

# Program Guide

Thrive in the industry's largest and most connected ecosystem



## In this guide:

- A Word from the CEO
- About MRI
- Partner Program Overview
- Types of Partnerships
- Become a Partner

# Contents

- Introduction ..... 3**
  - A Word from the CEO .....3
  - We Are MRI .....4
- Partner Program Overview ..... 5**
  - How We Partner .....5
- Types of Partnerships ..... 6**
  - Solution Partners .....6
  - Consulting Partners .....6
  - Channel Partners .....7
  - Alliance Partners .....7
  - Marketing Partners .....7
  - Badges Explained .....8
  - How We Invest in Our Partners .....9
- Become a Partner ..... 10**

# Introduction

## A Word from the CEO



### Building Connected Communities Together

To our current and future Partners:

Our mission at MRI Software is to be the industry’s “most comprehensive, flexible, open and connected technology platform.” We are building a *connected community* that enables people and organizations to thrive in all the places they live their lives—spaces they call home, where they work, and where they play.

**You, our Partners, make it possible for us to achieve our mission.**

You’re the solution providers that complement MRI’s offerings, giving clients the freedom to choose the best solutions for their unique needs. You’re the consultants that become trusted advisors to our mutual clients, helping them modernize the way they work.

It takes all of us to create connected communities.

We’ve spent the last decade developing a network of Partners and creating a truly “open and connected” ecosystem. And as we look to the future, we continue to evolve our approach to partnerships so that we can all thrive: MRI, our Partners, and – most importantly – our clients.

Let’s thrive together.

A handwritten signature in black ink, reading "Patrick J. Ghilani". The signature is fluid and cursive, with the first name being more prominent.

Patrick J. Ghilani

# We Are MRI

## Our mission:

Giving organizations the freedom to **transform the way communities live, work and play** through the industry's most **comprehensive, flexible, open and connected** technology platform.



## Our history:

Our unwavering commitment to advancing real estate technology started 50 years ago, in 1971.

## Who we serve:

**17k+**

Enterprise  
clients

**170+**

Countries using  
platform

**16.1M+**

Units using  
platform

**3.1M**

Commercial  
leases managed

**275+**

Total  
Partners

## Market-leading position:

**#1**

UK Property  
Management

**#1**

APAC / ANZ Property  
Management

**#1**

Partner Ecosystem  
(275+ Partners)

**#2**

Residential Property  
Management (Int'l)

**#1**

Africa Property  
Management

**#1**

Affordable & Public  
Housing

**#2**

Commercial Property  
Management

**#2**

Investment  
Management

## Where we serve:

### Americas

1,100 Employees  
Global HQ Cleveland  
6,500+ Clients

### EMEA

730 Employees  
Regional HQ London  
5,500+ Clients

### APAC

290 Employees  
Regional HQ Sydney  
5,000+ Clients

# Partner Program Overview

## How We Partner

MRI's global partner program, **Partner Connect**, is designed for Partner and customer success. Our open and connected ecosystem empowers clients to choose the right solutions and services to meet their needs.

For our Partners, we aim to treat you like our own clients. **Partner Connect** is a global program underpinned by regional nuances and localized support. And through education, technical support, marketing and sales opportunities, and more, we enable Partners to grow and deliver results for our mutual clients.

## When clients thrive, we all thrive.

This holistic program comprises all types of partnerships, each with their own contributions and benefits.

To provide clarity to clients, Partners are categorized by their type of partnership: **Solution**, **Consulting**, **Channel**, **Alliance** and **Marketing**. Within each partner category, there are partnership tiers. These provide further clarity and transparency to you and our clients, as well as enable you to participate to the degree that meets your goals.



**Solution**  
Partners



**Consulting**  
Partners



**Channel**  
Partners



**Alliance**  
Partners



**Marketing**  
Partners



# Types of Partnerships

## Solution Partners

**Solution Partners offer solutions and products that integrate with and complement MRI's.**

This category of Partner is a key component of MRI's open and connected mission. Solution Partners provide clients with the choice to select the best solutions for them, while maintaining a unified, optimized user experience.

A robust integration with MRI unlocks opportunities for you to win new business and further delight your current customers.

You'll gain access to our dedicated Partner organization, which is comprised of global and regional individuals dedicated to Partner success. Additionally, you can take advantage of comarketing and sales enablement opportunities, training and certification resources, development support, and much more.



## Consulting Partners

**Consulting Partners are professional services or integration firms that help real estate owners, operators and/or occupiers manage, modernize, and transform their businesses.**

They provide a vast array of services, such as planning and design, implementation and operation, and everything in between.

As a trusted advisor to your clients, you complement MRI's own services organization, enabling us to support our customers' needs more broadly across products and geographies alike. We strive to support your revenue growth goals around MRI technology to create mutual demand and monetization. We provide you with the resources, training and education you need to take your world-class services to new financial and customer service heights.



## Channel Partners

**Channel Partners are strategic Partners that resell MRI solutions to the market.**

They serve geographies and sectors MRI does not directly serve and/or incorporate MRI technology into their solutions, enhancing their customer offerings.

There are three types of Channel Partners, all of which are trusted collaborators that create exceptional value for clients by driving customer success and key business outcomes (e.g., revenue generation, cost savings, modernization).

These include:

- **Solution Channel Partners:** These Partners enhance their solutions by incorporating MRI technology as a key component of their overall customer offerings.
- **Managed Service Providers:** These Partners develop a managed service offering around MRI solutions and provide customers with operational support for the overall offering.
- **Channel OEM's:** These Partners embed MRI solutions in their product offerings as a white-labeled component.



## Alliance Partners

Alliance Partners offer a complementary solution that fills a strategic gap in MRI's go-to-market offerings. Potential Alliance Partners are identified by MRI, then resold and/or white labeled as an MRI solution.



## Marketing Partners

These Partners collaborate with MRI in the market to drive product demand via referral-only agreements. They do not have an MRI product integration or a service offering around MRI's solutions, but benefit from being a trusted advisor to clients' real estate software selection process.



## Badges Explained

We know you want clarity and transparency as a Partner. The MRI Partner Connect program enables this level of transparency through a tiered, badge system.

### Solution Partner Badges



### Consulting Partner Badges



This tiered structure creates two clear benefits for Partners:

1. **Each Partner has a known list of requirements and benefits based on its tier.**

This system eliminates the guesswork for everyone. Tier requirements ensure Partners understand exactly why they are granted a certain level in the program. Each tier then corresponds with a list of benefits you can take advantage of to grow your business.

2. **Tiers illustrate the depth and breadth of Partners to MRI's clients.**

More robust integrations, broader deployment regions, greater solution expertise—all of these are areas of consideration for clients. While every tier presents value to joint clients that non-Partners cannot offer, further investment in MRI is rewarded with more opportunities for you.

Partner tiers are awarded on an annual basis according to the criteria described below. Partner performance is then reviewed each year to determine tier adjustments.

### Partner Badge Usage









Partners may add their Partner Badge to marketing materials and customer communications, demonstrating their capabilities and partnership with MRI Software. *For information on Partner badge usage, please reference the MRI Partner Brand Guidelines, which are provided to all Partners.*



# How We Invest in Our Partners

We don't just *have* a partner program; we are a *partner-first organization*. Partners are central to our mission of providing clients with a flexible, comprehensive platform that is open and connected.

The following benefits are available to all Partners, with additional benefits added as you further invest in the partnership:

-  **myMRI Partner Portal**  
This is your home for all MRI Partner Connect information. View updated sales org charts, access sales and marketing materials, reference mutual clients, track lead submissions, submit support requests, review support resources and much more.
-  **Regular communications from MRI, plus early access to future MRI updates**  
As a valued Partner, you should never feel out of the loop on MRI and Partner Connect information. We communicate with you throughout the year via a newsletter, webinars, and as important company news occurs, as well as at MRI Partner Summit, an annual regional event put on specifically for MRI Partners.
-  **Marketing and sales enablement opportunities**  
Your company name, product description, and a link to your website will be included on our corporate website and all partnership directories (external and internal). Additionally, with MRI's review and approval, take advantage of a variety of sales enablement and marketing opportunities to get in front of our sales teams and our clients.
-  **Development and demo center**  
With access to MRI's sandbox environment, Solution Partners can showcase their integration to potential customers, and Consulting Partners can exhibit MRI solutions to prospects and clients.
-  **Education, training and certifications**  
Become certified in our technologies and access additional educational resources to enhance your MRI solution knowledge.
-  **Dedicated support team**  
With an MRI support team focused on Partner solutions and integrations, get mutual client questions and issues resolved quickly.
-  **Dedicated operations team**  
You'll have direct access to a Partner manager committed to your success in the program.
-  **Local Partner representatives**  
As the Partner program has grown over the past decade, so has the MRI Partner Connect organization. Whether your team and clients are based in the Americas, EMEA or APAC, we have regional representatives supporting our Partners.

# Become a Partner

The MRI Partner Connect team reviews potential new Partners on an ongoing basis. The enrollment and onboarding process is thorough, but also enables organizations to join our Partner ecosystem in a matter of weeks through the following four-step process:



## 1. Apply to become a Partner

First, complete the [Become a Partner form on our website](#). You'll be asked for standard contact information, as well as a few questions that help us gauge for a mutual fit, such as:

- Mutual clients
- Operating regions
- Markets served
- Vertical
- Date of product launch
- Product description
- Reason for integration



## 2. Hold an intro call with Partner Connect

*Week 1*

After reviewing your submission, Partner Connect will contact you within 5-7 business days to schedule a call. This first call allows the prospective Partner to elaborate on their offerings and interest in the program, and for MRI to expand on the requirements and value of the Partner program.

For Consulting Partners, this intro call would allow MRI to overview our solutions and the Partner to provide an overview of their service offerings, yielding a targeted segment of products and services to build a joint go-to-market offering around.

With Solution Partners, MRI may also benefit from a demo of your solution. You may also complete an NDA up front so we can get right into the program details during this call.



### 3. Receive and review the contract

*Weeks 2-4 (pending Partner timeline)*

After the NDA is signed, MRI will share sample API documentation, marketing materials, and economic terms with prospective Solution Partners. We may also arrange an additional call with our Partner Product team to discuss technical and integration questions.

For prospective Consulting Partners, MRI will discuss a potential joint go-to-market strategy and other aspects of an agreement to create mutual value for both parties.

Once those areas have been addressed, we'll send you the official contract proposal. Our goal is that, at this point, nothing in the document comes as a surprise. If necessary, you'll have the opportunity to discuss any remaining questions with the Partner Connect team.

The better our organizations align at the beginning, the more successful we believe the partnership will be for both parties.

*Note: Timely review of the contract and cooperation with your MRI Partner Manager will enable this process to move as quickly as you'd like it to.*



### 4. Kick-off the partnership

*Week 4 (pending Partner timeline)*

Once the contract is executed, MRI Partner Connect immediately works to get the partnership up and running. During the first week, we'll do the following:

1. **Request deliverables from the Partner** so that we can announce the new partnership internally and externally. *Note: Pending integration and/or certification completion, we may wait to announce our partnership publicly.*
2. **Send the forms needed to grant you access to the myMRI Partner Portal**, the Sandbox environment, and our learning management system.
3. **Schedule a kick-off call and establish a regular meeting cadence** to ensure a successful launch in the program.

For Solution Partners, a live API integration has come as quickly as eight weeks but typically is completed in 12-16 weeks.

For Consulting Partners, we encourage new consultants to immediately begin taking steps to get certified. You may begin work with your existing joint clients, but will only be subcontracted new work from MRI once you have obtained the necessary certifications.

# Ready to thrive?

Join the industry's largest and most connected ecosystem.

