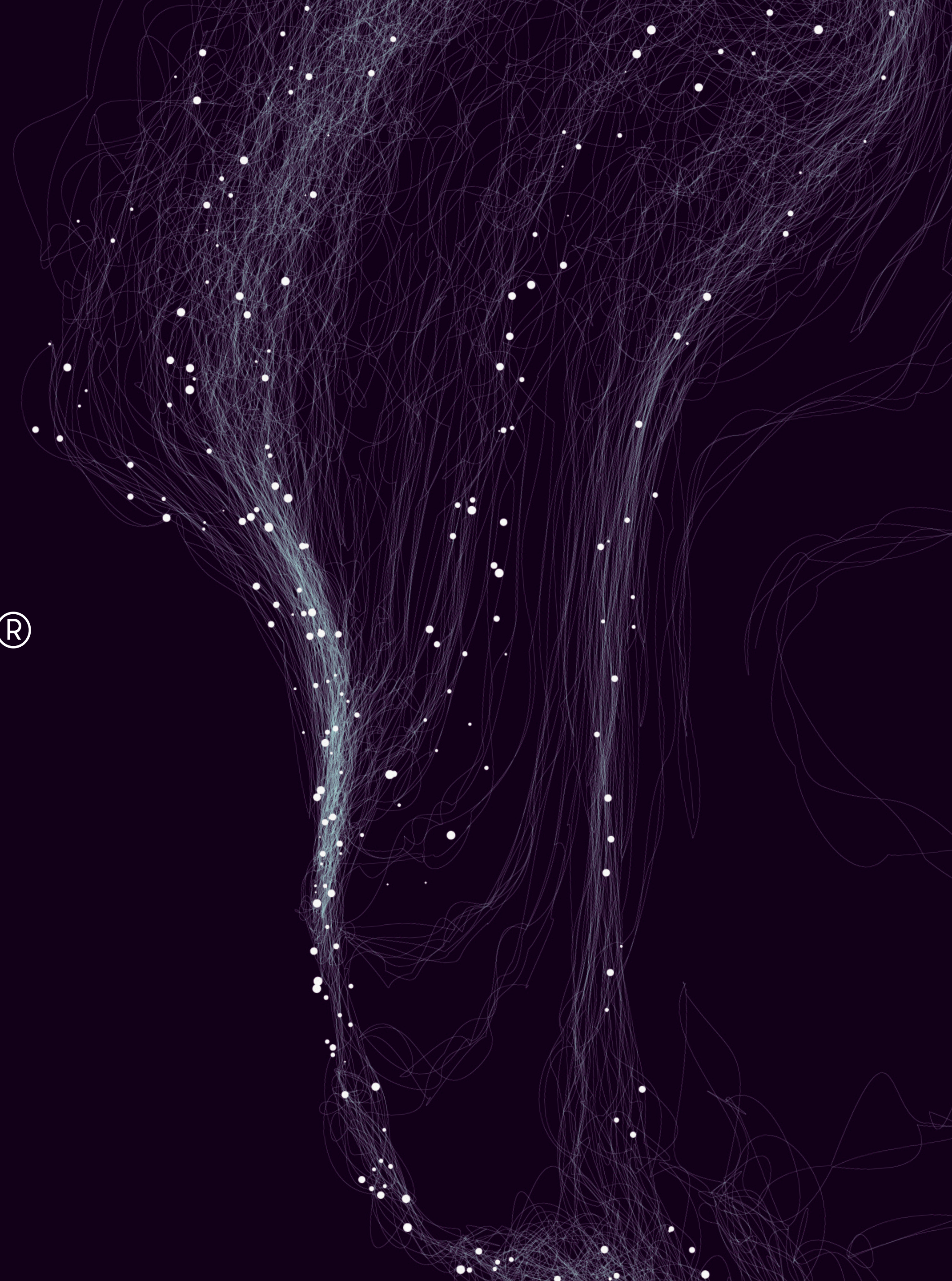


katchr[®]
Partner Network Program



About Katchr

The Katchr solution is performance management and business analytics dashboard software and is currently used to support and drive change in over 80 law firms. Katchr has been developed with and for law firms and ensures that the data they have locked away is turned into actionable information for every member of the team at the touch of a button.

With proven integrations to all leading case and practice management systems, Katchr dashboards monitor all aspects of law firm performance including fee earner KPIs, marketing, case progress, risk and compliance, client-matter profitability and departmental P&L.

Fully compatible with a smart phone and tablet, Katchr dashboard visualisations and reports can be tailored to each firm and help optimise every aspect of their business operations, marketing and pricing decisions.

At a glance

Managing Director: Graham Moore

Established: 2011

Head office: Yorkshire, UK

Headcount: 12

No. of law firm clients: 80+



What our clients say

"Katchr is brilliant – it empowers fee earners and team leaders by giving them everything they need at their fingertips. It helps people manage and be managed by clearly displaying instantly accessible performance data."

Trethowans

"The ease with which we can now extract pertinent information for business development has been of tremendous benefit to our marketing team..."

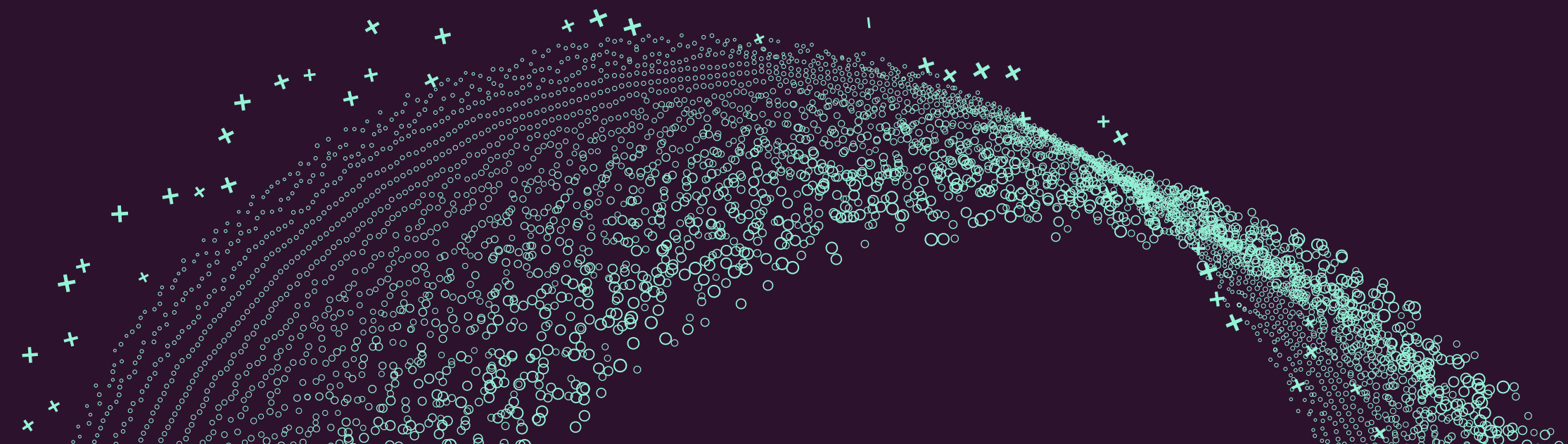
"We have found it much more cost effective to commission the experts at Katchr. They have shown they are able to knock about a half dozen reporting issues on the head during a single day"

Birketts

"We chose Katchr to make all of our management information easily accessible and understandable for our lawyers"

"The biggest benefit I've seen is the engagement of our lawyers ... the number of our under-performers has decreased"

Rollits



Joining our Partner Network Program

As part of our strategic growth plans, Katchr is developing and expanding its partner ecosystem to provide new opportunities and benefits to both Katchr partners and law firms alike.

Through partners Katchr is looking to cement its position as the primary small to mid-size law firm BI provider by giving partners access to key information about legal BI trends, new marketing opportunities, the opportunity to add Katchr Express and Enterprise to their portfolio and ultimately assist Katchr partner clients in managing their businesses more effectively.

Understanding more about Katchr legal BI Solutions

Katchr Express

An out of the box cloud based legal BI solution tailored for the smaller law firm.

As standard all the key legal BI metrics such as WIP, utilisation, realisation and profitability are available in an intuitive dashboard environment.

Express can be up and running in a matter of hours/days. Partner-specific dashboard sets and white labelling can make the Katchr Express solution a unique offering for your clients.

Katchr Enterprise

Katchr's flagship service used by over 75 firms. Katchr Enterprise includes all of the features of Katchr Express as well as additional Analytical and Financial Reporting modules giving law firms complete visibility into their financial position at all times.

With their 20+ years experience Katchr consultants work closely to design the Enterprise solution to firms' exact requirements as well as providing in depth domain expertise into law firm BI best practices

Firm size	Katchr Express	Katchr Enterprise
Up to 20 users	0	
Over 20 users		0
Katchr Performance module	0	0
Katchr Analytics module		0
Katchr Financial reporting module		0
Environment: On-Prem		0
Environment: Cloud	0	0

PMS Integrations

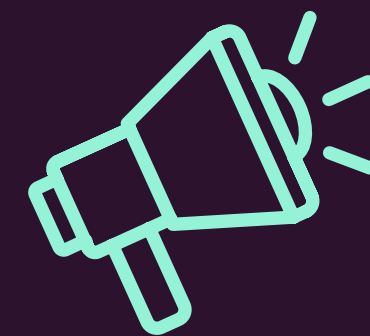


Why be a Katchr Partner?



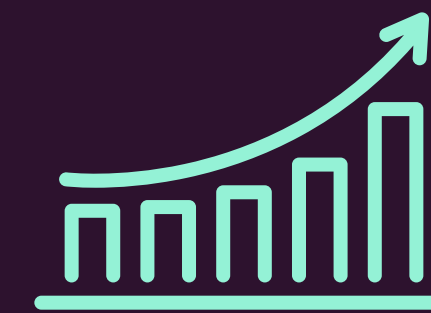
Portfolio

Add Legal BI to your portfolio of services.



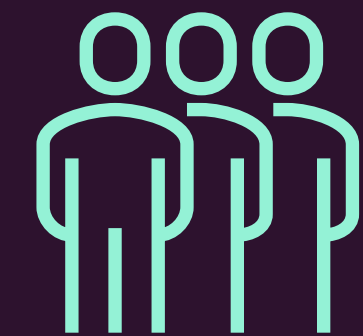
Awareness

Increase your firm's brand Awareness



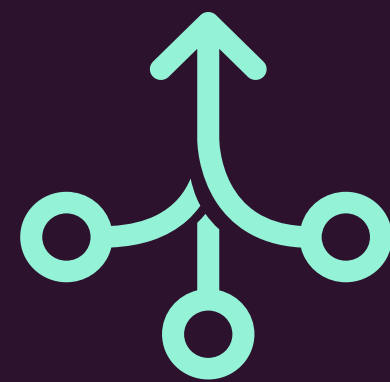
Revenue

Create new revenue streams



Market Share

Increase your customer base



Brand

Align your business to an established legal services provider



Lead Generation

Access to new business opportunities & events



Cloud

Help clients with their journey to cloud-based services



Customer Retention

Provide more value to customers through a mix of solutions

About the Partner Network Program



Partner

Katchr Partner status is primarily for independent consultants and law firm suppliers where a commercial relationship is not required at this time.

As a Katchr Partner you'll get access to Katchr resources and invitations to be involved in Katchr events.



Referrer

Katchr Referrer partners have the opportunity to generate referral revenue via the Katchr deal registration portal.

A Katchr Referrer has all the benefits of a Katchr Partner but also the opportunity to generate revenue by introducing their clients and other contacts to the Katchr sales team.



Reseller

Katchr Reseller is Katchr's top partner tier for businesses that want to resell Katchr solutions to their law firm clients.

By owning the sales opportunity process a Katchr Reseller can generate higher lifetime commission, additional services revenue and bonus commission where applicable. In addition to being a trusted advisor Katchr will provide in depth training and support services.

Katchr Partner – Key Features

	PARTNER	REFERRER	RESELLER
Partner Agreement	✓	✓	✓
Partner Profile	✓	✓	✓
Partner Logo	✓	✓	✓
Portal Access (inc. Deal Registration)	✓	✓	✓
Invitation to Katchr User Group	✓	✓	✓
Co-Marketing Activities/Events	✓	✓	✓
Roadmap Briefings	✓	✓	✓
Partner Designed Dashboard	✓	✓	✓
Lifetime Commission Plan		✓	✓
Business Plan Agreed (+Marketing Plan)		✓	✓
Katchr Sales Training/Services Accreditation			✓
Demo/Sandbox Environment			✓
Customer NPS report			✓
Partner branded editions			✓

Suggested Sales & Marketing Activities

SALES	PARTNER	REFERRER	RESELLER
Opportunity Reporting	Quarterly	Monthly	Monthly
Account Management Updates	-	-	Quarterly
MARKETING			
PR	Bi-Annually	Quarterly	Quarterly
Social Media	Bi-Monthly	Bi-Monthly	Monthly
Digitally Hosted Events/Webinars	Annually	Bi-Annually	Bi-Annually
Partner Events / Katchr Events	Annually (TBC)	Annually (TBC)	Annually (TBC)
Co-Branding	Katchr or Co-Branded	Co-Branded	Co-Branded
Email Shots (Targeted)	Annually	Bi-Annually	Quarterly
Guest Blogging	Annually	Bi-Annually	Bi-Annually
Newsletter Promotion	Bi-Annually	Bi-Annually	Quarterly

Financials

	PARTNER	REFERRER	RESELLER
Agreement Term (Years)	1	2	2
SUGGESTED DEAL VOLUMES			
Express	1-4	3-12	10+
Enterprise	1	2	4
Annual Commission Options	-	Up to 20%	Up to 30%
Bonus Commission Options	-	✓	✓

Glossary / Definitions

KEY FEATURES

Partner Profile

Inclusion of company information and logo on both partner and Katchr websites.

Partner Designed Dashboards

Opportunity to use bespoke Katchr dashboards that you design

Lifetime Commission Plan

For the duration that the end user is using the Katchr software Katchr will pay the partner an annual commission fee.

Commission payments are based on achieving suggested activity levels and agreed revenue targets.

Customer NPS report

To measure customer satisfaction Katchr will use industry standard NPS process, systems and metrics.

Partner Branded Editions

Partner branding of the Katchr solution to align with other products and solutions provided by the partner.

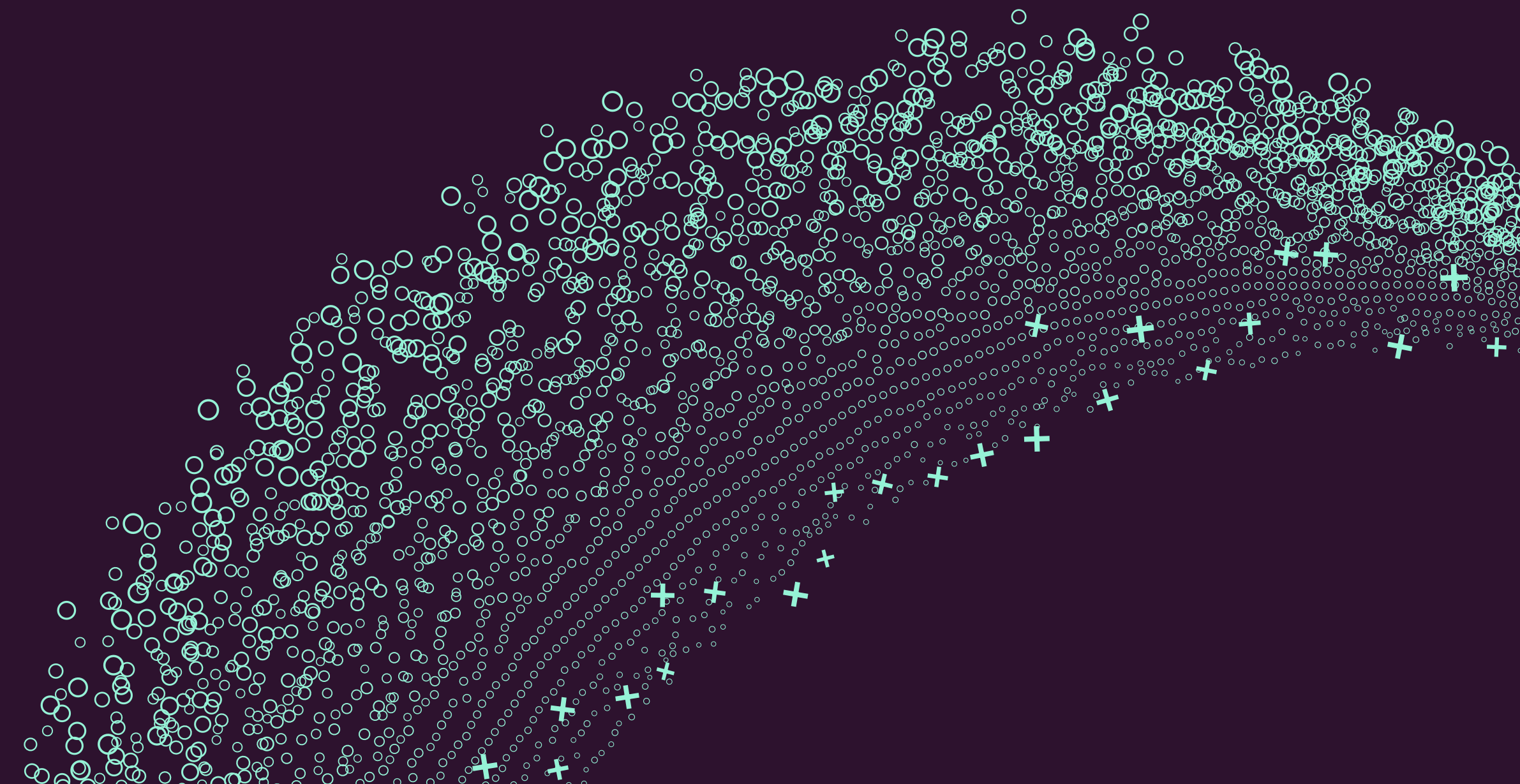
SALES

Opportunity Reporting

Regular reporting on sales pipeline using partner portal. Providing detailed information as agreed.

Account Management Updates

Regular updates to understand client experience, manage any risks or concerns and identify new feature communications alongside upsell opportunities.



Glossary / Definitions

MARKETING

PR

With the support of Katchr marketing team, production of PR, including win statements for each new client, joint case studies and inclusion of Katchr in relevant thought leadership pieces.

Social Media

Partner originated co-branded or Katchr referenced posts on LinkedIn and Twitter and other suitable platforms.

Partner Events

Opportunity for Katchr representative to attend any partner hosted live or digital events including user groups, socials, networking sessions or conferences. Opportunity to joint sponsor third-party events.

Katchr Events

Opportunity for partners to attend Katchr hosted live or digital events.

Co-Branding

Katchr to provide collateral with opportunity to include partner logo and information. Reciprocal partner page co-branding.

Email Shots

Partner originated co-branded or referenced promotion of Katchr solutions to partner's clients and prospects database.

Guest Blogging

Opportunity to provide Katchr with thought leadership content for promotion online to partners, clients and prospects.

Newsletter Promotion

Inclusion of Katchr news and updates within partner newsletter and reciprocated by Katchr.

NB. Frequency of activity as indicated within partner agreement.

Partnership consultants

Please contact one of our Partnership consultants to find out more about becoming a Katchr Partner.

David Sparkes

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07958 655 288

Jon Roscow

jon.roscow@katchr.com

07976 573 229

