

Ultimo  
an IFS company

# The business potential of a **future partnership**

Discover our partner brochure for all the details about our partner program. You'll find a thorough overview of the potential and benefits of being an Ultimo Partner, along with our core principles and our unique approach.



# Uncover the benefits of our partner program

You're about to embark on an exciting journey with one of the most ambitious and fastest-growing partner ecosystems in the EAM industry. As an Ultimo partner, you'll help customers of all sizes ignite innovation, boost competitiveness, and achieve remarkable business outcomes through the power of Ultimo's state-of-the-art EAM solution.

We look forward to welcome you on board!

Our partner program is crafted to help you expand smartly and maximize your business potential. As part of our program, you'll receive personalized support and enjoy significant benefits designed to accelerate your success and growth.

Dive into this Partner Brochure to uncover all the details about our partner program. You'll find a thorough overview of the potential and benefits of being an Ultimo Partner, along with our core principles and our unique approach: personal, agile, and results-driven. That's the essence of who we are. Don't hesitate to reach out with urgent questions, get advice, or even just have a friendly chat.

## The business potential of a future partnership

Ultimo is a leading Enterprise Asset Management (EAM) Cloud software vendor. Our primary focus is on mid-sized enterprises in manufacturing, logistics, and healthcare. Our business is supported globally by an extensive open partner ecosystem.

We have established ourselves as leaders in the Enterprise Asset Management industry through continuous innovation and strategic growth. Recognized as a leader in the 2024 Verdantix Green Quadrant for EAM Software, we are celebrated for our momentum, strong capabilities, user-friendly interface, and flexible pricing. We significantly invest in research and development, expand our marketing efforts, and grow our network of certified partners by nearly 50% while maintaining an impressive 98% customer retention rate. Our success is driven by a commitment to delivering measurable business value and supporting our customers on their asset management journey.

Let's share some statistics about our growth journey:





# How partnering with Ultimo helps your customers

## Why partner with Ultimo?

Partnering with Ultimo opens up a world of opportunities for you. We empower you to build a practice around the powerful combination of the Ultimo EAM software and your products or professional services. Here's why partnering with us is a wise decision to propel your success and growth:

- **Leverage Our EAM Software:** Use our software to create more business opportunities and add greater value for your customers.
- **Expand Your Reach:** Grow your business with Ultimo as an extension of your offerings.
- **Achieve Stability:** Offer your customers recurring software contracts (SaaS) for more stable business outcomes.
- **Collaborate and Innovate:** Join our partner community to engage with other partners and explore new business opportunities together.
- **Trust Our Reputation:** Benefit from our excellent reputation in EAM, backed by the global Enterprise Software leader, IFS.

### Why now?

- The EAM market is expected to set a average annual growth of 10+% until 2030 (PSMarketresearch and Verdantix);
- The midsize market is in the middle of its digital transformation;
- Everything gets connected. Industry 4.0 is happening. An EAM Cloud platform plays a central role in these developments;
- Ultimo is in 2024 again recognized as a leader by well-known market analysts like Gartner, ARC and Verdantix;
- Growing our partner ecosystem is pivotal to our international growth strategy.



# The Ultimo partner program is built on three guiding principles

Our unique approach to collaboration sets us apart from other EAM vendors. It's in our DNA. Here's how we do it, through our three core principles:



# Don't just take our word for it

What our partners say about working with Ultimo:



“ Our historical relationship with IBM is affected by their technology, product, and sales related strategies, so we wanted a complementary solution to position ourselves into the local market (which is characterized by small and medium sized organizations), in a more flexible, easy-to-use and economically sustainable way. All, of course, while guaranteeing maintenance best practices. ”

**Sergio Magone**  
Sales Manager at Omninecs



“ With an extensive record of SAP EAM and data migration projects, SQL Systems is an ideal partner for any current SAP customer seeking to migrate to a specialised EAM solution

Partnering with Ultimo allows us to expand into a whole new customer segment, adding a truly modern and user-friendly SaaS EAM system to our portfolio. We believe there is significant demand from customers who prefer a best-of-breed EAM solution over an enterprise resourcing planning (ERP) system add-on. ”

**Patrik Lövberg**  
Head of Sales and Marketing at SQL Systems



“ Together with Ultimo, we cover the maintenance part of that digital transformation and we now offer a complete and integrated solution. This partnership with Ultimo is the easiest business agreement I have made in the last ten years. They are highly professional, and they move fast. As a result of this partnership, we expect Becolve to grow an extra 10% this year. ”

**Jordi Rey**  
CEO Becolve Digital

# Partner success

Here, you can find some great examples of customer stories, empowered by our partners. Key factors in these successes are amongst others our fast time to value, great collaboration, and the ability to integrate with other solutions.



## Energy Transition and Operational Excellence with Ultimo EAM

ACC (Automotive Cells Company) is a leading French manufacturer of batteries for electric vehicles. Founded in 2020 by Stellantis, Saft, TotalEnergies, and Mercedes-Benz, ACC aims to become a key player in the energy transition in Europe.

Faced with the need to quickly replace its existing solution, ACC evaluated Ultimo and was impressed by the capabilities and ease of use of Ultimo.

With the help of our partner Inoteam, which integrated the Ultimo solution, ACC was able to establish an effective maintenance repository. The implementation time was only 5 months, which means extremely fast time to value for a project of this size.



## Optimization of maintenance with Ultimo EAM for food packaging manufacturer

A leading multinational enterprise in the food packaging manufacturing industry searched for a solution for the digitalization of asset management and integration with SAP in seven plants on the Iberian Peninsula.

The company engaged the services of our partner Becolve Digital to make its maintenance management more flexible and agile, while meeting the needs of the teams in charge of these functions. At present, Ultimo provides service to this customer to over 350 users in Spain and Portugal.



## A change with many challenges for Frespo

Frespo supplies top-quality fresh potato products, both precooked and steam fresh, to the European foodservice market. They used SAP as their maintenance management system and Frespo decided, after conducting thorough research, to use Ultimo.

Our partner Pontifexx conducted a seamless migration that allowed key processes to remain unchanged, which undoubtedly contributed towards creating a stable base for the future.

# An introduction to Ultimo

2400+

Customers worldwide

100k

users / day

5000

implementations

98%

customer retention rate

15 million

assets under management globally

## Our customers



# Partner program overview

At Ultimo, our partners are the key to driving innovation and exceeding customer expectations. We're dedicated to supporting you with a global partner program designed to empower you to deliver exceptional value to customers of all sizes and industries. Our program includes alliance, technology, service delivery, and sales engagement models, allowing you to showcase your unique skills and focus on your specializations. Together, we can enhance customer experiences and optimize business outcomes.

## Partner types

Join our partner ecosystem by participating in one or more engagement models.

### Alliance Partner

A collaborative relationship with industry specialists to achieve our shared goals. By partnering with experts in various fields, we can combine our strengths to innovate, grow, and deliver exceptional value to our customers. Together, we can make a real difference.

### Technology Partnerships

A collaborative relationship with EAM-related software vendors to seamlessly integrate our products, adding value for our customers. By partnering with leading software vendors, we ensure our solutions are enhanced with the latest technologies, offering a comprehensive and innovative experience. These partnerships allow us to deliver superior functionality, streamline operations, and drive greater efficiency, benefiting our customers with cutting-edge solutions tailored to their needs.



### Service Delivery

A collaborative relationship with asset management and EAM consultancy companies to ensure the seamless delivery and implementation of Ultimo software for our end customers. By partnering with experienced consultancy firms, we provide comprehensive support throughout the implementation process, from initial setup to ongoing maintenance. These partnerships enable us to leverage specialized expertise, ensuring our customers receive tailored solutions that meet their unique needs and drive optimal business outcomes.

### Sell Partner

A collaborative relationship with industry specialists who sell Ultimo software to customers on our behalf, utilizing one of our established sales motions. By partnering with experts in the field, we extend our reach and ensure that our software solutions are presented effectively to potential customers. These partnerships allow us to leverage our partners' sales expertise and industry knowledge, ensuring that customers receive tailored solutions that meet their specific needs. Together, we can drive sales growth and deliver exceptional customer value.

# Sales motions

Our sell partners operate through three distinct sales motions, each designed to maximize reach and effectiveness:

### Resell

Partner is fully self-sufficient in selling Ultimo solutions, extending its brand presence and reach into new markets and/or geographies.

### Joint Sell

Partner sells Ultimo solutions with the help of regional Ultimo Partner Sales Executive (PSE) support.

### Referral

Partner introduces leads to and collaborates with Ultimo Direct Sales to win new customer opportunities.

## Driving Excellence in the Partner Program

Our ELITE partners represent the pinnacle of achievement within our partner ecosystem. These distinguished partners consistently demonstrate excellence in business, services, solutions, or industry expertise, as validated by our customers and Ultimo. By achieving ELITE status, partners

showcase their commitment to delivering outstanding value and innovation. They set the standard for quality and performance, differentiate themselves in the market, and drive success for themselves, our customers, and the entire Ultimo community.



### Facilities

	ELITE	Added value
Ultimo ELITE partner logo	•	We distinguish our top-performing partners with the ELITE status and a corresponding logo that they can proudly display.
Priority position in Ultimo Partner Finder	•	We are proud of our ELITE partners; therefore, they are highlighted in the partner finder on our website.
Preferred lead routing	•	Our marketing team continuously generates new leads that our sales teams try to convert. When we share the leads with our partners, our ELITE partners get priority.
Executive Sponsorship	•	To recognize and support our top-performing partners, we provide them with an executive sponsor who ensures they receive the highest level of advocacy and strategic alignment to maximize their success.
Secured seat in Partner Advisory Board	•	We reward our top-performing partners with an exclusive seat on our Partner Advisory Board, giving them a powerful voice in shaping our future together.

# Partner program key benefits

01

**Dedicated Partner Account Manager** - we provide a dedicated Partner Account Manager for efficient, direct support and short lines of communication.

02

**Training and Certification program** - Our flexible, online training and certification program equips your team with essential knowledge anytime, anywhere.

03

**Pay-for-performance margin model** - We drive innovation and growth through a lucrative margin model that ensures mutual success, financial stability, and reinvestment.

04

**Ultimo Nexus Event** : Our partner event enhances partner knowledge, relationships, and networking and rewards outstanding partners with awards.

05

**Partner sales executive to support** - At Ultimo, we understand that the success of our initial projects sets the tone for our entire partnership. That's why we provide a Partner Sales Executive and dedicated Partner Consultant.

06

**Marketing support** - You can expect extensive marketing support, which varies from ready-to-use or co-branded content to event and webinar support, marketing funding, and more.

07

**Marketplace** - Showcase your solutions on the Ultimo Marketplace to reach international customers and secure new partnerships.

08

**Tooling** - The tools we make available to you streamline processes, providing essential support and knowledge to drive partner success and deliver exceptional value.

09

**Recognition for the best-performing partners** - ELITE partners exemplify excellence, driving innovation and success and setting the standard for quality and performance.

10

**Partner advisory board** - We value the insights of our partners on strategy, product, marketing initiatives, and partner program enhancements we gather through our Partner Advisory Board.



## Dedicated Partner Account Manager

At Ultimo, we understand the value of simplicity and efficiency in our partnerships. That's why we provide a dedicated Partner Account Manager as your single point of contact. This approach ensures you have direct access to someone who understands your business needs and can provide timely support and guidance. Having a single

point of contact means shorter lines of communication, making it easier to get the answers and assistance you need without unnecessary delays. By prioritizing clear and direct communication, we aim to enhance your experience with Ultimo.

## Training and Certification program

We offer a comprehensive training and certification program with multiple levels, providing you, as a partner, the flexibility to choose the appropriate certification level for each seller or consultant to serve the market best.

Our Academy team ensures that your sellers, consultants, and specialists with all the necessary knowledge. Our fully online program allows your consultants to certify at their convenience, anytime and anywhere.

### Certification program

	Professional	Premium	Premium Advanced Configuration	Industry Solutions	HSE & Operations
Level	Functional e-learning complemented with consultancy deep dive video content about generic Ultimo EAM functionality.	Consultancy deep dive about additional optional modules and Ultimo Configuration Tool.	Deep dive video content about the most technical Ultimo functionality like SQL import, Workflow Designer and REST API.	Separate certificate for each industry solution ( Fleet, Infra, and Medical assets )	Functional e-learning complemented with consultancy deep dive video content about HSE and Operations Suites.
	Exp. 40 hours	Exp. 20 hours	Exp. 30 hours	Exp. 16 hours	Exp. 20 hours

# Resources available to ensure a smooth start

**At Ultimo, we recognize the importance of having dedicated support during the initial stages of our partnership. We provide a Partner Sales Executive and a Partner Consultant to assist you with your first deals and implementations. This support is crucial for maximizing deal closure rates, project success, and ensuring a smooth start to our collaboration.**



Your Partner Sales Executive will work closely with you, sharing valuable insights to help you navigate the sales process effectively. Moreover, our Partner Sales Executive facilitates joint selling opportunities, allowing us to combine our strengths and present a unified front to potential customers.

Your Partner Consultant offer you on-the-job training and guidance during your first projects. This support is invaluable in ensuring you and your team are well-equipped to deliver outstanding results from the start.

This hands-on approach enhances your skills and builds your confidence in selling and implementing Ultimo solutions. Your Partner Marketing Manager is available to support you in communicating the launch of the partnership via the Ultimo channels and the media.

He also guides you through the marketing tools and requirements for marketing funding that are available to you. These tools support you in finding and co-branding the right Ultimo-related content in our content library and enable you to share predefined social media content.

## Ultimo marketplace

The Ultimo Marketplace is the central platform for all Ultimo-related integrations, add-ons, and products. If you have developed a solution or software that connects to Ultimo, you can showcase it on our Marketplace.

This platform allows you to promote your solution to our international customer base, enabling interested customers to contact you directly for more information.

Listing your solution makes new partner opportunities within our extensive partner ecosystem more accessible.

## Margin model

We drive innovation, growth, and exceptional value by focusing on a lucrative margin model that benefits both parties. This Pay-for-Performance margin model aligns our interests, ensuring mutual success for you and Ultimo. This shared success fosters a stronger, more collaborative partnership, leading to better outcomes for our customers. With financial stability coming from a recurring income we offer our resellers, you can reinvest in your business, expand capabilities, and explore new market opportunities, ensuring sustainable growth and long-term success.

Together, we create a win-win situation that enhances our partnership and delivers outstanding results for our customers.

## Tooling

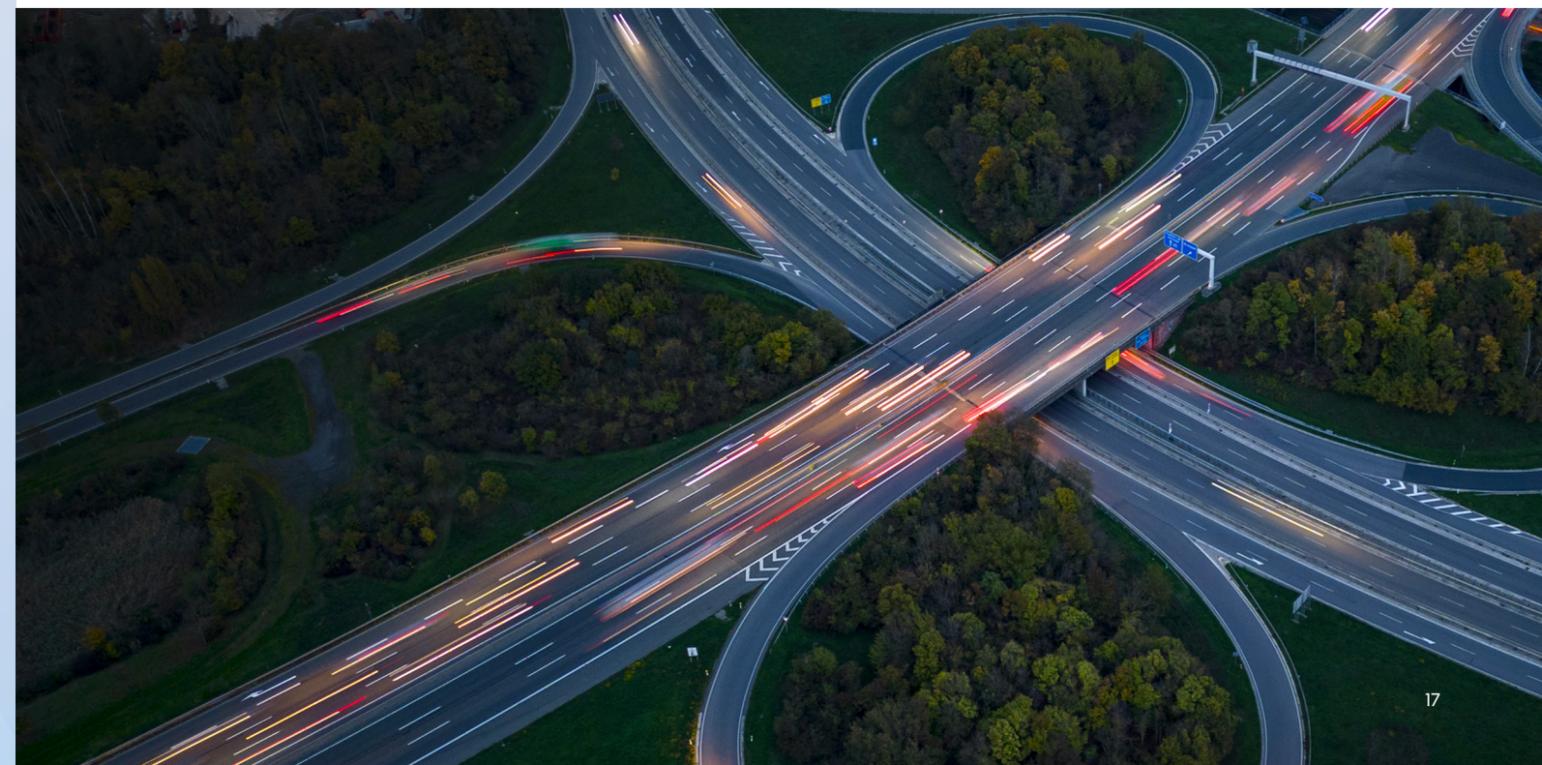
As an Ultimo partner, you gain access to a secure portal that streamlines account management, lead handling, and demo environment requests, enhancing your operational efficiency. The Knowledge Base keeps you updated with the latest features, announcements, and implementation guides, ensuring you stay informed and ahead of the curve.

Our partner community fosters valuable connections and communication, allowing you to share insights and stay informed about market trends and developments. The Sales Playbook equips you with practical strategies, talk tracks, and resources, empowering you to confidently position and sell Ultimo, highlighting its unique differentiators and customer success stories.

These tools and resources provide you with the support and knowledge needed to drive success and growth in your partnership with Ultimo.

## Opportunity engagement

We recognize that our partners are integral to our go-to-market strategy and long-term growth. By working closely together, we can achieve amazing things. That's why we've created a clearly defined sales environment and published rules of engagement for both our direct sales staff and partners. This structured approach maximises every opportunity, fostering a collaborative and transparent relationship.





### Ultimo Customer Case: ConMet

JUL 10 · 25 SHARES

Share Story

ConMet® installed its first Enterprise Asset Management (EAM) solution in 2018 as part of a broader commitment to achieving the highest standards of production excellence.

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## Customer Case: ConMet®

Enhanced EAM system boosts ConMet's maintenance and production efficiency.

[Read more](#)

## How to create Ultimo marketing campaigns

Start exploring

**Channel**  
Content for Channel Sales

**Content**  
All marketing provided content is available here

**IFS Ultimo Partners**  
All Ultimo content at your fingertips

**News**

New WP Logistics: Improving efficiencies...

Enterprise Asset Management is revolutionizing the logisti...

IFS Ultimo News

White paper Circle of Collaboration

We introduce a new white paper about achieving...

IFS Ultimo News

IFS Ultimo marketing communication/campai...

Learn more about the events, ad campaigns and other...

Marketing

New WP Chemical Manufacturing

Ensuring compliance, maximizing uptime.

IFS Ultimo News

Advertising planning 2024\_Selomic

Case st...

ConMet Vanoo...

IFS Ultimo

# Ultimo Nexus partner event

Each year, we host an event dedicated to our partner community: Ultimo Nexus. This annual event aims to enhance your knowledge of Ultimo for increased success, strengthen relationships with Ultimo and its partner ecosystem, forge connections with potential new partners to explore fresh opportunities, gain insights from fellow partners and much more.

Nexus is all about product presentations, channel program updates, partner best practices such as celebrating and networking. Part of this event is also to reward our exceptional partners with awards in several categories, celebrating the work that plays a critical role in fueling the operational excellence and innovation our global customers seek.

### Partner advisory Board

We believe in the power of collaboration and value our partners' insights. Our Partner Advisory Board is a crucial platform where we invite you to contribute your strategic insights and recommendations on our long-term business direction, market trends, and competitive landscape. Your expertise helps us stay ahead and make informed decisions that benefit our entire ecosystem.

### Marketing Facilities

	Alliance	Technology	Service Delivery	Sell	Added value
Launching marketing campaign	•	•	•	•	Launch partnership as successfully as possible to generate leads from the start and try to get business quickly.
Out-of-the-box content marketing campaigns				•	Ability to roll out marketing campaigns without significant investments.
Partner specific marketing campaigns				•	To position you as a partner in a specific vertical, or to build brand awareness in a region where Ultimo is not known yet; we offer the possibility to create partner-specific marketing campaigns together.
Marketing support				•	We are there to support you in setting up the right marketing plan/campaign.
Ultimo partner logos	•	•	•	•	Our partner logos provides you with the ability to show your expertise or to distinguish yourself.
Annual marketing planning				•	Build a marketing plan as integral part of our annual business planning. It's part of proactive approach to marketing from both – partners and Ultimo – to ensure as much success as possible. And, of course, we have to adjust our joint marketing approach based on results from the past.
Success stories and customer cases	•	•	•	•	Success must be celebrated and shared.
Participate in Ultimo events	•	•	•	•	Partners participate in Ultimo events to give you exposure.
MDF Funding				•	We are willing to support you financially in creating marketing campaigns.
Visibility in Ultimo Partner Finder	•	•	•	•	To enhance visibility and recognition, we feature our partners prominently in our Partner Finder, showcasing their expertise to potential clients.

Sales Facilities

	Alliance	Technology	Service Delivery	Sell	Added value
Rapid Excellence Plan	•	•	•	•	Partner success as soon as possible is vital for both of us. It will give you a return on investment quickly. So, let's stretch ourselves to generate business together as soon as possible.
Full Business Plan	•	•	•	•	Together with our partners, we craft an annual business plan that strategically aligns our goals and drives mutual growth.
Lead registration	•	•	•	•	An easy way of lead registration will secure your lead.
Deal registration and price calculation tool				•	We offer an easy calculation tool to ensure you quote your prospect/customer the correct licenses and to submit orders. As a result, we deliver software within 24 hours after submitting an order.
Deal support				•	Our partner account managers support closing the deal in order to convert leads to business.
Sales training				•	We provide your sales team with the same training as our own sales staff, to ensure that you know how to sell Ultimo successfully.
Pre-sales support				•	We support you in pre-sales to ensure the quality of the outcome of the sales.
Partner Sales Executive				•	We support you in the field if you need any help to convince an end customer to choose Ultimo and to increase our chance to win.
Access to Sales enablement platform				•	We provide you with sales- and marketing materials to share with your prospects. Our Sales Enablement tooling makes it easy to also share (and track) content with your prospect.
Dedicated Ultimo partner account manager				•	Your dedicated partner account manager ensures short lines of communication.

Operational Facilities

	Alliance	Technology	Service Delivery	Sell	Added value
Partner onboarding program				•	Extensive onboarding to enable you as soon as possible in doing business.
Training-/certification program				•	Our certification program brings your consultants up to speed. Our e-certification means you're able to certify in your own time, pace and place.
Access to partner portal				•	Our partner portal gives you access to CRM, opportunity management, demo environments, customer environments and even Azure cloud actions.
Access to partner support platform	•	•	•	•	Our support platform provides product documentation and updates you about new product releases.
Access to Ultimo community	•	•	•	•	We stimulate cooperation between partners; therefore, you will be part of the Ultimo community.
Partner product management				•	We actively gather feedback from our partners on our product. As vertical specialists, your input to improve our product is essential to us in order to do business together.
Access to channel support				•	We provide your certified consultants with a hotline to perform implementations successfully.
Access to cloud environments/ cloud automation				•	Your certified consultants will get access to tooling to easily manage the customers' Azure cloud environments.
Dedicated partner consultant for starting partners				•	The first projects must be a success. That's why we help new partners during this phase by providing a dedicated partner consultant. He or she guides your consultants to their first project success.
Demo environments	•	•	•	•	You can request/manage your own demo environments in order to show our solutions to your prospects or to get to know our software solution.
Integration playground				•	Technology partners get access to an integration playground in order to develop and demonstrate the integration between Ultimo and your solution.

# Our team



**James Mansfield**  
Channel Sales Director  
james.mansfield@ultimo.com

I'm passionate about building a world-class EAM partner ecosystem through long-lasting, trust-based relationships. I want to give our partners the resources to unlock new opportunities and achieve our mutual growth ambitions. I translate our partners' unique strengths into success, innovation and growth. My mission is to ensure our alliances thrive and deliver exceptional value for them and their customers.



**Nick Kleinherenbrink**  
Partner consultant  
nick.kleinherenbrink@ultimo.com

I aim to help you progress through our 'road to implementing independently' and reach a high-quality level of implementing Ultimo. Next to that, I love to cook! And one day... I'm going to make the onions cry.



**Jeroen Kanis**  
Partner Program Manager  
jeroen.kanis@ultimo.com

I'm driven to support you with a high-end partner program and a smooth onboarding. It gets the drivetrain going. Whenever I get the chance, I like to hop on my bike for a ride.



**Marco Parnela**  
Senior Channel Account Manager  
marco.parnela@ultimo.com

I'm looking forward to helping you with the day-to-day challenges of your projects and customers. What you can expect from me is a driven partner manager with several years of experience and knowledge of Ultimo in different markets and with different solutions. I'm here to drive our common goals and support how we can achieve them together. For the rest of the time, I try to stay in shape by working out or playing tennis with my lovely daughter.



**Maddy Hawkins**  
Head of Partnerships Americas  
maddy.hawkins@ultimo.com

With a passion for EAM, I am committed to establishing partnerships in North America that enable growth and deliver maximum value to our customers. We will work together to achieve our shared goals through open communication, creative problem-solving, and strategic planning. I love hiking and exploring nearby farms, vineyards, and breweries with my family in my spare time.



**Robert Pronk**  
Partner Marketing  
robert.pronk@ultimo.com

Partners can expect support for their brand awareness and lead generation activities for Ultimo. Whether it concerns content campaigns, events, online ads or other types of marketing activities, partners can rely on my broad experience in B2B marketing and my knowledge of our business and our solutions. I like sports (table tennis, padel, cycling), travel, all kinds of music, and social activities with friends and family.



**Alfons Nyberg**  
Technology Partnerships  
alfons.nyberg@ultimo.com

Equipping customers with exceptional tools and solutions through technology partner solutions packaged with Ultimo helps our customers create a positive impact.

Bridging technology, commercial, and operational outcomes is what energizes me. In my spare time, you'll likely find me in the kitchen, at sea, or on the ski slopes.



**Kiri Christensen**  
Partner Account Manager  
kiri.christensen@ultimo.com

I am here to support you in delivering measurable results, foster collaboration, support your growth, and celebrate our mutual successes.

In my personal life, I have a passion for exploring new places in my travels and exploring cultural activities, such as attending the theatre or live concerts.



**Maarten Meijer**  
Manager Channel Services  
maarten.meijer@ultimo.com

My main drive is to ensure we achieve our common goal: successful Ultimo implementations. In my private life, I enjoy doing sports and being part of a well-oiled team that can depend on each other. Just like our partnerships!

# Ultimo

an IFS company

[ultimo.com](https://ultimo.com)

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