



## netloan Strategic Partner Programme

netloan by lorensbergs is the market leader for PC booking and management in libraries, and is rapidly growing to establish itself in other countries across the globe.

Since 1995, lorensbergs has set the standard for developing logical, simple and intuitive ebooking software to help organizations effectively manage public access PCs and printing facilities through an all-in-one complete solution.

Used in over 270 libraries and managing over 25,000 PCs worldwide, netloan has worked to help our customers enhance their environments through improved self-service, enhanced efficiencies and excellent provision of services.

The netloan suite of products has been developed in conjunction with our customers to ensure that they meet both their requirements and the needs of their users. With the new netloan v5.0 to be released in 2010, our solution will set us even further apart from any competitor in the PC booking industry.

### Strategy

With the growing need from international libraries looking for a PC booking solution, lorensbergs recognizes that the most effective method of meeting these requirements is through a localised organization. As a result, we are open to partnering opportunities across the globe and encourage you to contact us regarding the process of becoming a partner.

### Benefits of the netloan Strategic Partner Programme

The netloan Strategic Partner Programme provides your organisation with all the sales and marketing tools, training and support that you'll need to profitably integrate, support, and promote netloan. A few of the benefits the netloan Strategic Partner Programme can offer include:

#### Effective Sales Tools specific to Partners

- Competitive and flexible pricing structures
- Demonstration support and guidance
- Full range of training options

#### Professional Services for Effective Implementations

- Access to lorensbergs' support and professional services teams
- Secure, password-protected access to the lorensbergs forum
- Full technical documentation

#### Targeted Marketing Support

- Marketing materials
- Branding tools
- Case studies
- Marketing advice

More than just

a PC booking solution

## Reasons to work with lorensbergs

- We are proud to be a Microsoft Gold Certified Partner, awarded to us for ISV/Software solutions with a proven competency in developing and marketing packaged software solutions based on Microsoft technologies and having the closest working relationship with Microsoft.
- We are also a member of the Sun Partner Advantage Programme, enabling us to gain and learn the expertise from Sun Microsystems, and other programme participants.
- We continually work to develop partnerships which allow us to develop interfaces to Library Management Systems across the globe.
- Our Product Development team follow a strict roadmap to ensure a cutting edge, market leading product that stays at the forefront of PC booking technologies.
- Along with our netloan development panel and continual customer feedback through user groups and a busy forum, you will have significant input into the development of netloan.

## Reasons to become a Strategic Partner

- Widen/expand your product range
- Generate sales for your business
- Generate traffic to your website
- Develop a wider base of support
- Access to a greater area of expertise
- Pooling of resources
- Enhance your corporate image and reputation
- Better market positioning by 'power of association'

## Non-UK partners we currently work with (Strategic Partners)

- OCLC (Australia, New Zealand)
- WebWired Solutions (Australia, New Zealand)
- Axiell Group (Denmark, Finland, Sweden)
- Bibliotekenes IT-Senter AS (Bibits – Norway, Sweden)
- Infolio (Germany, Austria, Switzerland)
- UKS (Sub-Saharan Africa)

To find out more on how to become a strategic partner and widen your business offerings to your customers, call us +44 (0)1992 415500.