considered for the SBA program must be submitted to FileMaker, Inc. for review and approval
- FileMaker software purchased under SBA program cannot be sold separately from the bundled solution
- FileMaker reserves the right to audit customer/client licensing usage


Partner Levels

Two Partner Levels

The FBA is designed to offer resources to help you grow your FileMaker business. Upon joining the FBA, you have access to a variety of tools to expand your FileMaker development expertise, learn FileMaker product sales skills, and market your FileMaker services. As your commitment grows to meet increasing customer demand, the benefits you receive from FileMaker will also expand.

We encourage you to adopt the Six Pillars of Excellence which will ultimately return high rewards for you, your customers, and FileMaker Inc. As your business grows and matures, there is the opportunity to be invited to become a FBA Platinum partner. Platinum partners are companies that have demonstrated excellence in at least four pillars and work closely with FileMaker Inc. sales and marketing teams on strategic projects.

<p>FBA Platinum Partner</p>  <p>FileMaker An Apple Subsidiary</p> <hr/> <p>Business Alliance Platinum</p>	<p>FBA Platinum partners are strategic partners that work with FileMaker Inc. teams in joint customer opportunities and offer multiple services and complete solutions. They have demonstrated excellence in four to six of the Pillars of Excellence.</p>
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<p>FBA Partner</p>  <p>FileMaker An Apple Subsidiary</p> <hr/> <p>Business Alliance</p>	<p>FBA partners include FileMaker consultants, trainers, publishers, solution providers, plug-in providers, resellers, and hosting companies.</p>
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Benefits	FBA PARTNER	FBA PLATINUM PARTNER
Not-for-resale license of FileMaker Pro Advanced*	●	●
Listing on the FileMaker website	●	●
FBA logo	●	●
50% off FileMaker products for internal use	●	●
Preferred VAR pricing and sales training**	●	●
Sales and presentation tools	●	●
Priority consideration to participate in special events, case studies, and speaking engagements		●
Active joint selling with FileMaker		●
Priority customer referrals		●
FBA Platinum logo		●
Technical briefings		●
Priority Support Priority**		●

* Only active/current memberships are licensed to use the software. If your membership expires then you must uninstall the software.

** Certain restrictions apply.

Platinum Level Requirements

Following are additional requirements, over and above standard FBA requirements, that partners must meet for Platinum level consideration:

- Invited and interviewed by FileMaker, Inc.
- Occupy professional office location(s)
- Employ at least 2 technical staff that develop on the FileMaker Platform
- Employ at least one full-time developer (certified in the current version or one version back)
- Track record of joint-selling with FileMaker, Inc. Sales teams
- Ability and plan for acquisition of customers that are new to FileMaker
- Sales from multiple clients
- Complete annual business plan agreement which includes revenue goal (direct and indirect)
- Be approved by FileMaker, Inc. local Vice President
- Attend the FBA Reseller Qualification Training (meetings / webinars)

FBA Benefits

Many resources and benefits will support you throughout your FBA journey.

- 1) **FBA Forum** - Your company's primary contact is subscribed to the FBA Forum, the online FileMaker business forum where you can exchange ideas with other FBA colleagues.
- 2) **FBA Certificate** - An electronic certificate of FBA membership can be printed and displayed in your offices as recognition of our partnership.
- 3) **FileMaker.com Listing** - Your business can be listed in the FileMaker website. When customers seek various services related to their FileMaker product, they can search by location and/or service and if the criteria matches, your company will be presented. Please note that FBA Platinum partners and companies certified in the current version are higher on the search results.
- 4) **FileMaker Pro Advanced license** - FBA partners are eligible to receive one not-for-resale license of FileMaker Pro Advanced (value US\$549 or local currency equivalent). This license can be used by one individual within your organization.
- 5) **Not For Resale Software Discounts** - In addition to the not-for-resale license of FileMaker Pro Advanced, FBA partners may purchase additional FileMaker software for internal use at a 50% discount from suggested retail price.
- 6) **Resell FileMaker Software** - The FileMaker Store includes a section exclusively for FBA purchases at discounted pricing so that FBA partners can resell FileMaker software to their customers. See the FBA Purchasing Tutorial available on the FBA member website for more details.
- 7) **FBA Reseller Qualification Training** - The [FBA Reseller Training](#) provides an interactive and productive way for your company to get the tools to:
 - Resell FileMaker licensing with or without providing consulting services
 - Present the FileMaker core messaging and demo to prospective customers
 - Grow your business and the FileMaker community of users
- 8) **Educational Software Grant** - FBA Trainer partners may apply for the 30-seat Educational Software Grant at no additional cost. Certain restrictions apply.
- 9) **Multiple Offices** - FBA partners, for an additional fee, may list additional branch offices on the FileMaker website. Please see details about additional locations in your FBA Agreement. To add an additional location email fa@filemaker.com.

Other helpful tools and resources that are not exclusive to the FBA:

- 10) **FileMaker Certification** - [FileMaker Certification](#) is the official credential offered by FileMaker, Inc. Being a certified developer demonstrates to clients, peers and management that you've achieved an essential level of knowledge, experience and skills in developing FileMaker solutions. It is also a requirement for FBA Platinum level status.
- 11) **FileMaker Developer Conference** - Each year, FileMaker hosts the annual [FileMaker Developer Conference](#) where FileMaker customers and partners gather to exchange ideas and best practices and get a unique opportunity to network with other FileMaker advocates. This is a prime opportunity to exhibit your product and services to a targeted group.

FBA Six Pillars of Excellence

FileMaker's Six Pillars of Excellence focus on technical and business activities that ensure the delivery of high-quality service and solutions. These standards are supported throughout the FBA with resources, opportunities and recommendations that are detailed in this guide.

Together with our FBA partners, we strive to deliver to customers, visually exceptional and transformational solutions through six methods, three with a technical focus and three with a business focus:

Design – Use interactive design and visual appeal to create an exceptional user experience

Develop - Solve complex and technically challenging projects

Educate - Introduce, educate and promote the adoption of latest technologies among new and existing developers.

Innovate - Demonstrate innovation, competitive differentiation and customer value in a product that runs on or enables better solutions on the FileMaker Platform. (i.e. SBA solutions, plug-ins, developer tools)

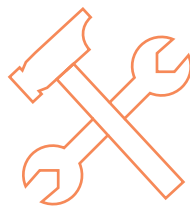
Advocate - Expand awareness of the FileMaker Platform and generate a high volume of new prospective customers

Grow - Contribute revenue through sales of the FileMaker Platform, have a clear definition of business growth, expand licensing knowledge and marketing investments

To encourage excellency in all FileMaker customer interactions we recommend that each FBA company meet at least one pillar. FileMaker provides several business and learning opportunities to help your company fulfill each category. Following are details on each pillar.



DESIGN



DEVELOP



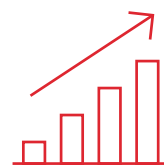
EDUCATE



INNOVATE



ADVOCATE



GROW



DESIGN

Why?

With the prevalence of smart phones and the internet in our lives today, people expect simple and clean interfaces to get their tasks done.

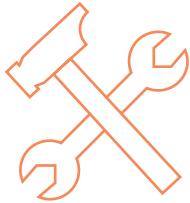
What?

We encourage FBA partners to build solutions with outstanding interaction and visual design to create an exceptional user experience.

How?

Resources

- 1) Study the Design Series technical briefs published by FileMaker, Inc. to learn best practices in designing solutions
- 2) Read the Interface module in the FileMaker Training Series (FTS): Advanced materials
- 3) The reading list on design thinking and user interface design provided in the Introduction of FTS: Advanced
- 4) Attend a design course
- 5) Get any third-party user design certification



DEVELOP

Why?

There are millions of businesses that are challenged with scattered information, inefficient or ad-hoc processes and dated technology. To solve these challenges, customers are choosing between simple apps, and complex enterprise applications, neither of which fit their specific needs. The FileMaker Platform provides a powerful and flexible development environment on which to build custom business solutions that run seamlessly on iPad, iPhone, Windows, Mac and the Web. This can be done quickly and efficiently—without the need for specialized programming skills.

What?

We encourage FBA partners to gain the skills and experience to tackle complex and technically challenging projects that help business customers become more productive.

How?

Resources

- 1) *FileMaker Training Series: Basics*
- 2) *FileMaker Training Series: Advanced*

Recommendations

- 1) Become FileMaker certified in the current version



EDUCATE

Why?

Many businesses employ individuals who create and maintain a custom FileMaker solution for their organization. There is also a growing number of individual developers who are eager to learn new ways to service their customers.

What?

We encourage FBA partners to introduce and educate new customers and developers on the FileMaker Platform, and who promote adoption of the latest technologies among those who earn a living as FileMaker developers.

How?

Resources

- 1) *FileMaker Training Series: Basics*
- 2) *FileMaker Training Series: Advanced*

Recommendations

- 1) Create sample files that can be used by customers
- 2) Conduct technical presentations - Deliver web seminars that provide teaching tips, techniques or best practices for developing solutions.
- 3) Become a FBA Trainer and offer 4-8 classes per year with approx. 40-80 attendees
- 4) Participate in FileMaker discussion forums
- 5) Author/publish FileMaker educational materials, videos and technical documents
- 6) Conduct a session at FileMaker's Developer Conference
- 7) Publish a FileMaker blog



INNOVATE

Why?

Many organizations share a similar need for packaged solutions that are specifically designed for their industry or task. Additionally, millions of companies depend on widely used back-end systems and industry specific devices such as bar code scanners and need a front-end solution that plugs into their existing workflow.

What?

We encourage FBA partners to demonstrate innovation, competitive differentiation and customer value in a product that runs on or enables better solutions on the FileMaker Platform. (i.e. SBA solutions, plug-ins, developer tools, hosting services)

How?

Resources

- 1) *FileMaker Training Series: Basics*
- 2) *FileMaker Training Series: Advanced*

Recommendations

- 1) Become FileMaker certified
- 2) Create a commercial solutions built in FileMaker Pro and sell it as a bundle with FileMaker software
- 3) Enter into the Solution Bundle Agreement (SBA) program
- 4) Participate in [Made for FileMaker](#) by listing a commercial solution, plug-in, developer tool, add-on, or book.



ADVOCATE

Why?

We strive to expand the FileMaker community of customers so that more businesses can experience the benefits of efficient and adaptable custom apps.

What?

We encourage FBA partners to expand awareness of the FileMaker Platform and generate the highest volume of new prospective customers.

How?

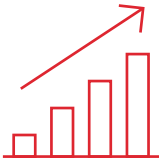
Resources

[FBA Reseller Qualification Training](#) - The training provides an interactive and productive way for your company to get the tools to:

- Resell FileMaker licensing with or without providing consulting services
- Present the FileMaker core messaging and demo to prospective customers
- Grow your business and the FileMaker community of users

Recommendations

- 1) Work with FileMaker sales management to draft a business plan that includes new customer acquisitions and sales of licensing and renewals
- 2) Organize a FileMaker Developer Group
- 3) Deliver one-to-many web seminars for prospective FileMaker customers
- 4) Work with your local FileMaker sales manager to schedule App Spotlights at Apple Stores
- 5) Conduct presentations to prospective customers on FileMaker use cases
- 6) Contribute a success story for the FileMaker website



GROW

Why?

Our goal is to enhance every customer's FileMaker journey so that they continue to rely on FileMaker year over year and recommend it to their colleagues. By creating a larger and stronger FileMaker community of users, business opportunities increase for the entire FileMaker ecosystem.

What?

We encourage FBA partners to contribute revenue through sales of the FileMaker Platform, have a clear definition of business growth, and carry a "win together" approach to business through licensing knowledge and marketing investments.

How?

Resources

- 1) [FBA Reseller Qualification Training](#) - The training provides an interactive and productive way for your company to get the tools to:
 - Resell FileMaker licensing with or without providing consulting services
 - Present the FileMaker core messaging and demo to prospective customers
 - Grow your business and the FileMaker community of users
- 2) FBA Purchasing Tutorial - A comprehensive guide on purchasing licenses for internal use or for your clients, available on the FBA member website.

Recommendations

- 1) Work with FileMaker sales management to draft a business plan that includes new customer acquisitions and sales of licensing and renewals.
- 2) Sell FileMaker licenses to new customers and renewal to existing customers.
- 3) Attend the [FBA Reseller Qualification Training](#)

Contact Us

On behalf of FileMaker, Inc. we look forward to a long and prosperous partnership with all FileMaker Business Alliance members. If for any reason, you have questions or recommendations, please direct your inquiries to:

Call 1-800-725-2747 (+1 408-727-8227 Outside the U.S.) or email fba@filemaker.com.

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