ASCM eCommerce Omnichannel Partner Referral Program

Global Release: February 2022
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## OUR PURPOSE

*Make the world better through supply chain*

## OUR GOAL

“Make an Impact” to Individuals, Corporations and Communities

## WE WILL ACHIEVE THIS BY (THROUGH)...

| Creating a place for life; E2E impact | Develop supply chain talent | Maintain customer centricity in everything we do | Innovate through leveraged alliances |

## OUR FIVE STRATEGIC PRIORITIES (BLUE CHIPS)

| Foundation-based initiatives that leverage our capability as an orchestrator across an ecosystem of players based on the ‘Voice of Stakeholder’ | A compelling set of standardized yet configurable products & solutions resulting in a positive customer experience | Broaden all global channel opportunities to extend reach and sell-thru potential with trained partner capacities to deliver | Research-based insights driving undisputed innovation capabilities of unique IP and industry Voice-of-Record (VOR) | Leverage data & analytics and digital capabilities to advance our organizational effectiveness and efficiency |

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Referral Opportunity Pathways

**Partner to ASCM Corporate Development**
- Partner submits referral to ASCM
- ASCM accepts/rejects referral
- Partner earns referral commission on paid revenue (based on acceptance)

**Partner to ASCM Online Store**
- Partner given unique URL to incent individual
- Partner earns commission on qualified referral products purchased by individuals

**Partner to Partner**
- Terms and process of referral worked out between partners
- ASCM not involved in specifics of referral process

*Updated for Q1 2022*
Why Refer an Opportunity to Another Channel?

- Clients’ requirements may be outside the partner’s scope (e.g., geographic, capacity)

- Partner receives an alternative revenue stream via the appropriate fulfillment channel even if Partner may not be the appropriate channel to deploy the opportunity (e.g., candidate prefers self-study modality, global corporate transformation programs).

- Partner may prefer ASCM to fulfill and bill directly, and act as a subcontractor for the opportunity. Partner may be commissioned but may also be hired to deliver on the Statement of Work (SoW)
Partner to ASCM Corporate Development
ASCM Corporate Development Referral Program (no change)

Referral Opportunities

This pathway addresses business referrals for opportunities related to:

- Instructor-led training for 5 or more students
- Transformation Learning Programs (TLP)
- Principles Classes
- In-house ASCM Enterprise Certification Standards training

ASCM Partner Commission

Training and Materials:

- 5% commission on Top-Line Revenue detailed in SOW or P.O. within 12 months of referral
- 5% commission on follow-on business within first six months
- Additional scope to be hired as sub-contractor on project, where appropriate (client driven)
- All commission payments against paid invoices
ASCM Corporate Development Referral Program (no change)

Process

- Register the opportunity
- The opportunities will be mapped and validated as a new opportunity linked to the partner that generated the lead
- Opportunities identified through this process will be accepted or rejected by ASCM within 5 business days. Partner will receive communication of the opportunity status (accepted/rejected) within 5 business days.
- Once the opportunity is accepted, ASCM Corporate Development will engage with client. When the SoW is confirmed, ASCM Corporate Development will inform the partner. Partner will be compensated once SoW payment is received by ASCM Corporate Development.

Referral Form

Partners should register the opportunities using this link: https://apics.wufoo.com/forms/z151f1f80k4toq7/

Briefly Describe the Opportunity

What is the scope of the opportunity?

- Certification Classes
- Corporate Membership
- Enterprise Certification
- Enterprise Certification In-House Standards Training
- Principles Classes
- SCOR-P Training
- SMB Membership
- Transformation Learning Program (TLP)

Please estimate the size of the initial opportunity within the next 12 months.
Strategic Objectives for ASCM Online Store Referral

ASCM Global Brand Recognition:
Globally strengthen ASCM brand recognition by leveraging our partners’ regional presence

Omnichannel Solutions for Global End-Customer
Support partners who offer omnichannel distribution model – whether they serve as final solution provider or directly refer self-study student to ASCM

Acknowledge Instructor-Led Training Impact
Support partner-driven model in areas of the world where instructor-led training has significant impact as ASCM expands product offering
Partner Referral to ASCM Online Store Timeline for Phase II

**Plan**

- September
- October
- November
- December
- February 2022

**ASCM Pilot Partners**

**ASCM Alliance Partner Meeting**

**Pilot Launch**
Launch for Pilot Partners and incorporate findings into Program Launch

**Program Launch**
- Accept referrals starting Feb 1
- Quarterly Reporting and payouts thereafter
- Partner Referral FAQs and Partner Referral URLs distributed to participating partners

**Communicate/Implement Oct - Feb**
Partner Referral to ASCM Online Store: **UPDATED**

<table>
<thead>
<tr>
<th>Referral Opportunity: refer to ASCM Online</th>
<th>Applicable Partner Segment</th>
<th>2022 Commission Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning System</td>
<td>ASCM Chapters &amp; Forums</td>
<td>USD$25</td>
</tr>
<tr>
<td></td>
<td>International Partners</td>
<td>20%</td>
</tr>
<tr>
<td>Exam Credit</td>
<td>ASCM Chapters &amp; Forums</td>
<td>USD$25</td>
</tr>
<tr>
<td></td>
<td>International Partners</td>
<td>20%</td>
</tr>
<tr>
<td>Exam First Attempt</td>
<td>International Partners</td>
<td></td>
</tr>
<tr>
<td>Learning System Bundled Product*</td>
<td>ASCM Chapters &amp; Forums</td>
<td><strong>USD $50</strong> per Bundled Product</td>
</tr>
<tr>
<td>Learning System</td>
<td>International Partners</td>
<td>20%</td>
</tr>
<tr>
<td>Exam</td>
<td>International Partners</td>
<td></td>
</tr>
<tr>
<td>Membership</td>
<td>ASCM Chapters &amp; Forums</td>
<td></td>
</tr>
<tr>
<td>*Bundled Product: CPIM Pt 1, Pt 2, CSCP, CLTD</td>
<td>International Partners</td>
<td>20%</td>
</tr>
<tr>
<td>Membership</td>
<td>International Partners</td>
<td></td>
</tr>
<tr>
<td>*M-Reb is discontinued effective 12/31/21</td>
<td>ASCM Chapters &amp; Forums</td>
<td></td>
</tr>
<tr>
<td></td>
<td>International Partners</td>
<td>10%</td>
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<tr>
<td></td>
<td>North American Training Partners</td>
<td></td>
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<tr>
<td>Certificate Products (e.g., Procurement)</td>
<td>ASCM Chapters, Forums, Intl Partners and North American Training Partners</td>
<td>20%</td>
</tr>
<tr>
<td>Principles on Demand (2022)</td>
<td>ASCM Chapters, Forums, Intl Partners and North American Training Partners</td>
<td>20%</td>
</tr>
</tbody>
</table>

Commissions are paid on the underlying transaction amount (the price that the student/candidate pays to ASCM Online Store).

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Partner Referral to ASCM eCommerce (Online Store)

Process

- ASCM provides unique URL with embedded referral code
- Partner distributes URL to student/candidate
- Student goes to ASCM.org and places order using partner URL (referral code)
  - If online store offers promotion, student may add site promotional discount to check-out/cart
  - Commission paid on transaction value (e.g., discounted price)
- ASCM system captures partner referrer source
- ASCM pays quarterly commission on qualified referrals per ASCM Commission Payment Policy

Sample Only

Referral code insert here
Sample code: XAFACAP88
ASCM Commission Payment Policy

- Partners will receive commissions when referring individuals to the ASCM eCommerce store
- Commissions paid on underlying transaction amount (price that student pays to ASCM Online Store)
- Commission payments will be tracked based on the partner’s unique URL shared with the referral
- On a quarterly basis, ASCM will pay commissions against shipped invoices (Qualified Referrals)
- Commissions may be credited to the Partner within thirty (30) days at the end of the calendar quarter in which fees attributed to Qualified Referrals are paid to ASCM.
- Upon request, Partners may receive an aggregate report of the total number of individuals (candidates/members) referred to ASCM Online.
  - Partners may not receive candidate names or any other identifying information under ASCM policy and data privacy laws. **Restricted information includes:**
    - Student usage of referral codes
    - Student/Candidate name, APICS ID
- Partners have 30 days from the date commission payment was issued to dispute the commission payment
- No refunds will be granted after the 30-day dispute period

ASCM reserves the right to modify this program
Thank You

All information is confidential and not for distribution outside your organization. Thank you for your cooperation.