



Software Partner Program

2024

Overview

Why partner with AffiniPay?

With 50+ partners integrated across our three software brands, AffiniPay's software partner program is designed to create an exceptionally curated and highly leveraged partner ecosystem. AffiniPay's partner ecosystem enables us to grow sales and expedite the delivery of new services more efficiently when partners are involved. AffiniPay's partners are able to deliver integrations that are focused on optimizing customer experiences and driving business value.

Our suite of legal software products includes:



The industry leader in legal case management software built to optimize legal practices with innovative solutions and tools.



A comprehensive personal injury law software and case management solution for firms. Our secure cloud software is intuitive and easy to use.



The #1 rated all-in-one immigration software that brings everything you need in one place.

This document provides an overview of the partner program, including the tier-specific requirements and benefits for each partner type as they relate to development, marketing, and relationship management.

We partner with independent software vendors (ISVs) of all different sizes and needs. Because of this, our program is categorized into three tiers: (1) Basic, (2) Standard, and (3) Premium. Each tier contains different benefits and annual fees.

Program Highlights



Customer reach

Work alongside our marketing and sales teams to reach our growing audience across legal software brands.



Technology access

Access multiple technology platforms with ease while maintaining one point of contact.



Support

Increase your exposure and enhance your integration with the assistance of a dedicated account manager.

Program Tiers



Basic

List your app and get access to our customer base.



Standard

Integrate with one or more of our brands and enjoy joint marketing and launch support.



Premium

For established partners who integrate across multiple brands and are looking for an elevated level of marketing and support from the AffiniPay team.

Program Details

Benefits	Basic	Standard	Premium
Marketing			
Listing on integrations page	X	X	X
Pre-recorded demo sent to sales team	X	X	X
Launch announcement on socials	X	X	X
Landing page on website		X	X
Customer newsletter blurb		X	X
GTM webinar promotion		X	X
Eligibility for annual webinar promotion		X	X
In-app messaging			X
Blog post			X
Quote for press release			X
Marketing contact			X
Co-marketing opportunities			X
Support			
API documentation	X	X	X
Sandbox environment	X	X	X
Slack channels	X	X	X
Partner account manager		X	X
API support		X	X
Beta recruitment assistance			X
Requirements			
Agreement executed	X	X	X
Annual fees	\$4,500	\$15,000	\$30,000
Validation demo	X	X	X
Full access (MyCase, CASEpeer, Docketwise)		X	X

Tier Benefits

Marketing

- In-app integrations page (**All tiers**)
 - One listing per software brand with a CTA of your choice linking out to your site.
 - Demo recording for sales (**All tiers**)
 - Our sales team will recommend integrations to firms during the sales cycle after watching integration partner demos.
 - Social post (**All tiers**)
 - We will post an announcement on social media when the integration is first launched.
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- Landing pages (**Standard & Premium**)
 - We will create a landing page on the applicable software brand's website for the partner.
 - We will review and approve copy for a landing page that you create on your website.
 - Newsletter blurb (**Standard & Premium**)
 - New integrations will be announced in our customer newsletter as part of the launch.
 - Webinar promotional support (**Standard & Premium**)
 - We will utilize in-app messaging to promote your webinar.
 - We may also include a blurb in our customer newsletter.
 - We can provide support with webinar format + outline.

- In-app messaging ([Premium](#))
 - Additional in-app messaging is reserved for premium partners and can be utilized for new product announcements or major feature releases.
- Blog posts ([Premium](#))
 - We will provide content for a blog post that can be promoted by our partners.
 - We will promote blogs written by partners that include our brands..
- Press release support ([Premium](#))
 - Our Corporate Comms team will review and approve the press release.
 - We will provide a quote from AffiniPay's CEO.
- Marketing contact ([Premium](#))
 - In addition to an Account Manager, you will be paired with a Marketing Manager to assist you on co-marketing.
- Co-marketing opportunities ([Premium](#))
 - We will consider ad hoc co-marketing opportunities with our premium partners, such as:
 - Joint Campaigns
 - Thought leadership pieces
 - Content creation
 - Email campaigns
 - Webinars
 - Joint Assets
 - Customer case studies
 - Joint product/partnership brochures
 - Videos
 - Whitepapers
 - Joint Advertising
 - Digital banners, ads, event participation promotion
 - Co-branded giveaways

Support

- API documentation (**All tiers**)
 - Detailed guidance on our APIs and how to get started on developing your integration.
 - Sandbox environment (**All tiers**)
 - Access to a blank or pre-populated account. Partners will have admin-level access for building, testing, and troubleshooting. Additional users can be added, as needed.
 - Slack channels (**All tiers**)
 - A dedicated channel for technical teams to ask questions and troubleshoot issues.
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- Partner account manager (**Standard & Premium**)
 - A single point of contact who helps with:
 - Growing customer enablement of the integration
 - Marketing and promotion of the integration
 - Escalation of issues and requests for internal teams
 - API support (**Standard & Premium**)
 - Ongoing support (via Slack) from our technical team.
 - Direct channel for data requests.
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- Beta recruitment (**Premium**)
 - Assistance from our team with recruitment of initial testers.
 - Recommendation of beta firms.

Getting started

Apply to become a partner

If you are ready to get started with the program, fill out our [inquiry form](#) and a member of our partnerships team will be in touch.

Approved applicants will be sent our software partnership agreement in alignment with the agreed upon program tier.

Once the agreement is signed, our team will follow up to schedule a kick-off call.

About AffiniPay

AffiniPay is a market leader in practice management software and online payments for professionals serving legal, accounting, architectural, engineering, and construction firms. AffiniPay has been recognized as one of Inc. 5000's fastest-growing companies for 12 years in a row. Each of its brands leads the market it serves with solutions purpose-built by industry including LawPay, MyCase, CASEpeer, Docketwise, CPACheck, and AffiniPay for Associations. AffiniPay's solutions are trusted by more than 245,000 legal & accounting professionals with more than 150 strategic partnerships and endorsements, including the American Bar

Association and the American Institute of Certified Public Accountants. Visit affinipay.com to learn more.

