

# PARTNERING WITH PULTORAK & ASSOCIATES

## **Our philosophy and approach**

1. Our primary aim in partnerships is access to new customers. This may mean access to customers we would not be able to access directly or more rapid access to customers we might be able to access directly.
2. Our brand integrity is a high priority. Therefore we seek to maintain the visibility of the Pultorak & Associates, Ltd. brand in our partner relationships. We want to present ourselves as Pultorak & Associates.
3. We seek to match reward to effort and risk. If we put in the majority of effort and bear the majority of the risk, we want the majority of the reward.

## **Partner profile and objectives**

1. Companies that provide little or no competitive services.
2. Companies that seek to leverage our partnership as a means of providing a specialized service they would otherwise be unable to offer.
3. Companies that see clear value in the Pultorak brand and association with us.
4. Companies that allow us to operate independently in the context of the client relationship and manage our own work.

## **Financial models**

1. Subcontracted. Our work delivered as Pultorak & Associates and invoiced through the partner company. Services are priced to allow a markup commensurate with the partner's effort and risk.
2. Commission-based. Our work is delivered as Pultorak & Associates and invoiced directly. Services are priced at the "retail" level and a commission is paid to the partner for origination of the opportunity.

## **Example partners**

1. IT Training Companies. These partners augment their training catalog with our service management training, private and/or public. We can either deliver the training directly or we can train a trainer and license courseware.
2. IT Systems Management Specialists. We combine our process expertise with their systems management expertise and provide clients with solutions that integrate management tools with best practice processes.
3. IT Product Companies. Similar to systems management specialists, our services can be woven into product implementations to add the people and process dimensions of the deployment.
4. IT Outsourcing Companies. Our services can be leveraged to help implement best practice operations processes to be used by the outsourced staff.

For more information, contact us at [info@pultorak.com](mailto:info@pultorak.com) or +12067291107.