



FileMaker Business Alliance

Grow your business with FileMaker



Join the FileMaker Business Alliance (FBA) and increase your business opportunities through exclusive sales and marketing support from FileMaker. The FBA provides a host of resources including promotional benefits, sales resources, co-marketing opportunities and product discounts to help you grow your business.

What do you get?

Promote your business to FileMaker customers

Being an FBA member is the best and most direct way to get in front of FileMaker customers:

- **FileMaker website** - Promote your business with a full-page listing.
- **E-Catalog** - Get the opportunity to have your services and/or products featured in our quarterly electronic catalog that is sent to over 200,000 FileMaker opt-in customers.
- **Co-marketing opportunities** - Be invited to participate in special events, speaking engagements, web seminars, or case studies.
- **Logo** - Advertise your special status in your sales and marketing materials with an exclusive FBA logo.

Receive sales support from FileMaker

Access a wide array of sales resources to help you increase your business:

- **Sales materials** - Save time with professionally designed presentations, brochures, datasheets, press release template and more, to help you make the right impression with your clients.
- **Biz Talk online forum** - Get a direct line to the FileMaker sales team and other FileMaker business partners to exchange ideas and get helpful selling tips.
- **Members only meetings** - Receive invitations for special meetings with FileMaker sales staff.

Save on FileMaker products

Get members-only discounts on product quantities ranging from one unit to volume licensing:

- **Become a 1-stop shop for your customers** - get discounts on FileMaker software - minimum order is only 1 unit!
- **Get greater volume discounts** on FileMaker software bundled with your solution offerings through the Software Bundle Agreement program (minimum commitment levels apply).
- **Save 50% on FileMaker products** for your company's internal use (certain restrictions apply).
- **Get free FileMaker software** for use in your company's training classes (applies to FBA Trainer Level members only).

Be a part of our developer community

Get a free membership to the FileMaker Technical Network, our community for developers.

- **Technical info** - access hundreds of articles, scripts, calculations, webinars, technical briefs & white papers.
- **Developer Forum** - meet and exchange ideas with other FileMaker users and developers.



Who is it for?

Any organisation, whose primary line of business is developing and selling FileMaker products or services, would benefit from joining the FileMaker Business Alliance.

Does your business ...

- Consult with companies on their FileMaker deployment?
- Sell FileMaker solutions or plug-ins commercially?
- Provide training resources for FileMaker customers?
- Publish FileMaker materials?
- Host FileMaker solutions for customers?
- Develop data-driven websites based on FileMaker?

If the answer is "yes" to one or more of these questions, then the FileMaker Business Alliance is perfect for your organization. Apply today!

FileMaker Business Alliance - Platinum Level

Membership to the FileMaker Business Alliance - Platinum Level requires sponsorship by a FileMaker Regional Manager. Members receive priority access to FileMaker sales staff along with referrals for sales opportunities. Members are able to advertise their status with Platinum Level logo. No additional membership fee is required. Membership is by nomination only.

How do we join?

Membership in the FileMaker Business Alliance is just £269+VAT per year, subject to meeting the application requirements.

To become a member, your organisation must:

1. Complete the Online application form
2. Provide Two current customers references
3. Provide a current sample of your work
4. Have marketing materials promoting your FileMaker work
5. Provide a description of the product or service on offer
6. Have been trading for a minimum of one year



Apply today or learn more about how to grow your business with FileMaker and the FileMaker Business Alliance www.filemaker.co.uk/fba

Want more development resources? Buy the FileMaker Developer Subscription for only £49+VAT per year.

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