



# Partners Programme



**The Mecalux Software Solutions Partners Programme was created to share with our partners the advantages of the sale and implementation of our software solutions for warehouse management:**

- **Benefits for your company:** Incremental profit margin and extending your customer portfolio.
- **Benefits for your customers:** Access to WMS that is among the best on the market, to optimise operations in the warehouse, regardless of size or type.
- **Benefits for Mecalux Software Solutions:** The possibility of joining forces and harnessing the efforts, knowledge and skills of the best technological partners in order to develop innovative solutions together.

The Mecalux Software Solutions division was created in 2006 using the experience of Mecalux, a leader in the storage solutions sector for more than 50 years, with a strong international presence.

Major companies such as Porcelanosa, Pastas Gallo, Danone and Zumex, along with hundreds of small and medium enterprises in every sector, have placed their trust in Mecalux software applications to improve their customer service and make their warehouses more cost effective.



## Mecalux: About us

Mecalux is a leader in the global market for storage systems with more than 50 years' experience and a workforce of over 3,900 professionals. We deal in the design, manufacture, marketing and provision of services relating to metal racking, automated storage, warehouse management software and logistics solutions in general.

### **Continuous innovation with an international vision**

Mecalux invests significant amounts of its resources in its engineering and R+D+I departments. This enables us to stay at the forefront of technology in developing new products and solutions for storage, while complying at all times with applicable regulations in any part of the world.

With 4 technological centres in Europe and the United States, 11 production centres in Europe, North and South America and sales in over 70 countries, the company has based its growth on a commitment to continuous innovation and international expansion, while maintaining strong local links in a number of markets.

### **Environmental responsibility**

For some years now Mecalux has been applying an environmental Management System to all its activities (based on the ISO 14001 standard) to control and monitor their effect on the environment. As a result, we use materials that create less pollution, we follow a waste management policy, we encourage practices that promote sustainable product storage, and we make sure all our staff are involved in the implementation of best practices for the conservation of the environment.

“For some years now, Mecalux has maintained its solid leadership in the field. The company is committed to international expansion, technological innovation and environmental responsibility, while keeping in mind the customer's needs at all times. ”

# Mecalux Software Solutions:

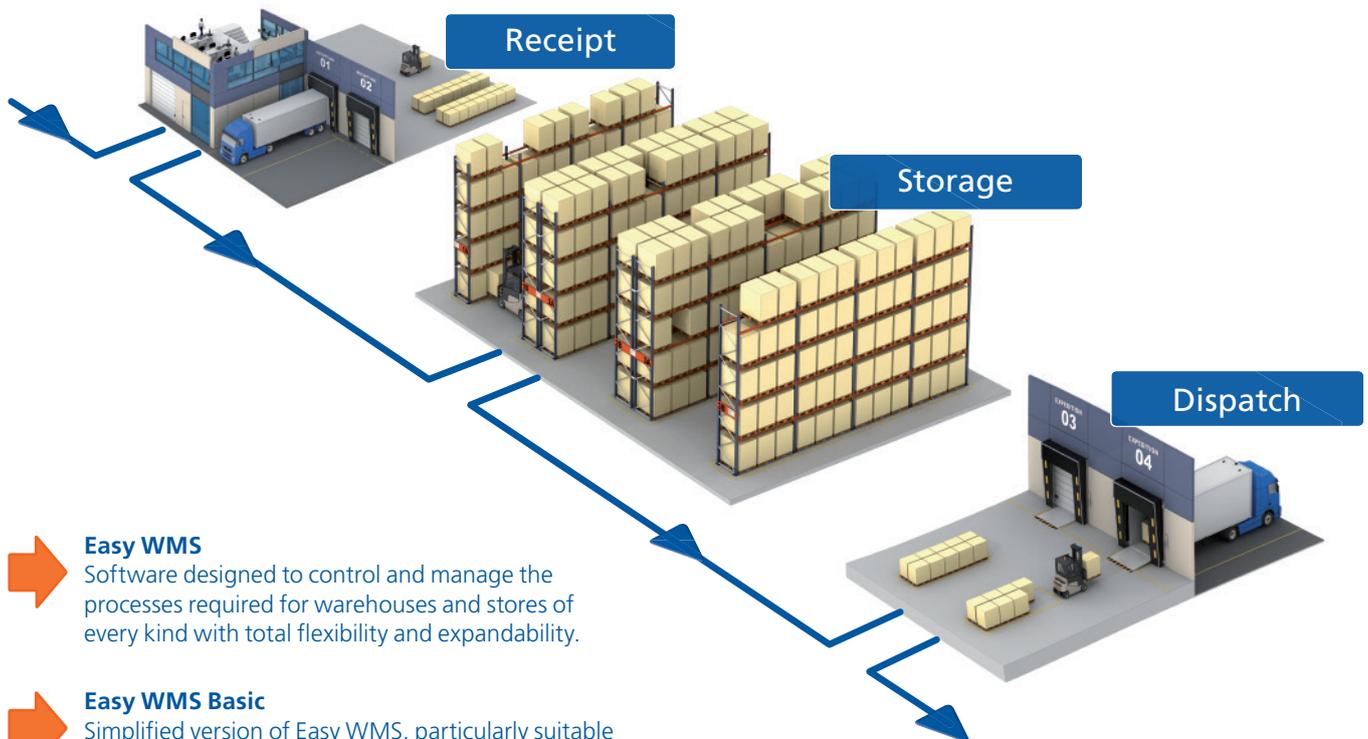
## The challenge of ensuring maximum competitiveness in the supply chain.

Through its Mecalux Software Solutions division, Mecalux has applied its experience in managing warehouse installations to the development of its Easy WMS warehouse management software, along with other applications that complement its range of features, so that businesses at all levels can achieve integrated management of their logistics and production, obtaining optimum synchronisation of stocks and demand.

Mecalux Software Solutions is based at the Mecalux Technological Centre in Gijón, where more than **100 engineers work exclusively on developing software solutions** and meeting international market needs.

The Technological Centre also offers a remote maintenance service for all Mecalux software customers who need it, providing a 24/7 service.

Mecalux Software Solutions offers an extensive range of products designed to cover all the management needs in the supply chain.



**Easy WMS**  
Software designed to control and manage the processes required for warehouses and stores of every kind with total flexibility and expandability.

**Easy WMS Basic**  
Simplified version of Easy WMS, particularly suitable for small scale conventional warehouses. The user can set this up alone in an easy and intuitive manner so that the system can be operable from day one.

**Easy S**  
Integrated tool for setup, graphic design and simulation with Easy WMS. Rapid and easy-to-use design, set-up and simulation of warehouse operation.

**Easy Monitor**  
A monitoring system designed so that customers can consult the status of the services in their facility remotely and securely, 24 hour a day. It includes an alarm system that warns the remote maintenance team of any irregularities.

“Mecalux provides entry to a rapidly expanding sector offering excellent business opportunities to those who are fully equipped to cope with future developments.”



## The logistics sector: Business opportunities

Our environment is changing at a dizzying speed and we need to adapt our processes and infrastructures in the business logistics chain, in order to address changes in demand in a rapid and efficient manner, while keeping costs to a minimum. As a result, logistics operations have become significantly more important in recent years, and this field is now a key component of any business strategy as it has a significant effect on commercial success and company competitiveness.

Given the imminent challenges on the horizon, there is a need to reorganise business logistics activities to keep on top of increasing internationalisation, the growth of e-commerce and the expanding service economy. To achieve this, complex supply chain mechanisms (planning, procurement, storage, distribution and transport) increasingly require the use of diverse technologies, such as ICT, automation, machinery, etc., making the sector a vehicle for development and innovation.

In this regard, **forecasts for the near future point to growth in the amounts businesses invest in their logistics chain**, with a significant part destined to increasing the profitability of storage facilities, optimising available space and making the order preparation process more flexible.

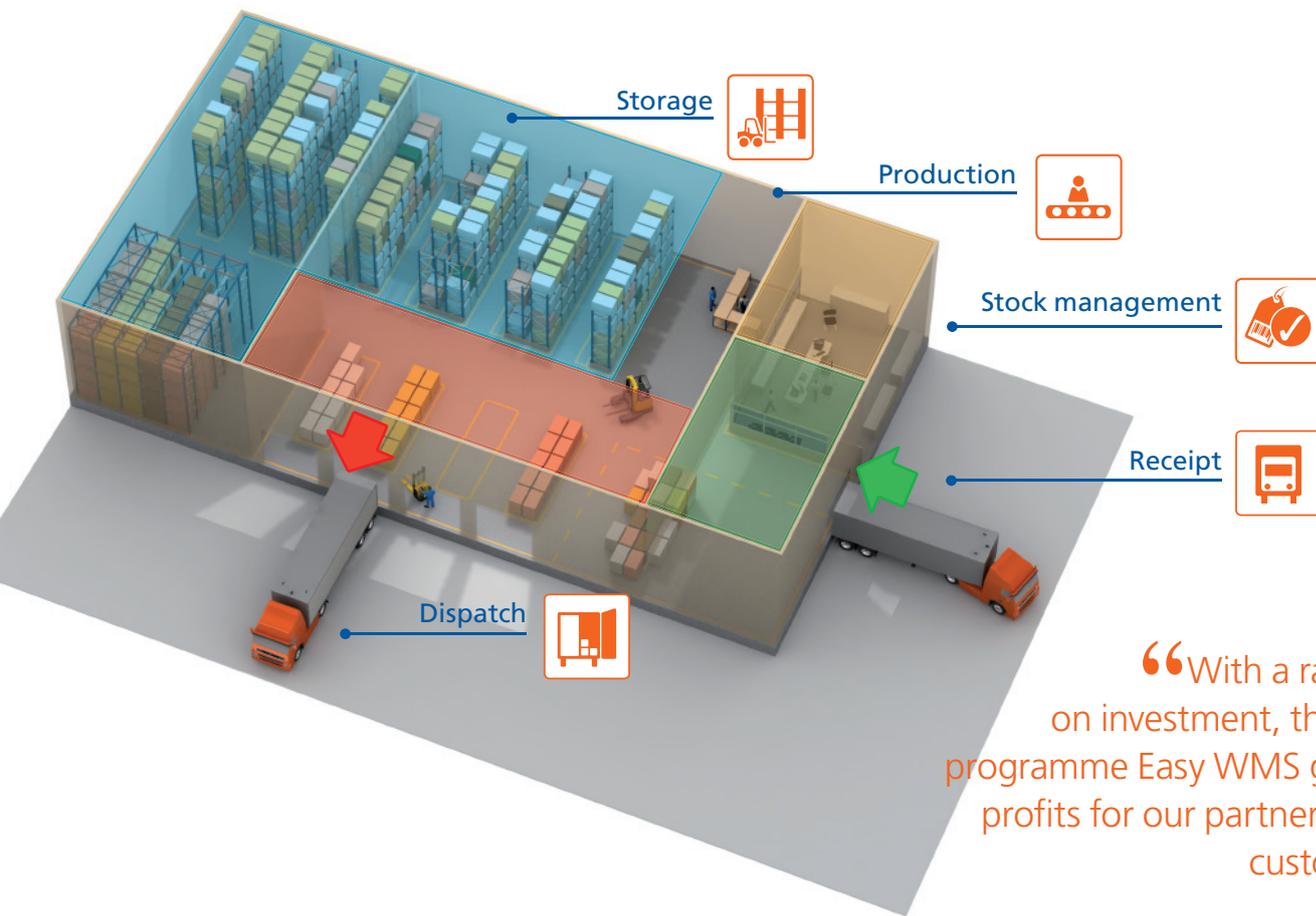


## Easy WMS warehouse management software: Offer profitability to your customers

Customers will have a competitive advantage with Easy WMS, a powerful software tool that is robust, versatile and flexible, simplifying and optimising warehouse management regardless of whether the facilities are complex or simple, large or small, automatic or manual.

Easy WMS is designed to control, coordinate and manage all the movements, processes and operations that take place in a warehouse, increasing profitability in all areas: receipt, storage and preparing orders for dispatch.





“With a rapid return on investment, the Mecalux programme Easy WMS guarantees profits for our partners and their customers.”

## Main benefits for customers using Easy WMS

- 1 Increased productivity:** Eliminating up to 99% of errors and streamlining the preparation and dispatch of orders.
- 2 Storage capacity increased by up to 40%:** Optimising the space occupied by goods in the warehouse.
- 3 Logistics cost reductions:** Optimising human resources and handling costs.
- 4 Tailored to suit the needs** of every company, sector or requirement.
- 5 Multi-owner, multi-warehouse and multilingual functionalities.**
- 6 Control and optimisation** of stock.
- 7 Permanent real-time inventory.**
- 8 Ability to adapt** to new market requirements or trends.
- 9 Improved document management.**
- 10 Improved customer service.**
- 11 Can be combined with the customer's ERP** and installed on a wide range of radio-frequency terminals.

This is what makes Easy WMS a benchmark in warehouse management systems, with hundreds of success stories from companies of all sizes who have implemented the system. Furthermore, its quality, guarantee and technical standard are backed by market leaders:



SEE MORE. DO MORE.

## Mecalux Software Solutions Partners Programme: An alliance for the future



### Benefits within your reach thanks to the Partners Programme

- 1 Increase your turnover:** Improve profit margins incrementally.
- 2 Stand out from the competition** with a diversified product portfolio.
- 3 Sell a product with a wide range of potential customers,** from SMEs to large scale multinationals.
- 4 Access the logistics sector,** one of the most innovative areas in the business sector, with excellent opportunities for growth.
- 5 Find new clients** to whom you can sell your current products and services.
- 6 Offer your customers the added value of an innovative product,** both reliable and cost effective, to meet all of their logistics chain needs.



## What does Mecalux offer its partners?



**Specialised, up-to-date training** in the applications developed by Mecalux, both in sales and implementation, development and post-sales support, offering partners a complete accreditation and training plan at various levels.



**Marketing actions** designed to generate commercial leads for partners.



**Easy WMS product licences** for development and demonstration.



**Commercial assistance and support** with the possibility of on-site assistance from a Mecalux technical expert, should the project require it.



**Clearly defined membership models** that offer increased profits based on the level of commitment.



**Discounts** on licences based on sales volume.



**Access to the partners technical web site**, with technical information, best practices, downloads, updates, user manuals, etc.



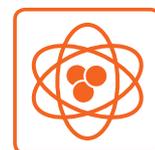
**Ongoing product development and updates** with over 100 professionals working exclusively on the task.



**Flexibility:** Mecalux adapts to the needs and objectives of every partner and those of their customers, offering a broad spectrum of individualised adaptation to Easy WMS.



**Support** from an established, forward-thinking company.



**Experience** of a market leader with a long history and in-depth knowledge of the business.

# How to join the Mecalux Software Solutions Partners Programme

It is extremely easy to start now and enjoy the advantages of being a Mecalux Partner: All you need to do is undergo a minimum of one of our training courses and obtain the corresponding certificate. The courses are designed so that both your sales team and technical support will acquire the skills and know-how required to market and implement the Easy WMS software.

## Training courses:

### Sales Seminar

**Duration:** 1 day.

**Profile:** Commercial and technical.

**Location:** Generally carried out at the partner's offices, so that assistance is available to all the commercial team.

**Content:** Characteristics, advantages, applications and differences between Easy WMS and Easy WMS Basic. Basic knowledge: data collection, completing an assessment sheet and browsing the exclusive partners portal.

### Fundamentals Seminar

**Duration:** 3 days.

**Profile:** Commercial and technical.

**Location:** Mecalux offices.

**Content:** Fundamentals of logistics and set-up and use of the Easy WMS Basic application.

### Expert Seminar

**Duration:** 5 days.

**Profile:** Technical.

**Location:** Mecalux offices.

**Content:** Set up and use of the Easy WMS software.

### Process Tailoring Seminar

**Duration:** 5 days.

**Profile:** Technical.

**Location:** Mecalux offices.

**Content:** Development of personalisation of processes, templates and reports (PL/SQL programming).

### Communications Tailoring Seminar

**Duration:** 4 days.

**Profile:** Technical.

**Location:** Mecalux offices.

**Content:** Development of communications personalisation (PL/SQL programming).

“ We are seeking partners who wish to extend their business and grow with us. They need to be in the front line and prepared to meet their customers' demands, and assist them in optimising their resources. ”

## Affiliation models

Based on each partner's degree of commitment and their training, three levels of association have been established with different requirements and advantages, and with an incremental profit margin on the sale price of licences.

### PLUS PARTNER

Initial programme that permits the marketing of the software without a customer technical support service. The level of sales commitment will be decided by the partner, based on its targets.

#### Minimum requirements:

- One sales professional must complete the Sales Seminar course.
- One technician must obtain the Fundamentals Seminar + Expert Seminar certificates.

### PREMIUM PARTNER

Designed for associates who have acquired the necessary certification to personalise the software to meet customers' specific needs. They take on a moderate sales commitment adapted to the established benefits.

#### Minimum requirements:

- Three sales professionals must complete the Sales Seminar course.
- Two technicians must obtain the Fundamentals Seminar + Expert Seminar certifications.
- One technician must obtain all certifications.

### ELITE PARTNER

In addition to personalising the software and committing to minimum sales, these partners offer technical support for any incidents 24/7 and new developments tailored to their customers' needs.

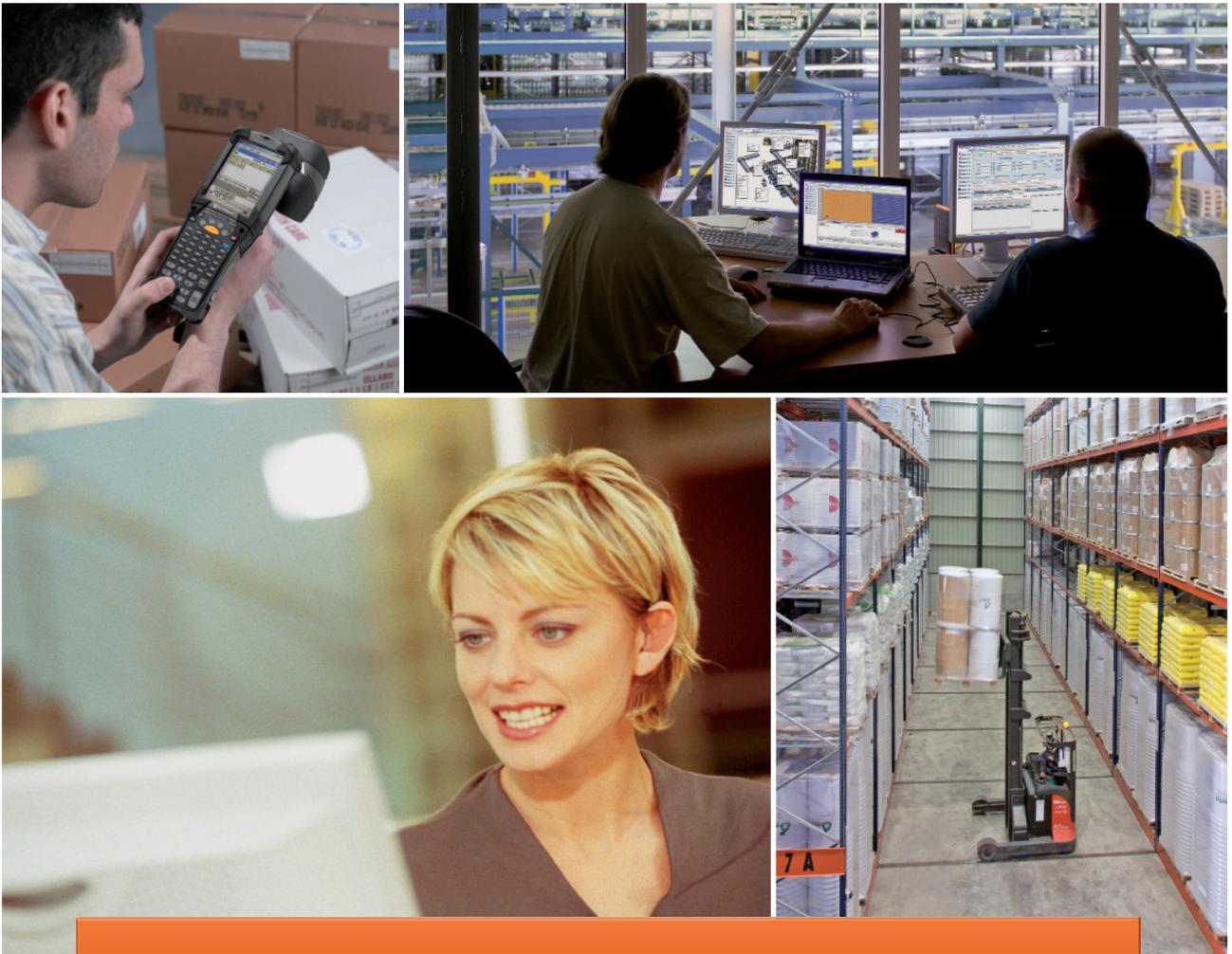
#### Minimum requirements:

- Three sales professionals must complete the Sales Seminar.
- Two technicians must obtain the Fundamentals Seminar + Expert Seminar certifications.
- Two technicians must obtain all the certifications.

The same person in your organisation can obtain more than one certificate.

Characteristics of each model		Plus	Premium	Elite
	Create demand and turn leads into orders	●	●	●
	Be skilled at selling	●	●	●
	Implement or migrate Easy WMS and Easy WMS Basic	●	●	●
	Carry out custom development		●	●
	Offer technical support to customers 24/7			●
	Purchase licences directly from Mecalux	●	●	●
	Sign a Partners Agreement	●	●	●
	Sales volume commitment		●	●
Advantages of each model		Plus	Premium	Elite
<b>Sales</b>	Special sales offers for new Partners	●	●	●
	Discounts according to the number of software licences		●	●
	Receipt of leads originating from Mecalux	●	●	●
<b>Marketing</b>	<i>Welcome Marketing Kit</i>	●	●	●
	<i>Partners Newsletter</i>	●	●	●
	Catalogues and free marketing materials			●
<b>Support</b>	Free telephone support from Mecalux	20 hours	30 hours	50 hours
	Licences for demos and development	●	●	●
	Priority access to updates		●	●
<b>Training</b>	Training in sales and implementation	●	●	●
	Access to the partners website	●	●	●
	Special free courses			●

## Join the Mecalux Software Solutions Partners Programme and increase your customer portfolio with solutions that optimise the supply chain



Call us on **+34 932 61 69 03** or send an email to [easywms@mecalux.com](mailto:easywms@mecalux.com)