

BASIS Tours Europe With New Partnership Program

By Johannes Fritz

In January of this year, Nico Spence, Herbert Schmitz (still a great expert on German BASIS customers), Sandrine Eustace, and I set out on a journey from north to south Germany to present the newly released BASIS Partnership Program to our most valuable customers.

For the initial presentation, we chose the favorite high-tech city of Hanover, well-known for hosting the annual CeBIT trade show. Many excited customers arrived early so that they would not miss any of the interesting presentations and news that led to a very relaxed but still intense conversation among Partnership customers and the BASIS team.

After the friendly warm-up, Herbert presented the cornerstones of the new BASIS Partnership Program, explaining how BASIS intends to increase the successful partnership together with their customers for the future. The current model that evaluates customers by their annual sales volume has become somewhat outdated.

In contrast to this, BASIS developed the new Partnership Program in cooperation with many customers and takes customer needs into consideration to provide the following demand-oriented components:

- Ordering via the [BASIS b-commerce®](#) system
- [BASIS product](#) know-how
- Sales and marketing plan
- [SAM plan](#)
- Sales volume

This arrangement allows for a far more specific support of customer needs than currently possible, resulting in the new classifications of Bronze, Silver, Gold, and Platinum Partners.

The subsequent discussion showed that the long-term preparation of the new Partnership Program by the BASIS team in conjunction with intensive talks with their customers was perfectly tailored to the needs of customers and was well received by all customers.

After a short lunch break, Sandrine and I presented the new electronic b-commerce system based on BBJ® that allows all customers to order

new licenses or acquire needed upgrades on demand 24x7. The positive feedback of customers pointed out that BASIS has put the right focus on this client-oriented system, satisfying many customer wishes.

To give the enthusiastic partners some insight into the development roadmap of the upcoming BBJ 6.0, I explained the new features of this release such as [triggers](#), [stored procedures](#), [custom objects](#), [VKEYED files](#), and the new IDE-integrated [AppBuilder](#). The positive feedback from the partners showed that the continuous BASIS engineering and development have implemented, once

more, the needed extensions and improvements that have brought BBJ to the point where it is today: the most powerful and readily market-available BBx®.

Finally, Nico thanked all those present for coming and their lively and active participation in the event. He pointed out that the Partnership Program and the continuous communication between BASIS and their customers are important steps towards a common strategic market expansion.

The Partnership Program Launch Tour 2006 continued through the wintry white Germany to Düsseldorf, Frankfurt, and finally Munich, where the journey ended. During the trip, the business atmosphere among participants continuously improved due to the positive customer feedback and enthusiastic partners we encountered in every city. After traveling almost 1200 miles across Germany, our BASIS team found ourselves very confident and grateful that we could present the new Partnership Program to more than 60 satisfied customers in a fruitful dialog. 



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