STAdvance

Partner Program

Advancement through Partner-Centric Philosophy







"Source Technologies has a reputation for being highly accommodating towards its channel partners, making them one of the more channel-friendly manufacturers in the industry."
- Sam, PEAK Resources

"We switched to Source Technologies in 2016 from another MICR printing solution provider. Source Technologies has been a great partner and has given us excellent reliability, customer service, and most importantly, peace of mind."
- Rob, Dealertrack

Why Partner with Source Technologies

Stand out from your competition with STAdvance.

Each of your current and potential customers has the need to issue payments and most partners are not discussing with their customers how to ensure their payment processing workflows are secure.

Utilize STAdvance as a beachhead solution to expand your reach into existing customers or open doors into new accounts. Source Technologies will provide the resources and training to establish your organization as a trusted advisor and engage in dialogue with your clients that your competitors are not.

Created for You

STAdvance aims to prioritize simplicity making Source Technologies a vendor that is easy to partner with.

We understand that each of the partners we work with has a unique business model, unique challenges, and unique goals. STAdvance takes your uniqueness into account and is prepared to provide your team with the level of support needed to effectively communicate the benefits of Source Technologies' solutions to your customer base.

Partner Centric Philosophy

Being Partner-Centric is the core of Source Technologies business model. We recognize the significance of partnerships and the positive impact they have on business outcomes. We are committed to continually adding resources across the business to best support you, our partner.

Program Benefits

With a simple, flexible, and profitable structure designed for yielding growth, partners are provided with support, resource networks, marketing and training to expand their business solutions and increase customer satisfaction.

Loyalty Rewards

Available to all participants in the Source Technologies Partner Program, loyalty rewards encompass a suite of potential rewards including spiffs, lead sharing, and volume pricing.

Joint Promotions

Participate in joint promotions including promotional e-mails, advertisements, events, co-branding, etc. with assistance in the development of materials that will be available for publications, e-mail distribution, website placement, and/or other relevant initiatives.

Evaluation Equipment

Qualified participants will have access to a limited number of evaluation units for use during events, prospect trials and evalua-tions. A limited number of evaluation units are also available for purchase at a special discount.

Sales Leads

Partners can always look forward to new business opportunities as we continually invest in comprehensive marketing campaigns that drive demand. Qualified participants will receive assistance in lead generation through efforts such as trade shows, publications, online marketing, or 3rd party promotions.

Dedicated Account Management

Account management, including inside and outside sales, ensures that participants receive the tools, resources and education to support their needs at every step of the sales cycle and beyond.

Technical Support

All Source Technologies' Partner Program participants have access to telephone technical support. Our comprehensive post-sales technical support website enables registered partners to search frequently asked questions, troubleshoot technical issues, and find answers to basic questions using product bulletins, technical documentation, and support forums.

Product Roadmap Consultation

Strategic Partners are provided with detailed insight into future product roadmaps to enable joint solution development and speed time-to-market of these solutions.

Business Planning

Strategic Partners will have the opportunity to participate in joint development of an annual business plan that maximizes the revenue potential of our solutions.

Executive Sponsor

We are committed to the success of STAdvance, so much so that the executive team will engage with key program participants to ensure that the necessary resources are available to achieve defined growth objectives.

Market Information

Learn market trends to determine which vertical markets are experiencing growth, how to capitalize on those opportunities, and appropriate methods of targeting those markets.

Competitive Analysis

Strategic partners have visibility to how our products and solutions compare to the competition. This is a great resource in competitive situations when it is necessary to deposition the competition.

Sales Tools

All partner collateral is co-branded with your contact information including PDF product sheets, sample ad and e-mail templates, white papers, PowerPoint presentations, configuration guides, case studies, and battlecards. If we do not have collateral that resonates with your customer base, we will build it.

Sales & Product Training

Get up to speed on the product and sales approach with free training at the location of your choice including: our house, your house, or via webinar.

Source Technologies is a Charlotte, NC-based financial services company that has 35+ years of manufacturing, software development, and software integration experience. Our main objective is to assist financial institutions in enhancing their productivity, security, and customer service by implementing payment solutions tailored to the specific requirements of each branch.

Source Technologies offers secure and effective payment solutions with flexible hardware, software, and self-service options. We provide software that enables remote check printing while keeping centralized control over the process, MICR printers with additional security features for printing checks and other negotiable documents, and MICR printers.

Corporate Headquarters
11401A Granite Street
Charlotte, NC 28273 704.969.7500

Support
Source Technologies
11401A Granite Street
Charlotte, NC 28273 800.922.8501 option 2

SourceTechnologies®

TOLL FREE 800.922.8501 **Sourcetech.com**