



ACOM partner program gets rapid results



## THE RESELLER

Texas-based Commerce Plus Services (CPS) provides consulting, professional services, and add-on applications for users of Application Plus and Commerce@Work.

## THE PROBLEM

Needed to move their customers away from paper-based archive and workflow, to an electronic document management system, in order to streamline their payment processes, and include automated Electronic/ACH Payments to their vendors.

## THE SOLUTION

Partnering with ACOM gave CPS a set of proven software extensions to offer, along with ready-to-go marketing programs to help generate sales.

## THE RESULTS

Within weeks of joining ACOM's VAR Success Program:

- CPS held a joint webinar with ACOM
- Generated solid leads
- Signed up new business.

## Quick on-boarding and ready-to-go marketing spell new sales for CPS

When Rick Redden's customers asked for help to improve their Accounts Payable workflow process, he did what most people do: he got on the web and started Googling.

As VP of Operations for Dallas-based Commerce Plus Solutions (CPS), Redden is devoted to helping customers with Application Plus and commerce@work systems. CPS was founded in 2007 by industry veterans. Hungry for business, Redden looked to fill the gaps his customers were finding in their older systems.

His customers are wholesalers, handling everything from elaborate oil and gas equipment to simple nuts and bolts. They want modern functions like laser check printing, Positive Pay for banking, and Electronic/ACH for payables. Automating their payables will save costs, a must-do in a slower economy.

After a few minutes with Google in the fall of 2008, Redden found numerous packages that provided electronic document management solutions. But only one vendor supported both the IBM AS/400 environment and Windows: ACOM.

### Field-proven software that works as advertised

The software vendor they found has delivered electronic payments, document management, and business process automation to the mid-market for more than 25 years. And all these offerings integrate smoothly with any financial, ERP or CRM system.

"ACOM struck me as the most viable company," says Redden, so he made an initial inquiry about becoming a VAR (Value-Added Reseller). That was the start of a beautiful partnership.

"Our experience with ACOM has been a good one, since our first conversation," says Redden.

Compared to some other firms, he says, "ACOM knows what they're doing on the channel side. They enable you to become a partner quickly, and to start seeing payback quickly."

Redden was impressed by the ACOM VAR program, especially the efficient orientation and training, and the ready-to-go marketing materials ACOM put in his hands.

The quality of the software itself was another big plus.

"ACOM's products work as advertised, which is unusual in the software business!" jokes Redden. Seriously, he adds, "The products are excellent in quality, well thought-out, and well-designed. That reduces the implementation time, and means users have no trouble learning them."

*"When we join forces with a VAR, it strengthens both of us: The VAR gives us local presence, and ACOM gives the VAR proven products, ready to sell."*

### Fill-in-the-blanks marketing materials

Everything starts with a sale, and ACOM provides all the materials a new VAR needs to generate new business.

That includes pre-written e-mails, white papers, ROI calculators, and demo scripts to help partners get selling quickly. ACOM works with their VARs to create a business development plan with actionable items. They can even help optimize a VAR's website for higher search engine rankings and increased lead generation. And all these materials paid off for CPS.

***"We're enjoying the relationship with ACOM. The JumpStart program gives us a way to ease into it, and reduce our costs of coming up to speed on the ACOM applications."***

**Rick Redden**

VP Operations,  
Commerce Plus Services, LLC



CLICK BELOW  
TO PLAY

**Listen to:**

what Rick Redden had to say  
about his experience with ACOM

▶ *What was your first impression of ACOM?*

▶ *How do you feel about ACOM's complement of Sales-Tools?*

▶ *How has ACOM helped you get started?*

▶ *What was your reaction to ACOM's Training Program?*

***"ACOM had a full complement of marketing tools ready to go."***

***"That impressed us and made our life easier."***

"We don't have to start with a blank piece of paper and be our own marketing firm," says Redden. "We can start with what's there and make minor changes. It's as simple as putting in your e-mail signature block.

"From the moment we said, 'Yes, we want to be your partner!' ACOM had a full complement of marketing tools ready to go," he says. "That impressed us and made our life easier."

With minimal effort on their part because of ACOM's support, CPS e-mailed their list of prospects in September 2008, held a webinar filled to capacity in October, followed up leads, and signed up new business in November. More leads are expected to sign soon.

"Everything went the way it should, sort of boom-boom-boom," says Catherine Bedrossian, Channel Sales Manager for ACOM. "When we join forces with a VAR, it strengthens both of us: The VAR gives us local presence, and ACOM gives the VAR proven products, ready to sell."

In fact, CPS is planning more webinars throughout the year. With the content, platform, and marketing materials all provided by ACOM, that should be a straightforward process.

### Online Marketing Success

Because research shows that about 90% of technology buyers will visit a company's website to decide if they want to do business with that company, ACOM had their Senior Online Marketing Manager, Karl Kleinbach, take a look at CPS' website to see if he could give them some quick Online Marketing help.

"I saw a real opportunity to quickly help them leverage their Internet presence and drive more leads with a few easily implemented changes. We updated their website with a new design to appeal more to their technology market. We added some SEO (Search Engine Optimization) so they would show up in Google searches, related to their applications and location. We put some web analytics in place so they can now track where their visitors are coming from, measure what works and what doesn't, and improve their website going forward. We also put an online request form in place that not only notifies CPS of a web inquiry, it also sends a text message to CPS'

support cell phone so they can respond immediately," said Kleinbach.

And the results speak for themselves:

- CPS now appears on page 1 of Google for searches related to their targeted key words
- Their site activity increased 145% in 1 month

### Getting partners up to speed quickly

After getting the business, of course, a VAR has to deliver a working system. Beyond traditional documentation and training --- which Redden calls "an excellent week of training" --- ACOM offers a unique JumpStart Program, designed to transfer knowledge smoothly from vendor to VAR.

"For their first three projects, ACOM is available to help from A to Z, and they can utilize us as much as they want," explains Bedrossian.

It's intended to work like this: For the first project, ACOM does the bulk of the implementation, with the partner shadowing them to learn. For the second project, both firms co-operate 50-50. And for the third, the VAR does the work, with ACOM there to lend a hand.

"As you're comfortable and trained, they are ready for you to take over," says Redden. "It makes a lot of sense, and it takes away the anxiety that once you've made the sale, you're going to have problems implementing it."

CPS sees more opportunities ahead, despite the uncertain economy. ACOM's document management offerings appeal to CPS customers, because they provide them with significant cost savings and a quick return on investment.

"Like any small company, we are always looking for ways to expand," says Redden, "We think we have just barely scratched the surface of our marketplace yet."

Finding the right product, making the sale, and delivering a working project: ACOM stands behind its partners every step of the way. And its VAR Success Program helps smart resellers like CPS enjoy a fast and substantial return.

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For more information, contact ACOM today.

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