ADUQA CRM PARTNER PROGRAM

CRM projects where partners earn more than a referral fee

Two cooperation models: refer clients to the Aduqa team or build your own CRM projects on Aduqa CRM while delivering part of the implementation yourself.

REFERRAL PARTNER

Referral Partner

Finds a client, introduces them to Aduqa and receives commission on the license sale and Aduqa team services for a defined period.

ADUQA INTEGRATION PARTNER

Certified integration partner

Runs the CRM project, sells its own services, performs configuration and engages Aduqa for development, integrations and complex technical work.

10% / 15% of the license fee

10% for a Referral Partner, 15% for an Aduqa Integration Partner.

Partner's own services

The partner sets the price and receives the payment.

Technology support

The Aduqa team steps in where product expertise and code are required.

ONE PROGRAM - TWO MODELS

Choose your level of involvement in the CRM project

A Referral Partner passes the opportunity to the Aduqa team. An Integration Partner remains actively involved: working with the client, selling its own services and engaging Aduqa for the technical work.

REFERRAL PARTNER

Refer a client to Aduqa

- find a company that may benefit from Aduqa CRM;
- register the contact or pass it to the Aduqa team;
- Aduqa handles the presentation, assessment, sale and implementation;
- receive partner commission from services actually paid for by the client.

For whom

Business consultants, web studios, IT companies, agencies and other partners who do not plan to run CRM implementations themselves.

ADUQA INTEGRATION PARTNER

Build your own projects on Aduqa

- manage presales and client communication;
- deliver analysis, configuration, training and support;
- set the price of your own services independently;
- engage Aduqa for development, integrations, migration and complex technical expertise.

For whom

CRM integrators, consultants and IT teams that want to add Aduqa CRM to their solution portfolio.

REFERRAL PARTNER TERMS

Commission for an introduced client - with a defined term

The referral model is designed for a partner who creates a sales opportunity but does not continue managing the CRM project.

ADUQA CRM SALE

10%

of the Aduqa CRM license fee actually paid by the client.

ADUQA TEAM SERVICES

10%

of implementation and consulting services actually paid for during the first 12 months.

Commission period

12 months from the date of the client's first payment. After this period, no automatic commission is paid on further work.

Funds actually received

Commission is calculated only on payments actually received by Aduqa from the client and as those payments are received.

Aduqa Support

Recurring technical support is excluded from the partner commission base.

Aduqa Updates

The product update subscription is excluded from the partner commission base.

Model rationale: the partner receives fair compensation for creating the sales opportunity, while a one-time referral does not become an unlimited commission on the client.

INTEGRATION PARTNER TERMS

Higher commission for proven expertise and project involvement

Aduqa Integration Partner status confirms that the partner is ready to configure the CRM independently and manage the client long term, engaging Aduqa for product and technical work.

ADUQA CRM SALE

15%

of the Aduqa CRM license fee actually paid by the client.

ADUQA TEAM SERVICES

10%

of Aduqa work initiated or supported by the partner, with no time limit from the first sale.

How status is confirmed

At least one partner specialist completes Aduqa Academy and a practical configuration skills assessment. The partner then receives Aduqa Integration Partner status.

Partner's own services

The partner independently prices audits, requirements and specifications, consulting, configuration, training, first-line support and other services, and receives 100% of the payment.

When the 10% on Aduqa work applies

The partner brings in the task, provides the specification, participates in estimation or coordination, or includes Aduqa work in its client project.

Support and Updates

Aduqa Support and Aduqa Updates are excluded from the commission base. The partner may separately sell its own ongoing and first-line support.

Status boundary: an Integration Partner independently configures the CRM using standard platform tools. Software changes are implemented by the Aduqa team or technically approved by it, preserving a controlled architecture and safe updates. The first presales process may be conducted jointly with Aduqa before status is granted.

ATTRIBUTION AND OPPORTUNITY PROTECTION

A lead is attributed for 90 days. An active opportunity - for the sales cycle

The tag identifies the source of a new lead, while opportunity registration protects the partner's work once it has invested in presales, an audit, specifications or project estimation.

01

Partner tag

Each partner receives a personal code and an Aduqa link.

02

90 days for a new lead

The first partner is attributed to the prospect for 90 calendar days. A new partner tag does not overwrite it during this period.

03

Opportunity registration

Once the partner begins presales, an audit, specification work or requests an estimate, the opportunity is registered to that partner in Aduqa CRM.

04

Active opportunity protection

A registered opportunity remains attributed to the partner throughout the active sales process, even if the client contacts Aduqa directly.

PERSONAL LINK EXAMPLE

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https://aduqa.com/en/?ref=partner-name
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Existing client.
If the company already uses Aduqa, a new partner registration alone does not create a right to commission.

Active direct sale.
If the company was already in an active direct sales process with Aduqa before partner registration, the opportunity source does not change.

Another partner.
If the lead or opportunity is already attributed to another partner, a repeated registration does not overwrite it automatically.

Partner protection: a direct inquiry from the client to Aduqa does not cancel the partner status of a confirmed opportunity. Within such an opportunity, Aduqa will not offer terms intended to exclude the partner from the project. The CRM is the source of truth in disputed cases.

MORE THAN PASSING ON A CONTACT

Aduqa strengthens the partner where product and technical expertise are required

The partner can handle

- client acquisition and presales;
- business process analysis;
- configuration of modules, fields, forms and reference data;
- roles, permissions and part of the automation;
- user training;
- first-line support and ongoing client assistance.

The Aduqa team is responsible for

- software changes, new modules and custom development;
- integrations with ERP, telephony, websites and external services;
- migration and complex data transformation;
- AI scenarios and specialized automation;
- architecture governance, code quality and updateability;
- joint demonstrations and project estimation.

Aduqa Academy + practical assessment

This is the basic requirement for Aduqa Integration Partner status. Once trained, the partner can independently perform configuration using standard platform tools and manage first-line client interaction.

Administration **Configuration** **Modules** **Access rights** **Business processes** **Reporting** **Practice**

Responsibility boundary: the partner separately prices the audit, specifications, configuration, training and support. Software changes and custom integrations are estimated and implemented by Aduqa; the partner receives 10% on work it initiates or supports. This model preserves code quality and a safe CRM update path.

KEY POINTS AT A GLANCE

Two models - different roles and commission logic

TERM	REFERRAL PARTNER	ADUQA INTEGRATION PARTNER
Aduqa CRM license	**10%**	**15%**
Aduqa team services	10% during the first 12 months	10% of work initiated or supported by the partner
Time limit	12 months from the first payment	**None while the partner remains actively involved**
Partner's own services	Not part of the basic model	**100% partner revenue on its own terms**
Software changes	Implemented by the Aduqa team	**Implemented by Aduqa; external code after technical approval**
First-line support	Optional	**May be provided by the partner**
Aduqa Support	No partner commission	No partner commission
Aduqa Updates	No partner commission	No partner commission
Aduqa Academy	Optional	**Required + practical assessment**

No default exclusivity

Territorial or industry exclusivity applies only when separately agreed by both parties.

No unapproved promises

Prices, timelines and functionality stated on behalf of Aduqa must be approved by the Aduqa team before commitments are made to the client.

Payment after receipt

Partner commission is calculated on funds actually received from the client.

NEXT STEP

Add Aduqa CRM to your solution portfolio

Start with the referral model or complete Aduqa Academy, confirm your practical skills and become an Aduqa Integration Partner to run CRM projects independently.

STEP 01

Agree on the model

A Referral Partner can register leads immediately. For an Integration Partner, we identify the specialist who will complete the training.

STEP 02

Confirm the status

For an Integration Partner: Aduqa Academy, a practical skills assessment and agreement on partner terms.

STEP 03

Register opportunities

The partner receives a personal code, registers leads and opportunities, and engages Aduqa for estimation and technical work.

The goal of the program is not to take the client away from the partner, but to provide the product and technical team needed to build the partner's own CRM projects.

The partner can build long-term client relationships, earn from its own services and engage Aduqa where development, integrations and product expertise are required.