



Partner Program

Drive growth. Expand your offering. Win together.

Four Ways to Partner with Bectran

Choose the model that fits your business - or combine them.

Referral

We refer each other's clients when the fit is right. We each earn a fee when a deal closes.

Co-Sell

Work deals jointly with the Bectran team and share revenue on customers you help close.

Tech Integration

Embed Bectran into your platform and/or integrate your solution into ours.

Thought Leadership

Co-author content, co-sponsor events, and reach B2B finance professionals together.

Referral

A Referral partnership is the simplest way to work together. When you have a client who needs credit and AR automation, you introduce them to Bectran, and when we come across a business that could use your product or service, we return the favor.

WHAT THIS LOOKS LIKE

You spot a conversation about credit risk, collections, or AR automation and connect that client with Bectran

Bectran does the same when we hear about opportunities that fit your business

No formal integration, dedicated headcount, or joint go-to-market plan required

Co-Sell

A Co-Sell partnership goes a step further than a referral. You and the Bectran team work the deal together, from the first conversation through close, bringing the relationship and the platform expertise needed to win.

WHAT THIS LOOKS LIKE

Joint discovery calls, demos, and proposals alongside the Bectran team

Shared ownership of the opportunity from qualification through close

Best suited for partners who already have a relationship with the target customer

Technology Integration

A Technology Integration partnership connects our platforms directly. Bectran can embed into your product, or your solution can integrate into ours, so customers get one connected experience without leaving either product.

WHAT THIS LOOKS LIKE

API access and integration documentation provided by Bectran

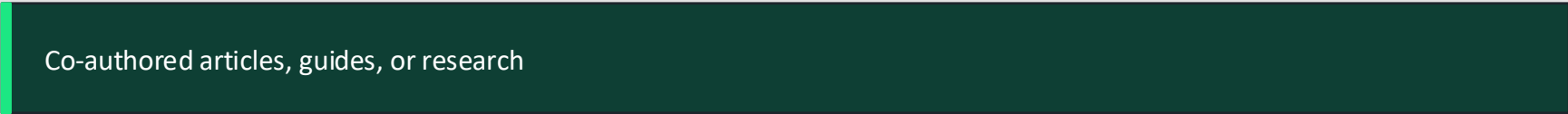
Dedicated technical resources and professional services support during the build

Best suited for partners with an existing API footprint or technical relationship with Bectran

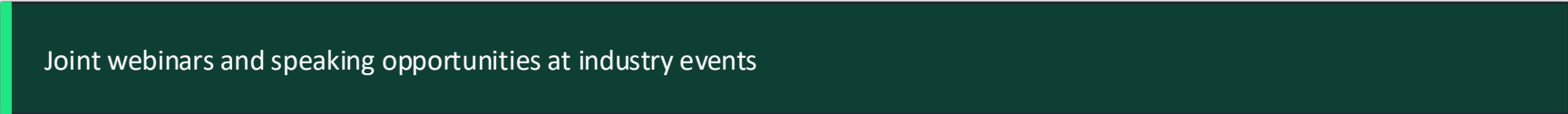
Thought Leadership

A Thought Leadership partnership is about visibility, not transactions. You and Bectran co-author content, co-host webinars, and share a stage at industry events to reach the same audience together.

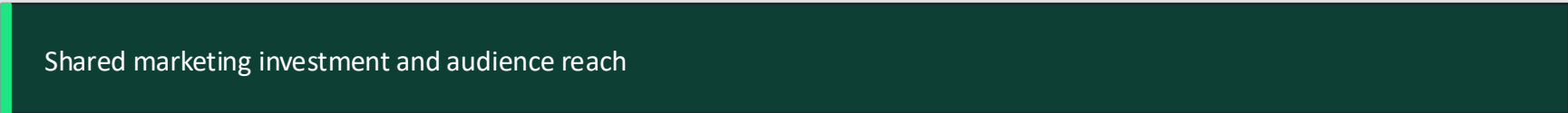
WHAT THIS LOOKS LIKE



Co-authored articles, guides, or research



Joint webinars and speaking opportunities at industry events



Shared marketing investment and audience reach

Your Journey with Bectran

A clear path from first conversation to active pipeline.

1 Discover

Initial conversation to explore mutual fit and partnership potential.

2 Qualify

Define the opportunity, your value proposition, and your target market.

3 Align

Agree on partnership type, commercial structure, and go-to-market approach.

4 Formalize

Sign the partnership agreement with clear terms and expectations.

5 Activate

Enter the market with Bectran's support: sales, marketing, and technical.

6 Scale

Grow your pipeline, deepen the relationship, and expand the program.

How We Support You

We show up at every stage of the partnership.

Sales Enablement

Pitch decks, objection handling guides, and demo support for your team.

Marketing Support

Co-branded materials, joint campaign templates, and case studies for your verticals.

Technical Resources

Integration documentation, API access, and dedicated professional services support.

Partnership Management

A dedicated Bectran contact, regular pipeline reviews, and mutual accountability.

Who We Work Best With

An Ideal Bectran Partner

- Serve mid-market & enterprise B2B companies
- Work in or adjacent to finance, AR, or credit
- Active in building materials, manufacturing, distribution, construction, F&B, technology & more
- Can generate 2-4 qualified introductions per quarter
- Value long-term relationships over transactional referrals

What Our Customers Look Like

- B2B companies with 500-50,000+ invoices per month
- AR teams managing \$5m-\$1B+ in monthly receivables
- ERP users: SAP, Oracle, NetSuite, Dynamics, Sage
- Companies with real credit risk exposure and collections volume
- Finance leaders under pressure to reduce DSO and improve cash flow

What You Can Earn

Transparent commercial terms, aligned before any commitment.

Partner Type	Commercial Model	Typical Range*	Timeline
Referral (Mutual)	Fee per closed deal - both directions	10% of ACV	30-90 days post-close
Co-Sell	Revenue share on influenced deals	10% of ACV	30-90 days post-close
Tech Integration	Integration margin (pass-through + markup)	Negotiated	Monthly
Thought Leadership	Shared marketing investment	Mutual	Ongoing

**All commercial terms are confirmed with our leadership team before any partner commitment is made.*

Getting Started Is Simple

Four steps from first conversation to active partner

1

Schedule an intro call with our partnership team

2

Complete a brief partnership intake and alignment form

3

Review and sign the partnership agreement

4

Complete onboarding and go to market together

Let's Build Something, Together.

Join The Bectran Partner Program

Reach out to start the conversation:

Kaylee Brown

Strategic Partnership Manager

kaylee.brown@bectran.com