

# The Hyland Global Partner Program guide

An overview of the most rewarding partner community in the content solutions industry



## Join our first-class community

*We only work with the best.*

*We continuously pursue shared success and work hand-in-hand with partners to identify solutions to your customers' toughest problems.*

## Capabilities for your customers' every business need

We offer industry-leading content solutions that can be deployed in the cloud to make your customers' content ecosystem more user-friendly, connected and compatible with modern-day business.

Hyland also offers a range of application development tools, from point-and-click configurable forms and workflows to open platforms to Application Programming Interfaces (APIs) and Software Development Kits (SDKs) that allow you and your customers to enhance your applications with our best-in-class technology.



## Our capabilities include

1

### **Capture**

Allow employees to leverage information the moment it arrives. AI-powered document capture, classification and data extraction improve efficiency, accuracy and the speed of document processing.

2

### **Case management**

Empower employees to effectively manage cases and make informed decisions by giving them a complete view of all the information they need — in context and on a single platform.

3

### **Business process automation**

Eliminate the burden of time-consuming manual tasks, while improving quality, consistency and employee satisfaction, with intelligent automation.

4

### **Robotics process automation (RPA)**

Extend business process management capabilities by automating various business workflows, leading to increased resource efficiency, resource utilization, quality, accuracy, customer satisfaction, employee morale, security and compliance.

5

### **Reporting and analytics**

Organizations gain visibility into their content and processes with real-time reporting and analytics, including interactive dashboards and audit trails of all content-related activities to support compliance initiatives.

6

### **Next gen, cloud-native platform**

Leverage AI and advanced capabilities to help organizations intelligently automate content-centric processes, obtain deeper insights and accelerate time to market.

7

### **Retention and records management**

Manage the content lifecycle from beginning to end so customers don't have to worry about fulfilling specific records management and compliance needs.



# We're award winning

Hyland achieves market-leading growth year after year and is recognized by industry analyst firms like Forrester and IDC for our product strengths and satisfied customer base.



## Leader

- | IDC MarketScape Cloud Content Services, 2022
- | IDC MarketScape Intelligent Document Processing 2023-2024
- | Vendor Matrix Omdia Universe Content Services Platform Solutions, 2023



## Strong Performer

- | The Forrester Wave™ Content Platforms Q1, 2023
- | Inclusion Gartner Market Guide Content Services Platforms, 2023

## What our partners are saying

Grow your business with support from a community dedicated to your success.



Hyland listens to how I want to engage my customers. They come up with innovative solutions to complement our thoughts, plans and strategies, and our customer needs. Hyland develops approaches that align perfectly with what we want to offer our customers.

### Mike Sole

Director, Content Services,  
LBMC Technology Solutions,  
Hyland partner since 2000



The impact [the partnership] has on our business is huge. I think we have grown, since 2008, over 50% in staff and revenue, implementing the Hyland approach and portfolio.

### Patrick van Vulpen

Manager, Business Development,  
Docspro B.V.,  
Hyland partner since 2008



Our partnership with Hyland has provided us access to different customer segments that we previously weren't part of. Our company works with small businesses, but we also work with large banks and corporates, and [this partnership] gives us the ability to have technology that is very accessible to many segments of our customers.

### Mark Grimes

Managing Director,  
Blumark, Hyland partner since 2016



# How we support you

*Everything you need.*

A dedicated team of account managers, marketing experts, specialized industry managers and trainers will help you develop your product and industry-specific solution knowledge. Depending on your needs and the type of partnership we have, our comprehensive partner development programs quickly prepare you to sell, implement and maintain our products.

We want our partners to be successful, and we are committed to that goal. By providing you with the right support through an expert community, we believe you will not only reach your sales targets — but exceed them as well.



## 24-hour support

Seven days a week, 24 hours a day, partners and customers have access to technical support analysts.



## On-demand information

The Hyland Community web portal provides a wealth of product, solution and industry content for your sellers, marketers and technical staff.



## Marketing resources

Dedicated channel and regional marketing teams are here to help with your Hyland solution marketing needs. Resources include:

- The Partner Marketing Portal
- Marketing development funds (MDF)
- Strategic planning assistance with demand creation and pipeline acceleration
- Prebuilt marketing tools
- Marketing-specific training
- Joint case study and press release opportunities
- Annual partner executive retreat to discuss upcoming strategies and vision
- Annual partner summit to provide solution sales and marketing training







## Commitment to partnerships

Our commitment to partners remains rooted in Hyland's principles since our founding in 1991. We meet the diverse needs of our worldwide customers by collaborating with a selective team of partners comprising VARs, strategic alliance partners, technology partners, BPOs, SIs and OEMs. Together with our own global staff, this collective of professionals is known as the Hyland Global Partner Community.

Hyland isn't just a vendor — we are a partner for your business. Together we provide customers with industry and solution expertise, ensuring they have the best support and the most comprehensive offerings available.

Are you ready to discuss how we can help grow your business? Our best-in-class team and partner program are ready to help.

➔ To learn more, email us at [Partners@Hyland.com](mailto:Partners@Hyland.com).

## About Hyland

Hyland uniquely empowers organizations with unified access to AI-enabled enterprise content and unstructured data across repositories, unlocking profound insights that fuel innovations – fundamentally redefining how they operate and engage with those they serve. The pioneer of the Content Innovation Cloud™ — a unified content, process and application intelligence platform — Hyland is trusted by thousands of organizations worldwide, including more than half of the Fortune 100.

