



# Partner Innovation Program

## Building relationships that drive strategic value

At Blujay, we believe supply chain is the ultimate team sport. An important part of our team is strategic partners. Blujay's partner ecosystem adds value for our shared customers, increasing the benefits for them, you, and Blujay – and that's the kind of win we can all appreciate.

### **PARTNER ADVANTAGES**

Why partner with Blujay? We are experts in supply chain execution technology, with the market's most powerful data, and first and largest Global Trade Network. When we partner together, your company can:

- › Immediately strengthen your value proposition, with little-to-no investment required
- › Become part of the Blujay ecosystem – thousands of customers, the largest Global Trade Network, powerful data, and mission-critical SCE applications
- › Introduce your customers to best-of-breed supply chain technology
- › Generate more qualified opportunities and additional revenue with a scalable model
- › Build relationships across multiple industries and areas of expertise
- › Participate as an active advisor, influencing future supply chain solutions for our shared customers
- › Gain brand exposure
- › Take part in Blujay events

## PARTNER ENGAGEMENT MODELS

Blujay offers three main types of partner engagement models.

- › **Reseller** – As a true extension of the Blujay team, our resellers are the face of Blujay in geographies and verticals where we normally would not have access. They are the technical experts who handle customer queries directly.
- › **Referral** – Through our true teamwork approach, Blujay strives to build a strategic network of referral partners. Jointly we are able to respond to multitude of customer queries and often come out at the top when prospecting together.
- › **Solution and Technology Partner** - Blujay's network of solution and technology partners provides complementary software or services that enhance Blujay's multimodal transportation management and global trade footprint.

Benefits include product line discounts, referral fees, lead sharing, onboarding and training, access to partner portal, joint marketing and promotion, event participation and sponsorship, and quarterly business reviews.

*"Our partnership with Blujay enables us to expand the world-class capabilities of our offerings through an integrated global relationship. Blujay's suite of supply chain solutions, combined with CLX's decades of logistics management expertise, make for a truly powerful partnership."*

— David Vieira, President and Chief Operating Officer, CLX Logistics

*"Our strategic partnership with Blujay allows us to concentrate on bringing the full complement of modules comprising Blujay's Global Trade Network directly into Microsoft Dynamics 365 Finance and Operations, while leveraging the global reach and presence of Blujay Solutions. The result is a powerful and easy-to-use shipping and compliance management application for the D365FO community."*

— Christopher Morgan, VP Operations, NMB Solutions Canada Inc.

**TO LEARN MORE OR GET  
STARTED, PLEASE  
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**BLU JAY**  
SOLUTIONS

## ABOUT BLUJAY SOLUTIONS

Blujay Solutions delivers supply chain software and services to the world's most progressive retailers, distributors, freight forwarders, manufacturers, and logistics service providers. Transforming supply chain logistics with the Blujay Global Trade Network, we enable customers to unlock the power of more than 40,000 universally connected partners. With Blujay, companies can achieve greater trade velocity, transform their supply chain economics for disruptive advantage, and see beyond the horizon to optimize their future in the global economy.

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