



**ALLRIZE**  
Powered by Rizeware Solutions



# CHANNEL PARTNER PROGRAM

The AllRize Channel Partner Program is designed to empower selected software resellers with the ability to acquire new customers and generate significant new revenue from the sale of the innovative, AI-powered AllRize Law Practice Management Platform.

We invite you to review this document carefully to determine whether AllRize is a good fit within your product and service portfolio, and business growth strategy. If you're interested in joining the AllRize partner ecosystem and taking advantage of this fast-growing, multi-billion-dollar market opportunity, please contact us to arrange a demo and learn more.

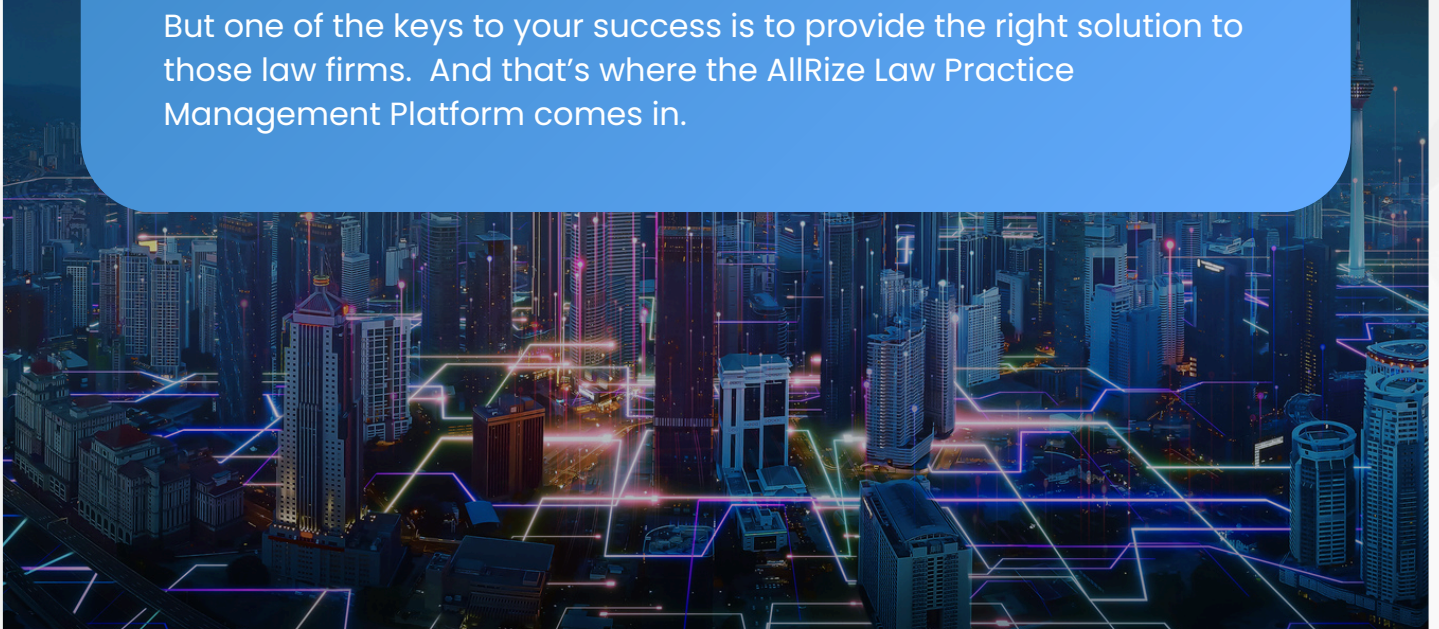
# MARKET OPPORTUNITY

In the United States alone, there are nearly 450,000 law firms serving the needs of their clients. It's a highly competitive marketplace, which is why these firms collectively spend \$26.7B on legal technology software and services. That number is expected to grow more than 10% annually over the next five years. It has created a massive revenue growth opportunity for software and service providers with proven expertise in the legal market. Likewise, the same growth opportunity is available for legal tech software resellers who want to guide new and existing customers through their digital transformation strategy.

One of the reasons this market is on a high growth trajectory is that, historically, law firms have been laggards in defining a business strategy that included investments in digital technologies that would improve operational efficiencies and accelerate their revenue growth. Instead, these firms have typically deployed random, general-purpose software tools that don't necessarily work together well and have limited capabilities to address the unique needs of law firms. Even worse, this tactical investment approach often results in operational silos, limited team collaboration, wasted time, a poor client experience, and damage to the brand reputation.

As a reseller with expertise in the legal market, this scenario creates a rare opportunity for your organization to position itself as a trusted advisor to law firms and deliver an integrated, highly profitable software and service solution that will transform their business in a very positive way.

But one of the keys to your success is to provide the right solution to those law firms. And that's where the AllRize Law Practice Management Platform comes in.





# THE ALLRIZE PLATFORM

The legal tech market is huge, and dozens of software vendors are competing for a piece of the revenue pie. Most of these products sound very similar, which can create market noise and confusion for law firms as they consider their investment options. Fortunately, AllRize is truly different and far superior to competitive software offerings. It's a software solution built by lawyers, for lawyers. And it provides four distinct capabilities that separate AllRize from the many inferior software products on the market.



## Complete Practice Management

- AllRize is a comprehensive Law Practice Management solution that seamlessly integrates multiple functions – such as marketing, client intake, matter management, accounting, and much more – into one software solution. New capabilities will continually be added based on the needs of our customers. This unmatched functional integration helps streamline workflows, enhance team collaboration, improve firm productivity, and deliver a superior client experience.



## Modular Platform Architecture

- The AllRize product development team spent nearly 10 man-years building an innovative software solution based on a highly scalable, open platform architecture. This architecture provides unmatched flexibility for customers, enabling them to configure the solution with exactly the capabilities they require. The underlying platform provides a foundation that supports multiple software modules and delivers powerful AI capabilities that integrate seamlessly with each software module. The platform also includes out-of-the-box integrations that enable law firms to leverage their existing software tools as needed.



## SaaS-Based Software Offering

- AllRize was designed as a cloud-native application, hosted on Microsoft Azure and delivered as a service over the Internet as a software subscription. This eliminates the need for servers that can clutter law firm offices. It also means software updates happen automatically and continuously, without any need for legal teams to be involved. Lastly, it also enables secure access to AllRize by local and remote users – anywhere, anytime.



## Microsoft Dynamics Integration

- More law firms build their digital foundation on Microsoft technology than any other vendor. For that reason, AllRize became a Microsoft partner and developed a platform that is seamlessly integrated with Microsoft Dynamics 365. Why is that important? Microsoft invests nearly \$30B annually in R&D for its vast suite of software solutions, including Microsoft Dynamics. These ongoing investments result in a steady stream of new technological innovations, many of which are continuously added to Dynamics. As a result, these new innovations are automatically available to every AllRize customer because, again, the platform is literally built on the Dynamics foundation.
- But we didn't stop there. Our software engineering team continuously leverages and adapts Microsoft technologies (including Copilot AI) to develop new AllRize features and functions specifically optimized for the legal market. This combination of Microsoft R&D and AllRize expertise in legal workflows and processes is unmatched in the legal tech market. And it allows us to achieve our goal: to empower every legal team with the automation and intelligence required to improve their operational efficiency and accelerate the growth of their business.



The final verdict is this: AllRize is the most complete, most intelligent, and most flexible Law Practice Management solution available. As an AllRize partner, you will quickly see that unmatched value.



# TARGET CUSTOMER PROFILE

Although AllRize can be leveraged by in-house legal teams, our primary focus is mid-size law firms with 20-500 employees. Within these firms, legal tech purchase decisions are often made by buying groups that could consist of 5-10 people.

The roles of participants in these buying groups include technical evaluators, budget holders, internal champions, daily users, and other influencers.

For that reason, we intentionally target several different job titles through our sales and marketing efforts.

During the partner onboarding process, the AllRize team will provide more detailed information on the ideal customer profile (ICP) and strategies for turning prospects into revenue.





## SUBSCRIPTION PRICING MODEL

As noted earlier, AllRize is a SaaS offering and leverages a subscription-based pricing model. The specific pricing for each new customer depends on several variables:

- The number of employees in the law firm that will use AllRize
- The specific software modules that the law firm requires to support its business
- Professional services that may be required for custom configuration and data migration
- Product training for users (may not be required if they already use Dynamics 365)
- White glove customer support (free for the first 12 months)

As an AllRize channel partner, you are eligible for the software and service discounts noted below. Convincing the firm to subscribe to a 3-year contract would be the most cost-effective option for them, and the most profitable for your business as well.

Monthly AllRize subscription	5%
1-year AllRize subscription	8%
3-year AllRize subscription	12%
Professional services	5%



# PARTNER SUCCESS PROFILE

The most important word in the AllRize Channel Partner Program is “partner.”

As we continue to build out partner ecosystems, it’s essential that we share common views and are aligned on strategies, tactics, and goals as they relate to legal tech software and services.

Without that alignment, success can be elusive. With that in mind, here is a profile of a partner that will likely enjoy great success growing their software revenues with the AllRize Law Practice Management Platform.

- Strategic focus on serving the digital technology software and service needs of law firms.
- A willingness to embrace and evangelize an early-stage, innovative software solution.
- A trusted advisor to law firms, committed to helping them achieve digital transformation.
- Technical resources with the ability to drive or assist with installation and support as needed.
- Work with AllRize on sales strategies, target accounts, and revenue forecasts.
- Work with AllRize marketing on content, tools, and joint programs to build your pipeline.
- Open, transparent communication, with regularly scheduled calls as needed.



## PARTNER TRAINING

Within 30 days of signing the AllRize Channel Partner Agreement, product and sales training should be scheduled with the required number of Sales and SE resources in your organization. A two-hour training session will be provided to SEs that includes a comprehensive AllRize demo and guidance on configuring and deploying the SaaS offering within the law firm. A one-hour training session will be provided to the Sales team, focusing on target customers, solution messaging, GTM plans, and sales support tools.

All training will be delivered via the web. AllRize will also provide periodic Sales and SE training updates for partners whenever the company releases significant new product features. These additional training sessions should also be considered mandatory.

## MARKETING SUPPORT

AllRize is committed to helping partners grow our business together. Toward that end, we will provide sales and marketing content, and help partners leverage AllRize marketing campaigns to generate leads and grow the partner's sales pipeline. In addition, the AllRize marketing team will schedule quarterly calls to review partner marketing activities and results and provide additional tools and content as needed.

## PARTNER APPLICATION

There is an enormous revenue growth opportunity in the multi-billion-dollar legal tech software and services market. And more specifically, there is an enormous revenue growth opportunity for your business when you provide your customers with the industry's most complete AI-powered solution for modern law firms seeking to streamline operations, enhance efficiency, and accelerate the growth of their business.

If you're ready to join the AllRize Channel Partner team, please contact us at [partner@allrize.ai](mailto:partner@allrize.ai) and we'll provide you with an application to get started. In the meantime, learn more at [www.allrize.ai](http://www.allrize.ai).