

The logo for CN KEY, featuring the letters 'CN' in a bold, black, sans-serif font. The 'C' is partially enclosed by a red square. To the right of 'CN' is the word 'KEY' in a similar bold, black, sans-serif font.

# CN KEY

asset management | switched on

# Partner Network

Embark on a collaborative journey that will turn your network into value for your business.

**Referral** | **Reseller** | **Value Added Reseller**

a product by

The logo for pragma, consisting of a stylized 'p' icon followed by the word 'pragma' in a bold, lowercase, sans-serif font. The 'p' icon is a square with a diagonal line from the top-left to the bottom-right, colored in blue and orange.

**pragma**

# On Key Partner Network

## Unlock business opportunities with On Key

### Who we are

We are a leading asset management software developer owned by the Pragma Group. Our On Key Enterprise Asset Management System results from decades of industry experience, research and a focused dedication to delivering asset management value to small and large enterprises across various industries.

Backed by over three decades of engineering expertise, the On Key EAMS is recognised as a market leader in the Verdantix Green Quadrant: Enterprise Asset Management Software 2022 report.

### On Key Partner Network options

On Key's partner network allows you to partner with our trusted brand through one of three channels - each with a unique benefit scheme tailored to it:

#### Referral



- ▶ You tap into your existing network to pass on leads to Pragma.
- ▶ Successful leads lead to commission.

#### Reseller



- ▶ You have the rights to Offer On Key and support services as your main product.
- ▶ Your main aim is to sell On Key with the aspiration to co-implement with support from Pragma and then support client to achieve bottom line results.

#### Value Added Reseller



- ▶ You have the rights to offer On Key with your other systems
- ▶ You tailor turnkey digital solutions to meet customer needs by combining different products into comprehensive bundles, which involves integration and support services.

### Benefits of joining the On Key Partner Network

#### Lucrative Commission

Earn generous commissions based on the total license amount for each active On Key EAMS client where you were involved in the sales process.

#### Profitable Regional Opportunities

Secure a partnership for On Key EAMS within your designated region, maximising your market presence.

#### Expert Support and Implementation Services

Leverage Pragma's expertise for seamless system implementation and ongoing support, ensuring client satisfaction.

#### Flexible Business Development

Take charge of your region's business development and sales efforts, showcasing your entrepreneurial skills.

#### Continuous Revenue Stream

Enjoy a continuous revenue stream with commissions on active On Key licenses, fostering a long-term and mutually beneficial partnership.

#### Consulting Opportunities

Maintain the freedom to offer non-On Key EAM consulting services to clients, expanding your service portfolio.

#### Brand Collaboration and Marketing Support

Access Pragma's brand, logos, and marketing materials with approval, enhancing your marketing efforts for a stronger brand presence.

#### Mutual Growth and Success

Join a programme designed for mutual growth, where success is a shared journey between On Key and our valued Partners.

#### Training

Based on the partnership agreement, relevant training an

# Referral Partner

## Turning connections into opportunities for us and for you

### Our ideal Referral Partner

- ▶ You have access to an established network in the region of preference and the ability to generate demand by conveying the benefits of a CMMS package.
- ▶ You have asset, facilities, maintenance or operations management experience, interest or influence.
- ▶ You have experience with software products like a CMMS or EAMS software package.
- ▶ You have time available to develop market opportunities.



### Our partnership arrangement

#### What you do

- ▶ You provide qualified leads by tapping into your existing network.
- ▶ You participate in the Sales process to close deals successfully.
- ▶ You have regular check-ins with your dedicated On Key representative to review leads.

#### What we do

- ▶ We pay you a lucrative commission based on successful leads.
- ▶ We provide you with the necessary marketing and branding material to support your business development efforts.
- ▶ We offer training for you to conduct basic product demonstrations.
- ▶ We implement On Key and support the client as well as manage client relationships once client is signed

### What is in it for you?

- ▶ Recurring passive income based on referred client licensing fees invoiced
- ▶ Opportunity to either start a new business or add to your current business



#### Small plant

- ▶ 1 site
- ▶ 500 assets
- ▶ 10 technicians



#### Medium plant

- ▶ 2 sites
- ▶ 1500 assets
- ▶ 25 technicians



#### Large plant

- ▶ 4+ sites
- ▶ 5000 assets
- ▶ 100 technicians

#### Annual Potential Earning

€1,000 - € 2,000

€ 2,000 - € 5,0000

€ 8,000 - € 15,000

# Reseller Partner

## You lead full-spectrum business growth

### Our ideal Reseller Partner

- ▶ You have access to an established network in the region of preference and the ability to generate demand by conveying the benefits of a software package like On Key.
- ▶ You have proven asset, facilities, maintenance or operations management experience and influence.
- ▶ You have experience implementing or using enterprise software products like a CMMS, EAMS or Facilities Management software packages.
- ▶ You have time available to develop market opportunities.



### Our partnership arrangement

#### What you do

- ▶ You activate all business development and sales efforts within your region. This includes marketing, lead generation, customer acquisition, and product demonstrations.
- ▶ You implement On Key and provide second line support to the client.
- ▶ You have financial control by invoicing your own clients and then pay royalty fees to Pragma.
- ▶ You have regular check-ins with your dedicated On Key representative to review leads and get assistance with closing the deal.

#### What we do

- ▶ Provide cutting-edge technological solutions with the marketing and branding material to support your business development efforts.
- ▶ Offer training for you to conduct product demonstrations.
- ▶ Support you with On Key implementations
- ▶ Enable you to provide second-line support to your clients and perform system optimisation

### What is in it for you?

- ▶ Lucrative recurring income based on referred client licensing fees invoiced
- ▶ Opportunity to either start a new business or add to your current business

	 <b>Small plant</b>	 <b>Medium plant</b>	 <b>Large plant</b>
	<ul style="list-style-type: none"> <li>▶ 1 site</li> <li>▶ 500 assets</li> <li>▶ 10 technicians</li> </ul>	<ul style="list-style-type: none"> <li>▶ 2 sites</li> <li>▶ 1500 assets</li> <li>▶ 25 technicians</li> </ul>	<ul style="list-style-type: none"> <li>▶ 4+ sites</li> <li>▶ 5000 assets</li> <li>▶ 100 technicians</li> </ul>
<b>Annual Potential Earning</b>	<b>€2,000 - € 4,000</b>	<b>€ 4,000 - € 10,000</b>	<b>€ 10,000 - € 30,000</b>

# Value Added Reseller Partner

## You're the maestro of CMMS success

### Our ideal Value Added Reseller Partner

- ▶ You consistently develop turnkey solutions to meet customer needs in the operation or maintenance of physical assets.
- ▶ You have access to an established network in the region of preference and the ability to generate demand by conveying the benefits of a software package like On Key.
- ▶ You have proven asset, facilities, maintenance or operations management experience and influence.
- ▶ You have experience in the implementation or use of enterprise software products like a CMMS, EAMS or Facilities Management software package.
- ▶ You are willing to unlock new market opportunities.



### Our partnership arrangement

#### What you do

- ▶ You activate all business development and sales efforts within your region. This includes marketing, lead generation, customer acquisition, and product demonstrations.
- ▶ You implement On Key and provide direct line support to the client.
- ▶ You have financial control by invoicing your clients and then paying royalty fees to Pragma.
- ▶ You collaborate with the On Key product team to develop cutting-edge solutions.
- ▶ Share integration development responsibilities.

#### What we do

- ▶ Provide you with cutting-edge technological solutions complete with the necessary marketing and branding material to support your business development efforts.
- ▶ Offer training for you to conduct product demonstrations.
- ▶ We support you in developing focused solutions for clients.
- ▶ We collaborate with your product team to develop cutting-edge solutions.
- ▶ Enable you to provide support to your clients and perform system optimisation.
- ▶ Share integration development responsibilities.

### What is in it for you?

- ▶ Based on your pricing model, you could earn lucrative recurring income based on client licensing fees invoiced
- ▶ Opportunity to add a new product line to your current business.
- ▶ Unlock new market segments by leveraging additional functionality to your current products at a mutually beneficial price point for your clients.

# About us

## On Key Software Solutions, a Pragma company

### Engineering is the core of our DNA

Pragma, a forward-thinking engineering firm established in 1990, specialises in Industry 4.0-ready asset management solutions. We emphasise the importance of robust asset management for consistent product and service delivery. Trusted globally, our most extensive client operates in 172 countries, and many have remained loyal since our inception.

Yes, On Key offers a great user experience. Yes, it is easy to use. Yes, it makes it easier to perform your work. But, in reality, these are nice features that should be part of any software application. On Key is the best enterprise asset management system or EAMS, because engineers design it for engineers to ensure data accuracy and real-time information in support of informed decision-making.




### Our footprint

 **1990**  
33 years of market-leading experience

 **R&D**  
10,600 man-days invested annually into On Key R&D

 **ISO**  
9 000 (NL) and 27 001 Certified  
Shaping industry standard  
41 001 and 55 000

 **04**  
Corporate offices: South Africa, Mexico, Texas, The Netherlands



 **300+**  
Loyal clients globally

 **450+**  
Employees of which 45% are qualified engineers. (Europe: 15; North and South America: 60)

 **46**  
Countries in which we operate in around the world

 **Performance**  
Made annual profit for the last 33 years  
| Annual turnover €43 Million | Solvency Ratio 3.48x | Liquidity Ratio 2.06x

#### Become a partner today!

Africa & Middle East [kribban.cooposamy@pragmaworld.net](mailto:kribban.cooposamy@pragmaworld.net) | Europe [quintus.theron@pragmaworld.net](mailto:quintus.theron@pragmaworld.net)  
America North/South [helgard.pienaar@pragmaworld.net](mailto:helgard.pienaar@pragmaworld.net) | South East Asia [quintus.theron@pragmaworld.net](mailto:quintus.theron@pragmaworld.net)