

SKUmagic Partner Program™

SKUmagic™ helps Partners to solve the ecommerce product catalog management challenge for their clients in a pragmatic way. Without SKUmagic, hundreds of thousands of businesses struggle with managing their product catalogs using ecommerce systems alone because alternatives—including Product Information Management (PIM) add-ons—are expensive to purchase, slow to deploy, and complex to use.

Traditional PIMs may be appropriate for the very largest stores—for everyone else, SKUmagic is the best way to analyze, optimize, and publish product catalogs.

Program Overview

The SKUmagic Partner Program is designed to create a trusted relationship between SKUmagic and select Partners (you) so that, together, we can deliver a better way for your clients to manage their product catalogs. The program is designed to assure partner and client success with SKUmagic, so we focus on sharing marketing and sales resources with partners so partners can remain focus on their clients.

Partner Benefits

Becoming a SKUmagic Partner delivers valuable benefits to your business by increasing products and services revenue from clients, lowering capital and operational expenses associated with managing commerce for existing clients, and becoming more competitive and signing more new clients. Your clients will benefit by reducing time to market, increasing sales and conversions, avoiding product returns, improving customer service, and lowering operational expenses.

SKUmagic Partners have direct access to exclusive SKUmagic resources including:

- Sales tools and marketing collateral
- Marketing experts and resources
- Industry subject matter experts

Program Qualifications

The SKUmagic Partner Program is open to businesses currently supporting clients with platforms for ecommerce and online stores. Examples include agencies, consultants, developers, or service providers. Qualifying to become a SKUmagic Partner Program generally requires the following:

- Business practice involving ecommerce platforms
- Familiarity with managing online store product catalogs using ecommerce platforms
- Familiarity with third-party Product Information Management (PIM) solutions
- Willingness to promote SKUmagic to current and future Partner clients

Program Details

	Referrer	Reseller
	Partners marketing SKUmagic to businesses with SKUmagic providing sales and support.	Partners marketing, selling, and supporting SKUmagic to their past, present, and future clients.
Program Fees		
One-time Signup Fee	\$0	\$0
Annual Partner Fee	\$99	\$999
Sales Commissions		
Qualified Lead Referrals	\$10	\$0
Qualified Demo Completions	\$100	\$0
Completed License Sales	10% one-time	15% recurring
Access to SKUmagic Licenses		
Demo License	Yes	Yes
Development License	No	Yes
Support License	No	Yes
Access to SKUmagic Subject Matter Experts		
Industry	No	Yes
Marketing	No	Yes
Sales	No	Yes
Support	No	Yes
Intellectual Property Usage Rights		
Logos	Yes	Yes
Marketing Collateral	Yes	Yes
Sales Tools	No	Yes

Become a SKUmagic Partner

Interested in becoming a SKUforce Partner? Visit the Partner page on our website at www.skumagic.com and fill out the partner request form.