



BLUEBEAM  
PARTNER  
PROGRAM





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## About Bluebeam, Inc.

Bluebeam's innovative desktop, mobile and cloud solutions push the limits of digital collaboration to enable professionals, who work in the most document-intensive industries, to do what they do, better. Bluebeam's award-winning PDF solutions are used by the world's top architectural, engineering and construction firms, manufacturers, government agencies and municipalities to reduce paper usage by more than 85% and to increase productivity by over 60%. By taking advantage of Revu's key features, our customers are able to save time and money during all phases of design, engineering and construction.

Bluebeam employs over 200 people globally. Our Account Services team and reseller network provide products, services and support to customers in over 130 countries.



# Innovative Solutions Designed for Technical Professionals

## Bluebeam Revu for Windows

Our showcase product, Bluebeam Revu, combines powerful PDF editing, markup and collaboration technology with reliable file creation on a Windows desktop or tablet. For over a decade, each release of Revu has introduced breakthrough technologies that enable your customers to do what they do better. Create 2D and 3D PDFs directly from Microsoft Office and CAD-based applications, add comments with customizable annotation and measurement tools, organize high-quality smart documents using PDF editing features, and collaborate on the same documents in real time with project partners anywhere in the world.

## Bluebeam Revu Mac

Revu Mac delivers the core functionality from our Windows application to Mac. Your customers can add comments to their documents with customizable annotation and measurement tools and organize high-quality, smart PDFs using Revu's editing features.

## Bluebeam Studio Platform

Bluebeam Studio is a cloud-based collaboration platform included with every seat of Revu. Upload and share an unlimited number of documents, and collaborate with project partners in real time—regardless of Internet access. Are your customers looking for greater control? Studio Prime and Studio Enterprise offer administrative functionality that provides the security and access they need.

Download a 30-day trial at  
[bluebeam.com/trial/channel](https://bluebeam.com/trial/channel).





# The Bluebeam Partner Program

The Bluebeam Partner Program helps solution providers and value-added resellers grow their business while building lifelong customer relationships. Each partner receives the best sales and marketing support for their business needs. As you advance through the program, our Partner Tiers offer exclusive advantages and resources to help you achieve success. We also offer the Bluebeam Certification Program, which opens new revenue streams and enables individuals to distinguish themselves in the professional marketplace.

As a Bluebeam Partner, you have access to all the tools needed to drive demand, increase profitability and achieve your business goals.

# Bluebeam Partner Tiers

Set your business apart from the competition and become a Silver, Gold or Platinum level partner. Partner status demonstrates your business's achievement in Bluebeam product knowledge, partner training, marketing and sales.



Authorized Bluebeam Partners exhibit the knowledge and passion to provide customers with Bluebeam solutions. At this level, Bluebeam provides comprehensive sales support and access to a wide variety of pre-made, easy-to-implement marketing resources to help generate leads and maximize your partnership.



Silver Partners demonstrate a commitment to working with Bluebeam to ensure that customers receive high-quality service and support. At this level, Bluebeam offers personalized marketing support to help develop your position in the marketplace and generate more leads. We work with you to develop tailored sales and marketing objectives to help your business flourish.



Gold Partners consistently provide customers with superior service and technical support, and exhibit success in sales achievement. Partners at this level receive increased marketing support and exclusive benefits for further sales enablement. We value a close working relationship with our Gold Partners and make it a priority to ensure your success with Bluebeam.



Platinum Partners exemplify best-in-class customer service, Bluebeam product knowledge and sales achievement. Partners at this level have the closest working relationship with Bluebeam, but also have the experience and resources to independently maintain success. Bluebeam provides premium marketing opportunities to help Platinum Partners establish themselves as leaders in the marketplace.

# Program Benefits



Sales	AUTHORIZED	SILVER	GOLD	PLATINUM
One-on-one pre- and post-sales and technical support from a dedicated account manager	■	■	■	■
Eligible to participate in general sales incentive programs and promotions	■	■	■	■
Eligible to participate in Deal Registration	■	■	■	■
Co-hosted online customer product demos	■	■	■	■
Access to Not For Resale (NFR) copies of Bluebeam products	■	■	■	■
Sales and marketing annual reporting and analysis		■	■	■
Increased discount margin		■	■	■
Licensing Portal access to release customer computers				■
Platinum-exclusive sales incentives and promotional activities				■
Personal business strategy session with Bluebeam Channel Managers at the eXtreme Conferences				■
Eligible to receive advanced licensing system capabilities				■
Company-wide license of Revu				■
Complimentary Studio Prime NFR license				■

Training	AUTHORIZED	SILVER	GOLD	PLATINUM
Access to the Bluebeam Crash Course, our online training incentive program	■	■	■	■
Access to Reseller Training webinars	■	■	■	■
Access to the Bluebeam Certified Training Program	■	■	■	■
Eligible for on-site Bluebeam sales training		■	■	■
Eligible to receive training and services leads from Bluebeam				■
BCIs may apply for speaking slot at eXtreme Conferences				■

Marketing	AUTHORIZED	SILVER	GOLD	PLATINUM
Official Bluebeam Partner Status logo and email signatures	■	■	■	■
Access to pre-made online marketing and sales collateral	■	■	■	■
One-on-one Bluebeam marketing support with a dedicated partner relations specialist		■	■	■
Eligible to receive marketing funds		■	■	■
Priority listing on Bluebeam.com's "Find a Reseller" page		■	■	■
Personalized Bluebeam Partner Plaque		■	■	■
Access to co-branded marketing materials		■	■	■
Eligible for Bluebeam reseller "Success Story"			■	■
Two VIP invitations to eXtreme Conferences				■
Priority sponsorship choice for eXtreme Conferences				■

# Program Requirements



Introductory Prerequisites				
Completed VAR agreement and Partner Profile	■	■	■	■
Include Bluebeam prominently on your company's homepage and website navigation	■	■	■	■
Introductory training	■	■	■	■
Status-Level Expectations				
Minimum revenue, as agreed upon during annual planning call		■	■	■
Written Bluebeam-approved marketing plan by January 1 with quarterly check-ins		■	■	■
Quarterly sales engagement		■	■	■
Biannual planning call with sales & marketing leads		■	■	■
Customer Technical Support				
Minimum percent of the sales team that must have BCSP* certification		25%	50%	75%
Customer support available through a dedicated Bluebeam email alias (e.g., <a href="mailto:bluebeamsupport@company.com">bluebeamsupport@company.com</a> )			■	■
Minimum required certifications on staff			BCC* or BCI*	BCC* and BCI*†
Marketing Obligations				
Minimum annual marketing activities		6 At least 1 per quarter	9 At least 1 per quarter	12 At least 1 per quarter

\* BCSP = Bluebeam Certified Sales Professional

\* BCC = Bluebeam Certified Consultant

\* BCI = Bluebeam Certified Instructor

† Must be two separate employees



# Bluebeam Marketing Support



We support our partners' marketing efforts by providing a wealth of creative resources and materials, and resellers with Silver, Gold or Platinum status are eligible to receive financial support from Bluebeam to aid their campaigns and activities. In order to engage your customers, drive new leads, and distinguish your business from the competition, we've curated a list of marketing activities to help maximize your efforts and satisfy your marketing obligations.





# Suggested Marketing Activities

## **Dedicated Email Blast**

» Feature Bluebeam products in an exclusive email

## **Newsletter**

» Feature Bluebeam products in your monthly newsletter

## **Print or Digital Display Advertising**

» Co-branded advertising promoting both your company and Bluebeam

## **Social Media Campaign**

» Feature Bluebeam on your existing media channels , with at least three successive posts.

## **Blog Series**

» Post a minimum of 3 successive blog posts about Bluebeam products

## **Customer Day**

» Host your customers at an in-person event where they can meet your team and learn more about Bluebeam products

## **Customer-Facing Webinar**

» Host a webinar with Bluebeam on a range of topics, including AIA Learning Unit topics

## **Tradeshow or Conference Table or Booth**

» Promote your business and Bluebeam with a table or booth

## **Customer Lunch & Learn**

» Host a lunchtime session with existing and prospective Bluebeam customers to learn best practices and software tips & tricks

## **Customer Mixer or Meet & Greet**

» Host a social event with drinks and snacks, provide a short training or demo and be available to answer questions and visit with customers

## **Bluebeam Speaking Session**

» Conduct a Bluebeam presentation at an industry organization, user group, tradeshow, or other event.

**Additional activities may be approved in advance by Bluebeam.**

**AIA WEBINARS**

BRING IN 4X MORE VIEWERS

**WATCH**

QBS Software Ltd.  
Success Story







# Partner Incentives

## Promotions

Several times a year we invite our partners to participate in limited-time sales promotions. These promotions give your business a reason to reach out to new and prospective leads, and also provide fresh content for your marketing campaigns. Take advantage of our promotions to earn more, sooner.

## Deal Registration

Earn a 10% exclusive margin by submitting your new Bluebeam opportunities and leads for Deal Registration. It's a great way to gain that extra edge over the competition when driving new business.

## Get Your Business On Bluebeam.com

Bluebeam's [Find a Reseller](#) page is an online directory for current and prospective customers to find product experts like you. Partners can earn their listing with a few easy steps.

## Be a Part of Something Bigger at the Bluebeam eXtreme Conference

The Bluebeam eXtreme Conference is held in multiple locations worldwide. Experience product and sales training, industry panels, customer presentations and countless networking opportunities. Meet and mingle with leaders and users from a range of technical industries. Partners with status are offered early opportunities to sponsor the conferences.





# BLUEBEAM RALLY DAY

**Our biggest event of the year!**

## **DRIVE SALES, DRIVE CARS!**

Join Bluebeam for an unforgettable adventure filled with racing rally cars and sharing Bluebeam knowledge with and fellow resellers. Top qualifiers will receive the ultimate rally experience, including airfare, hotel and meals. Rally Day is a great opportunity to learn more about Bluebeam Revu, spend some fun personal time with Bluebeam staff, and of course, skid through the mud!



# Bluebeam Certified Training Program

Today's professional environment is more competitive than ever, and customers need a trustworthy and knowledgeable source for support and product knowledge.

Distinguish yourself from the competition and expand your professional opportunities with industry-recognized accreditation. A Bluebeam Certification benefits you as an accredited individual by unlocking new streams of revenue, and it also gives your entire business a competitive advantage in the marketplace. We offer an array of certification levels to meet your personal skill set and professional objectives.

**GET CERTIFIED**

VALIDATE YOUR  
KNOWLEDGE OF REVU

**UNLOCK NEW**

REVENUE STREAMS



BLUEBEAM  
CERTIFIED SALES  
PROFESSIONAL

You've demonstrated a fundamental understanding of Revu's functionality and how to position to different vertical markets. Customers look to you as a reliable product specialist.

Benefits:

- » BCSP certificate of recognition
- » Authorized to use the BCSP title and logo
- » Counted towards reseller's Silver, Gold and Platinum partner requirements

Qualifications:

- » Complete all three tiers of the Bluebeam Crash Course, our online video training program
- » A passion for Bluebeam Revu



BLUEBEAM  
CERTIFIED  
CONSULTANT

You've established expert knowledge of Bluebeam's customization options, enterprise-level deployment and technical support, and customers come to you as a trusted services provider.

Benefits:

- » Leverage a new revenue stream by charging customers for your certified Deployment and Support services
- » Counted towards "Services Center" authorization on the Bluebeam Find a Reseller page
- » BCC certificate of recognition
- » Authorized to use the BCC title and logo

Prerequisites:

- » Obtain BCSP certification
- » Perform a qualifying product demonstration for Bluebeam sales staff
- » Create a dedicated Bluebeam email alias (e.g., [bluebeamsupport@yourdomain.com](mailto:bluebeamsupport@yourdomain.com))

Qualifications:

- » Complete BCC online training
- » Pass the BCC homework assignments



BLUEBEAM  
CERTIFIED  
INSTRUCTOR

You've mastered the ability to pass on knowledge of Bluebeam Revu to others, and customers turn to you to fulfill their training needs.

Benefits:

- » Leverage a new revenue stream by charging customers for certified training courses
- » Officially approved by Bluebeam to provide customer training on a standardized curriculum
- » Receive a fully approved curriculum and education materials for customer training
- » Counted towards "Training Center" authorization on the Bluebeam Find a Reseller page
- » BCI certificate of recognition
- » Authorized to use the BCI title and logo

Prerequisites:

- » Take all three tiers of the Bluebeam Crash Course and obtain BCSP certification
- » Perform a qualifying product demonstration for Bluebeam certification staff
- » Pass the Bluebeam Basics certificate exam
- » Create a dedicated Bluebeam email alias (e.g., [bluebeamsupport@yourdomain.com](mailto:bluebeamsupport@yourdomain.com))
- » Provide proof of software training experience in a classroom environment

Qualifications:

- » Attend our on-site training event that takes place in several locations globally
- » Pass the BCI assessment exam
- » Cost: \$600 per attendee

"Thank you for conducting the Bluebeam Certified Instructor Training. I learned a lot about best practices for teaching, and it was extremely valuable to get constructive criticism from other trainers. I like the structure you've put into the training; it really helps me keep track of the topics, the order they need to be presented in, and (most importantly), delivering it all in a timely manner. In the end, it all makes me be a better trainer and I'm always looking for ways to improve."

Joseph Hwangbo  
Microdesk, Inc.





# Bluebeam Crash Course

The award-winning Bluebeam Crash Course is our comprehensive online training program for resellers. Learn product information and best practices for selling Bluebeam products, while earning points that can be redeemed for a gift card.

The Crash Course is divided into three tiers, which prepare you to speak confidently about Bluebeam's product offerings:

**Tier 1:** Learn best practices for selling our products and how to target different verticals.

**Tier 2:** Learn common workflows and how customers can leverage Revu to work faster and smarter.

**Tier 3:** Learn how to present customer-facing demos, giving you the knowledge and skill to convert more leads into closed opportunities.

**Refresher Tier:** Returning Crash Course trainees get a quick recap of the pertinent information covered in earlier versions of the Crash Course. Learn new workflows and tips on how to sell the latest version of Revu.

"In short, we would not have reached our targets without this superb resource."

John England  
Mindsystems





“In addition to the sales and marketing resources, product training and engagement expertise available through the program, Bluebeam’s clear channel focus was key in driving significant revenue increases in Lifeboat’s Global Partner Network.”

Dan Jamieson,  
VP and GM  
Lifeboat Distribution





**What are you waiting for?  
Become a Bluebeam Partner  
and take your business to  
the next level.**

Contact Us:

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