

Software

Strategy & Technology
For Software Executives

BUSINESS

a webcom publication



Best Partnering Alliance
Program

FRx Software

FRx SOFTWARE REACHES MARKET THROUGH PROGRAM

FRx Software, a Microsoft company and a part of the Microsoft Business Solutions group, is the leading provider of advanced financial analytic and Web-based budgeting applications to the mid-market, with more than 100,000 installations worldwide. FRx Software is committed to strengthening its relationships with customers, partners and the global financial community.

SmartPartner Programs

FRx Software's SmartPartner alliance program gives customers the flexibility to customize their own financial application package. FRx Software values its partners and supports an industry-leading alliance program with hundreds of SmartPartners worldwide. Each partner receives one-on-one support from a specialized FRx Software partner manager to ensure they have the tools and information they need to enhance their FRx Software offerings and grow their business. SmartPartners also have access to world-class training, technology and support to help them better serve their customers and grow their business.

FRx Software Helps Partners Seal the Deal

FRx Software also offers each partner a customized portal where they can access specific product and marketing materials, training documentation, competitor and industry news and current account information. The portal's competitive intelligence feature is one of the most powerful options available to SmartPartners. Partners can contact FRx Software and request the latest information about competitors' reporting and budgeting capabilities. With detailed reports, partners can easily compare competitors' products to FRx Software, giving them a competitive advantage to attract more customers and achieve business results.

Contact FRx Software at www.frxsoftware.com