

专注RPA

小产品，大生意

2020年7月

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Channel Director
UiPath China



历史上发生过的技术革命



没有大型主机

就不会有
数据中心



没有 PC

就不会有
现代化的商业环境



没有 GUI

就不会有
软件



没有互联网

就不会有
亚马逊



没有手机

就不会有
优步



没有云技术

就不会有
Salesforce

“自动化优先”企业将赢得市场

互联网
优先

移动
优先

云
优先

自动化
优先

欣欣向荣

amazon

Uber

NETFLIX

自动化
采用者

难以为继

BORDERS



自动化
逃避者

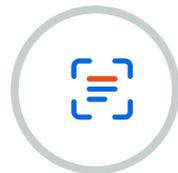
软件机器人能做什么？



登录任何应用



移动文件与文件夹



读写数据库



从网页上获取数据



连接至系统 API



从文档、PDF、电子邮件和表中提取内容

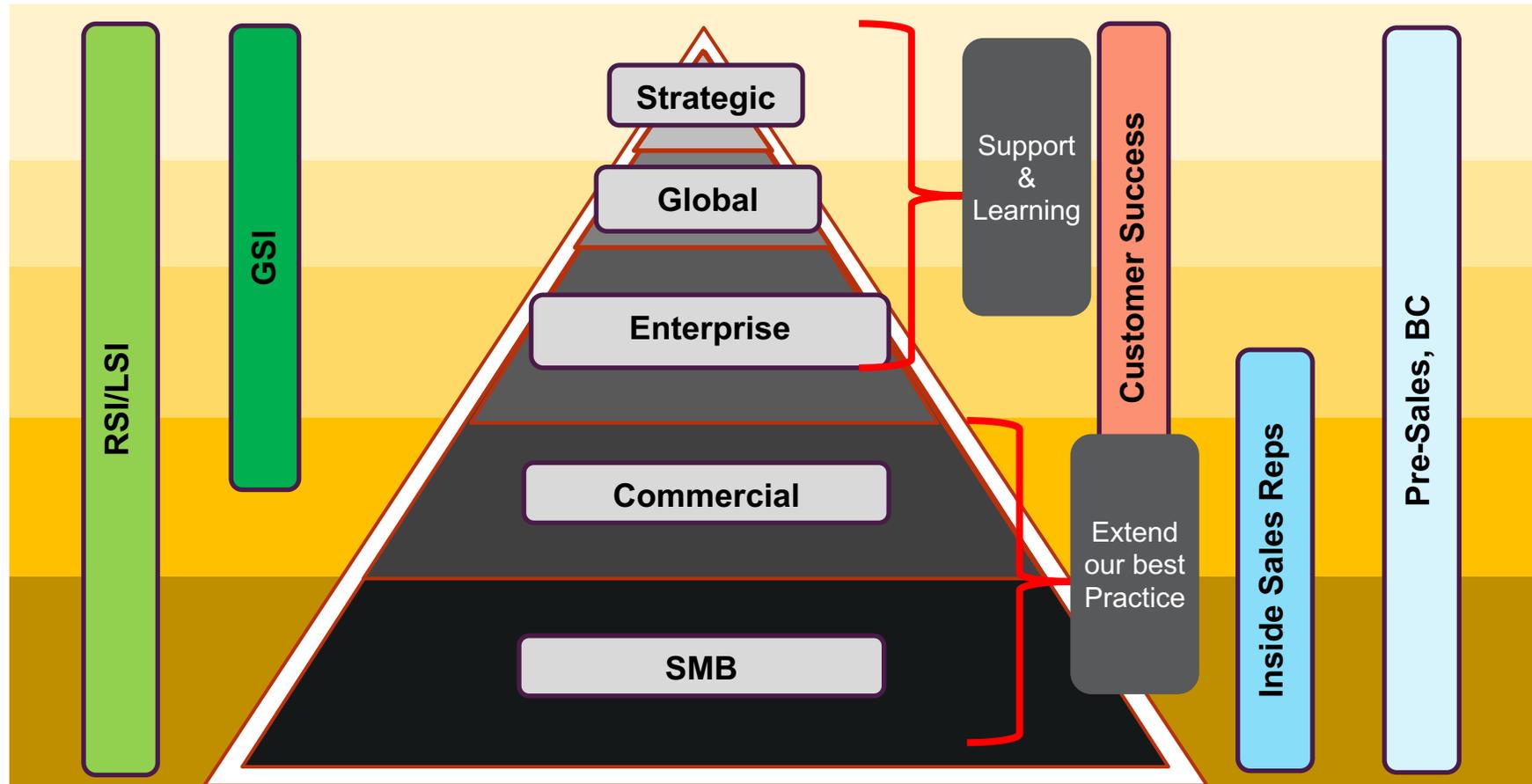


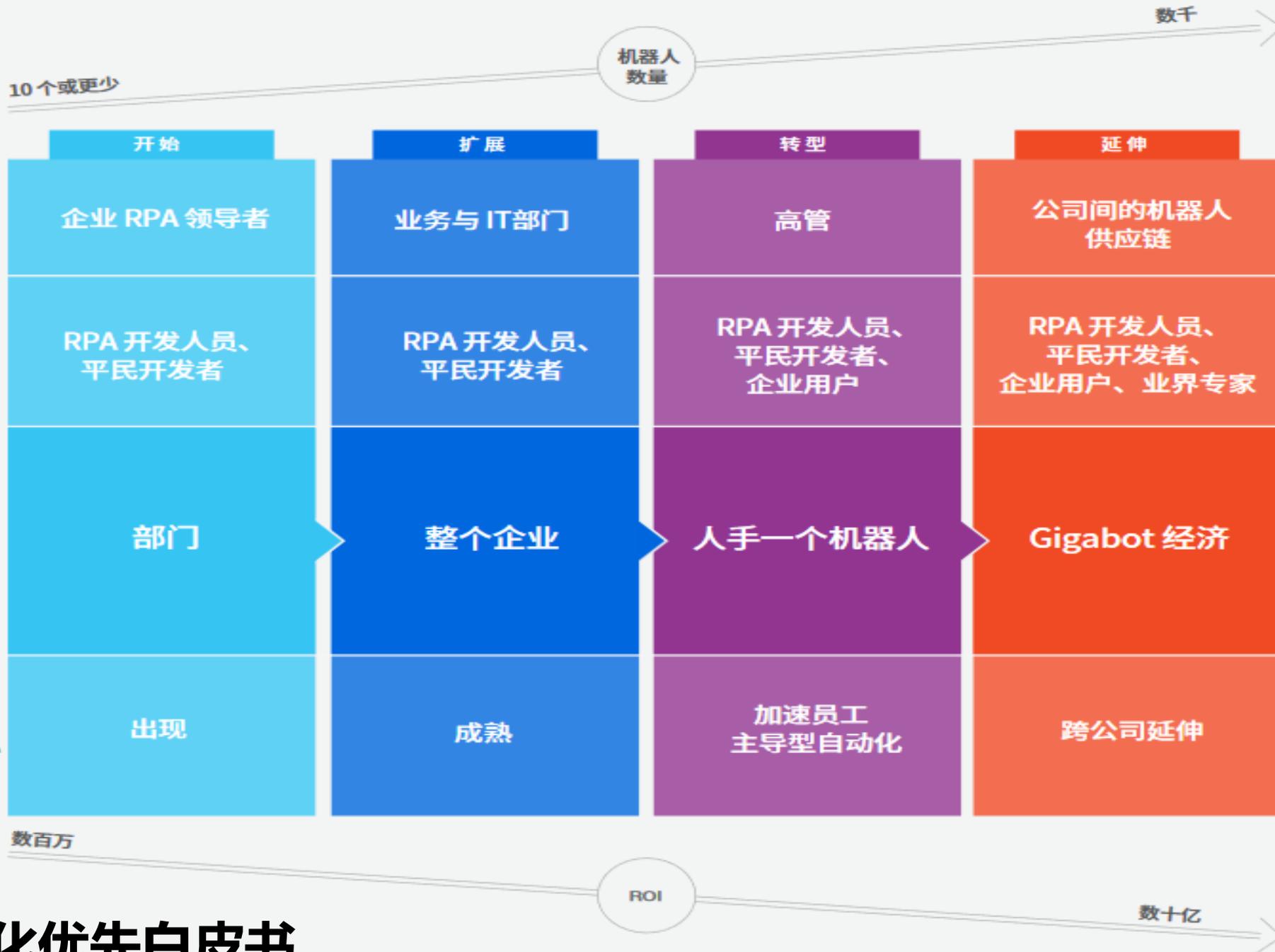
打开电子邮件及附件



计算

市场策略

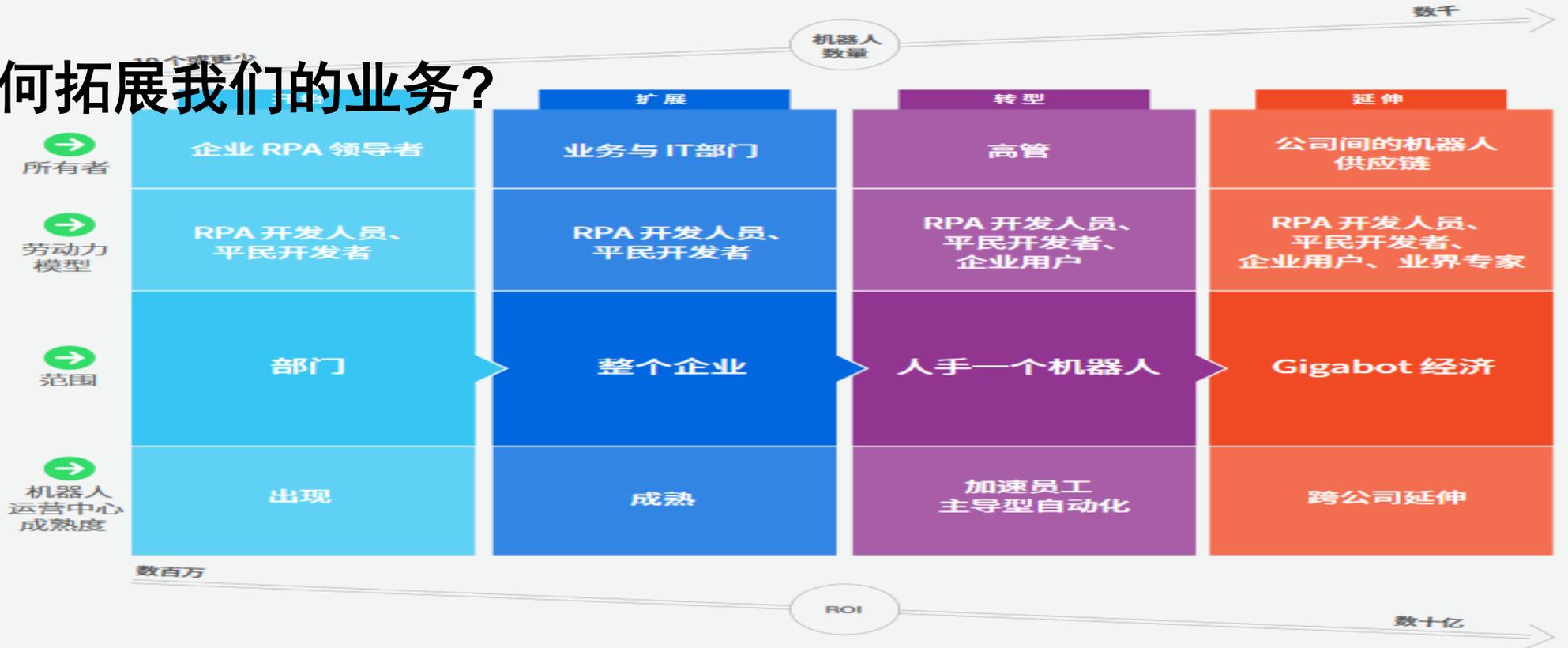




自动化优先白皮书

自动化优先成熟度模型

如何拓展我们的业务?



How to get New LOGO?

- Best Practice sharing
- Joint-account development
- Leads allocation and follow
- Demo/POC & tool kits

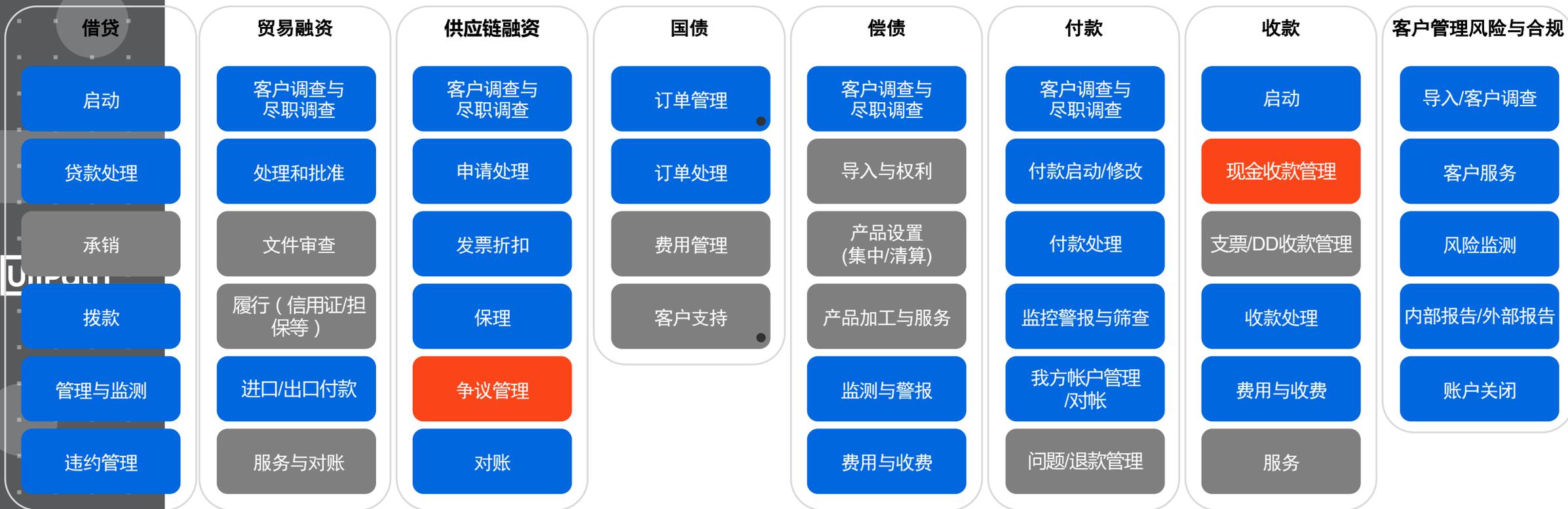
How to build a 50K account?

- Training
 - COE
 - RPA platform
- AM/BA meet up
- Joint account development

Extend to 100K+

- UiPath lead
- Partner support and shadowing

充分利用原厂的RPA知识储备



- 高度自动化潜力
- 中度自动化潜力
- 低度自动化潜力
- 有人值守机器人

找到您的“三井住友银行”



500 亿日元

到 2020 年成本降低

300 万

到 2020 年创造的工时数

200+

自动化的运营流程

实施时间：
5 个月

**5个系统
集成商**

埃森哲、安永、德勤、IBM 和普华永道

合规性 / 风险运营

支持分支机构运营

常规运营中心流程

总部各部门的其它大量日常业务运营

信息收集流程用于增强销售与计划



RPA is a \$16.2 Billion Market by 2023

Source: Forrester report, RPA Services Market To Reach \$12 Billion By 2023⁴

Gartner评选的RPA魔力象限领导者

站得最高最远
份额最大
跑得最快

UiPath凭借其愿景的完整性和执行能力，处于领导者象限的最高且最远位置。

- Gartner 评估了 18 家厂商
- 从可信来源获取对全球RPA格局的客观观点

Figure 1. Magic Quadrant for Robotic Process Automation Software



Source: Gartner (May 2019)

Gartner对UiPath的评价

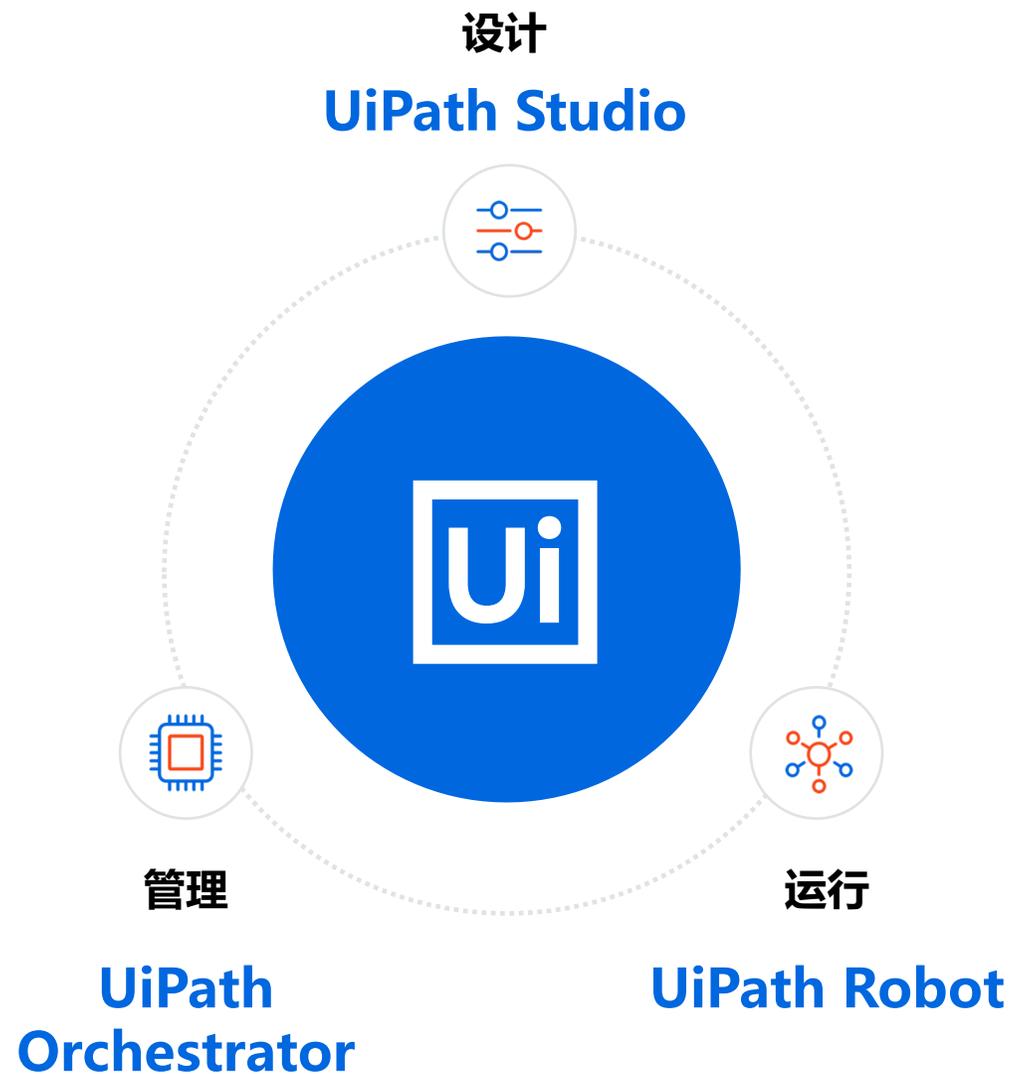
No. 1 —UiPath

- UiPath's **flexible licensing**, **free training** and **strong partner ecosystem** have fueled significant revenue growth.
- UiPath has penetrated a wide variety of industries and has representation in 20 countries.
- Its product performance, financial viability and strong product roadmap are generally quoted as the top factors influencing customers' purchasing decisions.
- The vendor secured \$568 million in Series D funding at a valuation of \$7 billion in 2019 and saw total funding of \$1 billion in the last two years.

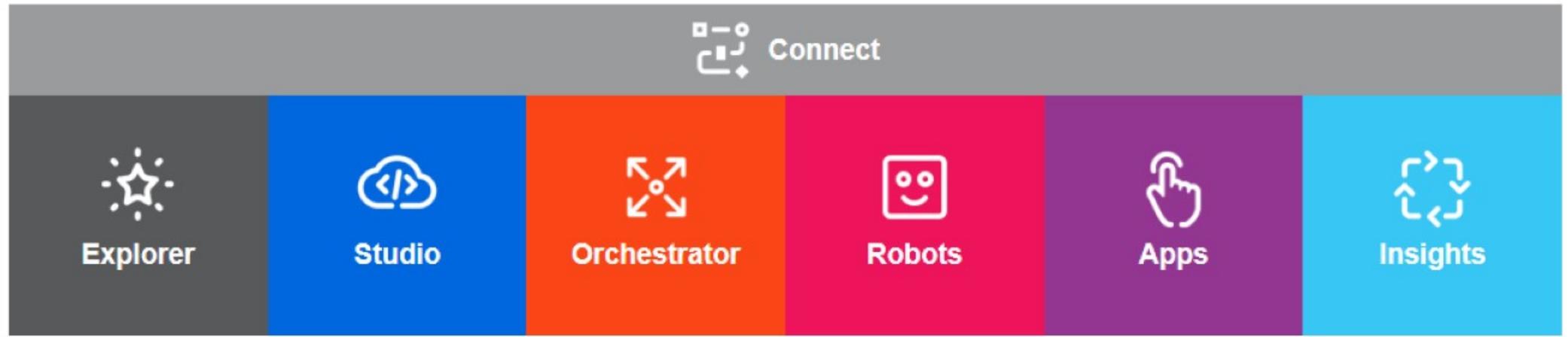
UiPath核心产品



用户青睐、企业重视、IT 信赖



The UiPath Platform: An End-to-End Automation Suite



Plan

Scientifically plan your RPA implementation, powered by AI

Build

Democratize the design and testing of workflows, from the simple to the complex

Manage

Deploy and manage automations

Run

Robots work with your application stack to carry out automations

Engage

The system of engagement for humans and robots working together

Measure

Align RPA operations with strategic business outcomes with powerful, embedded analytics

AI架构



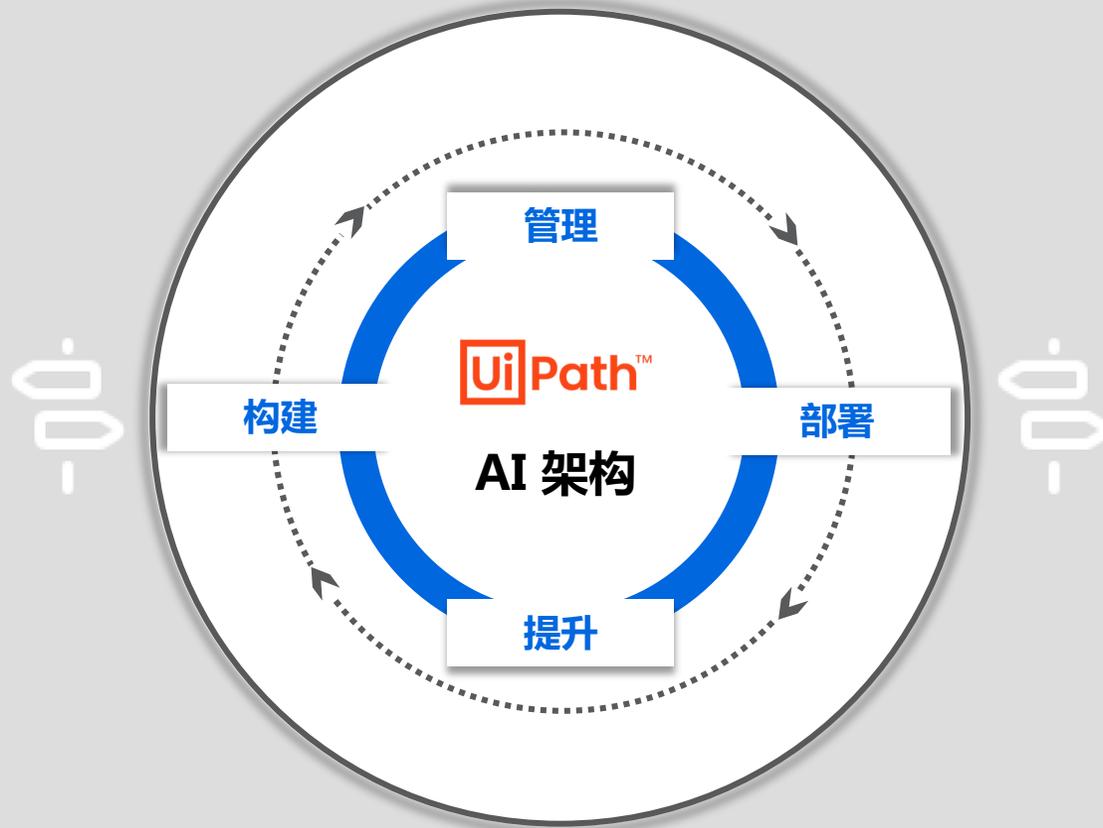
UiPath



技术合作伙
伴



客户



票据处理



保险索赔处理



客服中心

如欲了解更多详情，
敬请咨询 UiPath 早期访问计划

强大的生态系统



遍布全球的技术合作伙伴



人工智能(AI)/机器学习(ML)



架构



业务流程管理(BPM) / 动态案例管理(DCM)



文档理解



自然语言/聊天机器人



流程挖掘



行业/其他



银行、金融服务和保险



电信、媒体和娱乐



零售和消费品



工业和高科技产品



能源和航空



医疗保健和生命科学



服务



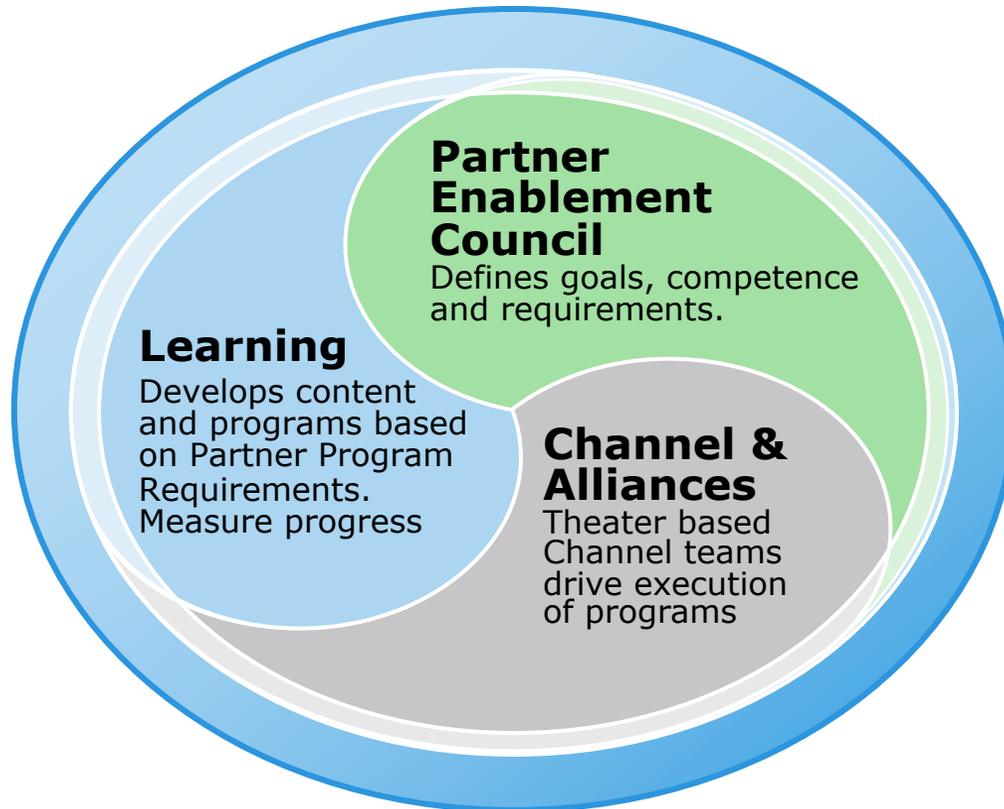
智慧城市/交通/政府/公共部门



合作伙伴赋能计划

设计原则:

- 用培训UiPath员工的资料培训我们的合作伙伴
- 持续不断更新培训内容
- 鼓励合作伙伴自学习



Enablement Framework

Onboarding:

Partner Program
Baseline by Role
Fast Start
Certification

On-going:

Partner Webcast
QRT Readiness
Academy

On-demand:

UiShare
Workshops kits
Training Library

All Accessible from the **NEW** Partner/Learning Portal

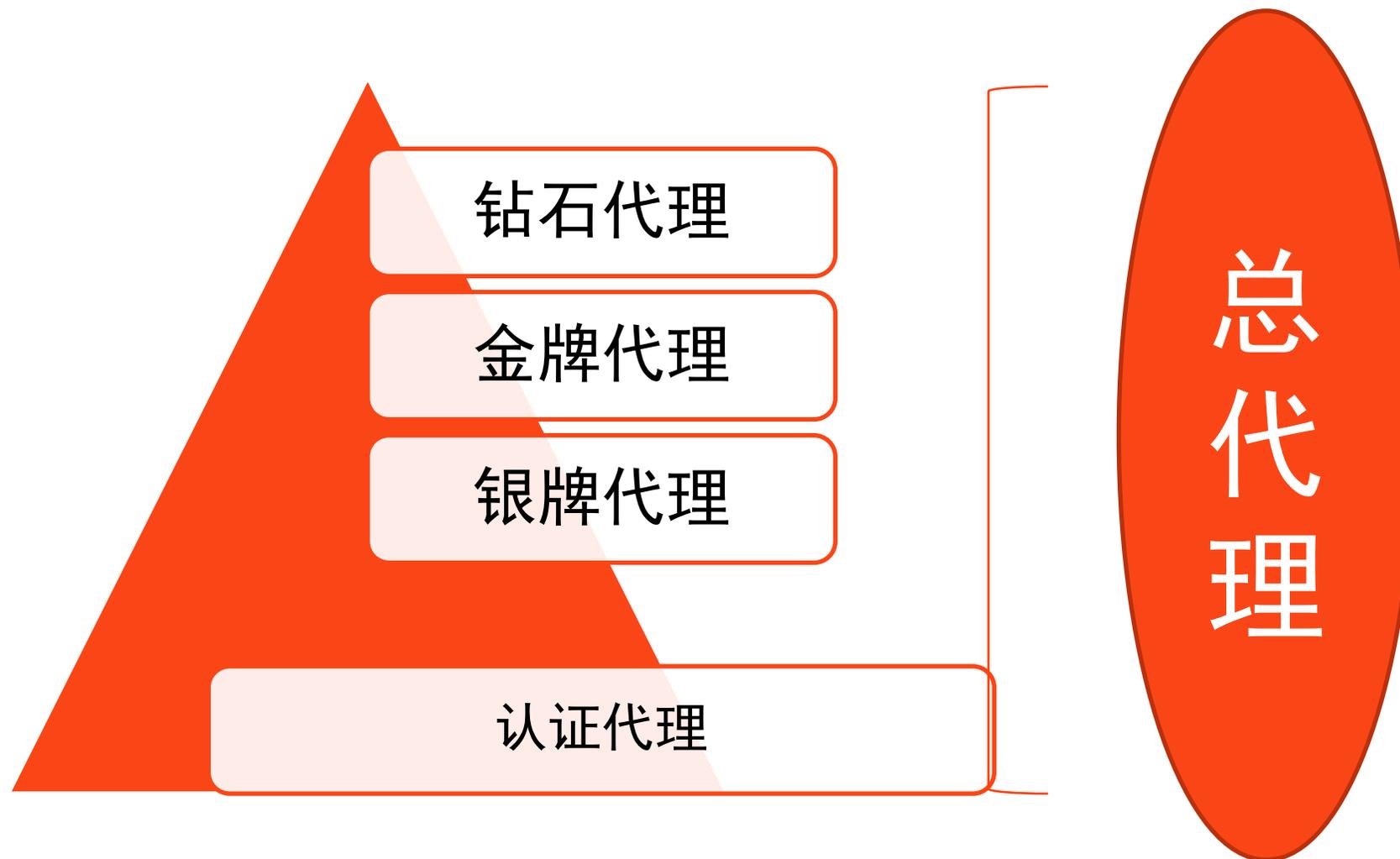
合作伙伴赋能方式

- 销售培训和最佳实践分享：微信公众号，Webinar，核心合作伙伴workshop
- UiPath技术培训：Academy网站，Webinar
- UiPath开发技术：
 - Academy网站，线下培训（收费），联合POC实施（基于客户，申请制）
- UiPath高级技能培训：
 - Certification/POC培训：线下培训（收费）
 - COE建立培训：线下培训（收费）
 - ProcessGold开发者培训：Academy网站，线下培训（收费）

RPA业务对合作伙伴的价值

- Lic业务
 - 按年收费
 - 转卖，续约，UpSell，Cross-Sell
- 流程梳理服务业务
 - 按照业务流程复杂度，按照人天收取顾问费用
 - RPA属于重度交付服务业务
- High Touch和客户粘性提升

我们的渠道结构



UiPath™ Partner 合作伙伴计划的目标



简单



可预测



收益性

提升的合作伙伴体验

UiPath Services Network (USN) Program

UiPath Certified
PROFESSIONAL SERVICES

USN是一个全新的服务计划，由经过认证培训的合作伙
伴UiPath高级服务团队共同提供。



USN计划的第一个认证是高级服务
认证是面向公司的



USN目标合作伙伴是愿意在高度发展的超
自动化市场投资，并专注于开发和交付业
务的。



所以UiPath合作伙伴都可以参与

合作伙伴一定要有本地的支持资源，并
经过UiPath全面评估和测试其各方面能
力：



RPA
开发者



业务分析师



方案架构师



基础架构工程师

New NFR Offerings + Silver Now Eligible



~ 30+ NEW! products added to NFR offering



NFR SKU 'Bundles' Available

1. On-Premises
2. Cloud 'Pack's' - collection of products in one SKU



Proposal-based benefit for **Diamond, Gold and Silver level**



Partners must have **bookings and/or active pipeline**



Eligible for **training purposes or to build out demo centers**, PoC lab environments on-site at a partner organization



Available NOW!

Full benefit details in the Not-For-Resale Program Overview on UiPath Partner Portal.

Q-88902 Product Selection

Search: nfr

PRODUCT CODE	PRODUCT NAME	PRODUCT FAMILY	PRODUCT DESCRIPTION
<input type="checkbox"/> UIJRPANFRO	UiPath - RPA Platform - NFR - Bundle	Non-Production	Not for Resale (NFR) On-Prem RPA Platform offered for channel partners ONLY. To be used for Partners own demo environments, PoC labs, and training purposes. Production usage prohibited. Not for Resale/ only 1 YR Term. NFR proposal based benefit, based on approvals for UiPath Business Partners.
<input type="checkbox"/> UINRPANFRO	UiPath - Cloud RPA Platform - NFR - Bundle	Non Production	Not for Resale (NFR) Cloud RPA Platform offered for channel partners ONLY. To be used for Partners own demo environments, PoC labs, and training purposes. Production usage prohibited. Not for Resale/ only 1 YR Term. NFR proposal based benefit, based on approvals for UiPath Business Partners.

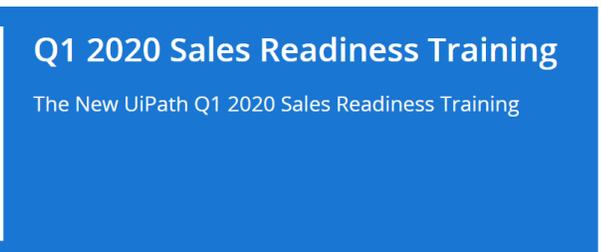
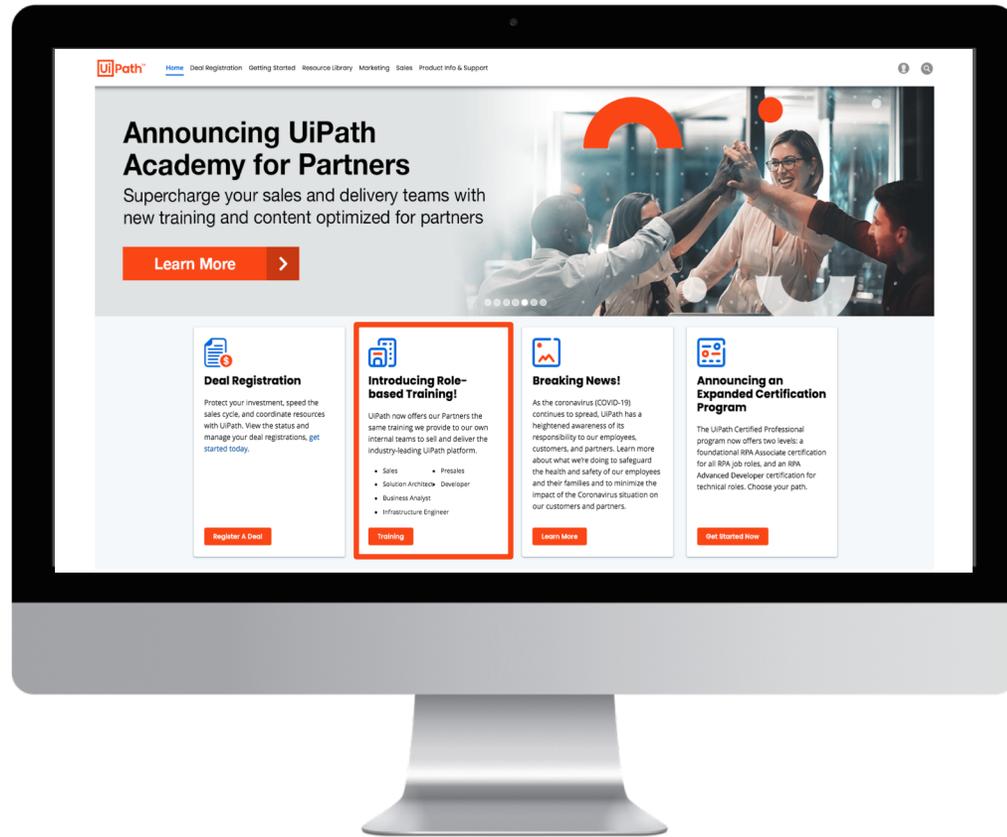
UIPNPOSNFR	UiPath - Orchestrator Standard - NFR
UIPNPURNFR	UiPath - Unattended Robot - NFR
UINPACNUNFR	UiPath - Action Center - Named User - NFR
UINPANUONFR	UiPath - Attended - Named User - NFR
UINPCDNUNFR	UiPath - Citizen Developer - Named User - NFR
UINPCAHONFR	UiPath - Cloud Automation Hub - Standard - NFR
UINPPCVONFR	UiPath - Computer Vision - On Prem - NFR
UINPMIPSNFR	UiPath - High-Availability Add-On for Orchestrator - NFR
UINPMIPSNFR	UiPath - High-Availability Add-On for Orchestrator - Non-Production - NFR
UINPPDNUNFR	UiPath - Process Developer - Named User - NFR
UINPPANUNFR	UiPath - Process User - Named User - NFR
UINPRDNUNFR	UiPath - RPA Developer - Named User - NFR
UINPPMPONFR	Process Mining - Process - NFR
UINPPMPONFR	Process Mining - Process NonProduction - NFR
UINPPOONFR	UiPath - Orchestrator - NonProduction - NFR

RPA (On-Prem Bundle)

PRODUCT CODE	PRODUCT NAME
UINPCAHONFR	UiPath - Cloud Automation Hub - Standard - NFR
UINPCOACNFR	UiPath - Cloud Orchestrated Action Center - Named User - NFR
UINPCOANNFR	UiPath - Cloud Orchestrated Attended - Named User - NFR
UINPCODNFR	UiPath - Cloud Orchestrated Citizen Developer - Named User - NFR
UINPCOPDNFR	UiPath - Cloud Orchestrated Process Developer - Named User - NFR
UINPCORDNFR	UiPath - Cloud Orchestrated RPA Developer - Named User - NFR
UINPCOURNFR	UiPath - Cloud Orchestrated Unattended Robot - NFR
UINPCORONFR	UiPath - Cloud Orchestrated Robot - NonProduction - NFR
UINPPCVONFR	UiPath - Computer Vision - On Cloud - NFR
UINPTMOUNFR	UiPath - Task Mining - Observed User - NFR

RPA (Cloud Bundle)

UiPath学院：给合作伙伴的全新学习平台



经常访问这里，了解UiPath提供给合作伙伴的最新资料和课程

全新UiPath销售和售前技术培训

所有合作伙伴需要在**2020年10月31日**前完成下述培训



Sales Foundations for UiPath Partners

Our Sales Foundations training is designed to train our new Partners just as we do our own UiPath Sales Team. The courses in the Sales Foundations learning path will teach you about the RPA marketplace, the value of UiPath's Platform, Products, and Services, and how we can partner effectively to support our joint customers.

课程:

- RPA和UiPath简介
- UiPath的平台价值
- 如何拓展RPA用户



PreSales Foundations for UiPath Partners

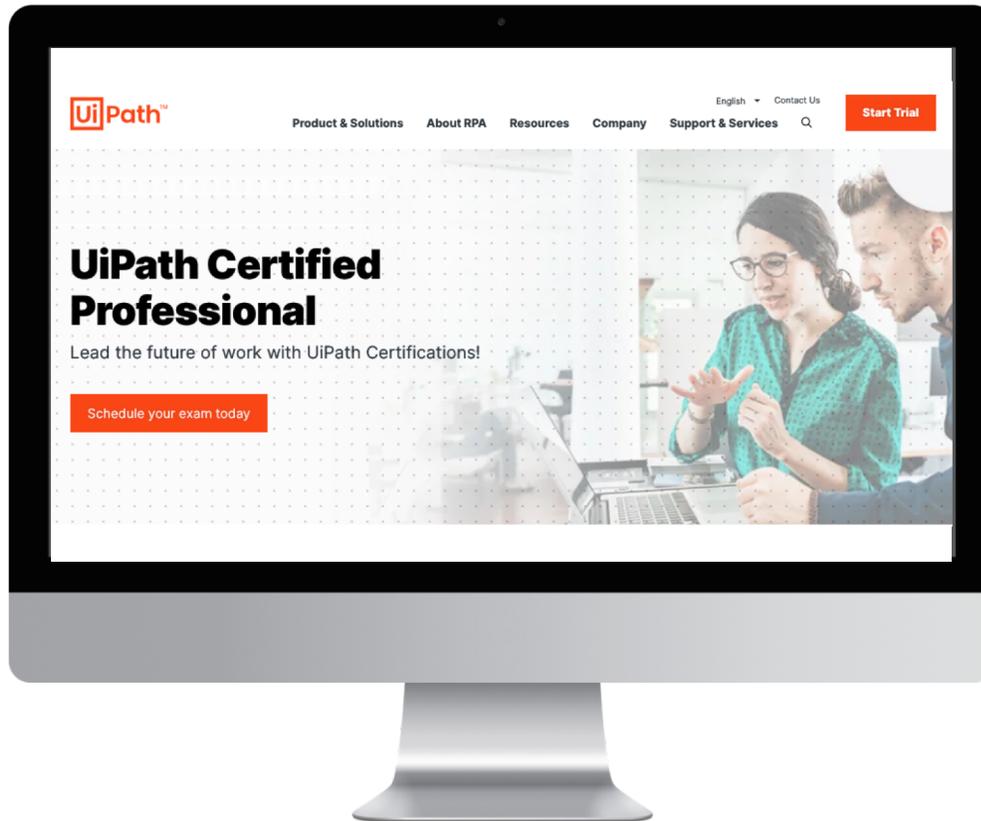
Pre Sales Onboarding

This learning plan is designed for presales teams to deliver successful UiPath demos, writing winning proposals and POCs, customer need assessment and potential solutions, tools and tips to improve sales cycle and customer acquisition rate.

课程:

- RPA与UiPath简介
- UiPath的平台价值
- UiPath平台的进阶培训

高级开发者认证的要求



UiPath Certifications



UiPath Certified RPA Associate (UiRPA)

Assess knowledge and skills related to problem solving, process identification, and building simple automation solutions with UiPath platform components such as UiPath Studio, Orchestrator, and Robots.

[More details](#)

NEW



UiPath Certified Advanced RPA Developer (UiARD)

\$200

UiPath Advanced RPA Developer Certification is targeted to assess deeper level of knowledge and skills for designing and independently developing complex RPA solutions in Robotic Enterprise Framework.

[More details](#)

Meets partner competency requirement



已经获得RPA高级开发者认证的工程师，在原有认证有效期内不需要参加额外的认证考试



原有的RPA高级开发者认证到2021年4月30日失效

基于国家/地区的技术资格要求

更容易达到的合作伙伴技术资格

代*号的角色，要求合作伙伴在每个国家都要有资源投放

无*号的角色，包括 高级开发者，认证开发工程师，基础架构工程师，允许合作伙伴在全球范围配置调度

在不同国家，具体要求数量可能不一样



APAC

**Australia,
New Zealand,
Korea**

**China,
Mongolia**

**Hong Kong,
Taiwan,
Macau**

**Singapore, Indonesia,
Malaysia, Philippines,
Thailand, Vietnam,
Brunei, Cambodia,
Laos, Myanmar**

	Australia, New Zealand, Korea			China, Mongolia			Hong Kong, Taiwan, Macau			Singapore, Indonesia, Malaysia, Philippines, Thailand, Vietnam, Brunei, Cambodia, Laos, Myanmar		
	Diamond	Gold	Silver	Diamond	Gold	Silver	Diamond	Gold	Silver	Diamond	Gold	Silver
UiPath Sales*	20	10	2	20	10	2	20	10	2	20	10	2
UiPath Pre-Sales Technical*	20	10	2	20	10	2	20	10	2	20	10	2
UiPath Advanced Developer	50	20	2	50	20	2	50	20	2	30	10	1
UiPath Certified Developer	15	10	2	15	10	2	15	10	2	10	5	1
Solution Architect*	15	5	2	15	5	2	15	5	2	10	5	1
Infrastructure Engineer	15	5	1	15	5	1	15	5	1	10	5	1
Business Analyst*	15	5	1	15	5	1	15	5	1	10	5	1

* Must reside within country set. Development resources (Advanced Developer, Certified Developer, and Infrastructure Engineer) can be located globally and counted towards competency.

Simplified Diamond Level



钻石级别代理商统一标识，不再有区域，全球钻石的区别

基于合作伙伴业绩的价格体系（国家/地区）

2021年2月1日生效（UiPath2022财年）

UiPath将基于合作伙伴过去四个季度的下单情况，确定合作伙伴的License采购成本。具体标准各个国家分别制定

Australia, New Zealand, Korea		China, Mongolia		Hong Kong, Taiwan, Macau		Singapore, Indonesia, Malaysia, Philippines, Thailand, Vietnam, Brunei, Cambodia, Laos, Myanmar	
Previous 4 Quarter Revenue	Discount*	Previous 4 Quarter Revenue	Discount*	Previous 4 Quarter Revenue	Discount*	Previous 4 Quarter Revenue	Discount*
> \$1.5M	XX%	> \$1.5M	XX%	> \$500K	XX%	> \$300K	XX%
\$500K to \$1.5M	XX%	\$400K to \$1.5M	XX%	\$200K to \$500K	XX%	\$100K to \$300K	XX%
\$100K to \$500K	XX%	\$10K to \$400K	XX%	\$50K to \$200K	XX%	\$10K to \$100K	XX%
< \$100K	0%	< \$10K	0%	< \$50K	0%	< \$10K	0%

* Additional 10% discount with approved deal registration

合作伙伴的业绩每半年考核一次。基于合作伙伴过去4个季度的下单情况，包括License转卖，合作伙伴自用，合作伙伴提供顾问咨询服务（Influence Deal）。考察时间点为7月31日和1月31日

订单报备规则

Renewals

- 针对续约的项目报备：
 - 续约的项目，必须包括扩容（UpSell），才符合报备标准
 - 扩容（Upsell）的定义是用户增加采购了每年付费的 License 产品
 - 合作伙伴级别和/或合作伙伴业绩折扣，同样适用于续约项目

Services

- 针对服务的项目报备：
 - UiPath不会与合作伙伴在增值服务业务上与合作伙伴竞争
 - 合作伙伴如果进行了项目报备并得到批准，就有权拒绝原厂的实施服务

合作伙伴自用项目，不能进行项目报备

目前的基于合作伙伴级别的折扣政策

V将于2021年1月31日失效

合作伙伴下单折扣基于合作伙伴的认证级别

Partner Tier Level	Diamond	Gold	Silver	Registered
 UiPath产品折扣	XX%	XX%	XX%	0%
 DR报备成功的附加折扣	10%	10%	10%	10%
 UiPath高级服务	XX%	XX%	XX%	XX%
 UiPath支持服务	基于License采购价格的百分比。具体请联系销售经理			
 UiPath报价单上的第三方产品	折扣与产品相关			

注册代理商

要求

- 合作伙伴对RPA市场的认可，有明确的业务拓展计划
- 与UiPath签署合作伙伴协议
- 承诺在六个月内达到银牌合作伙伴的技术要求

利益

UiPath合作伙伴门户网站的访问权

- 面向合作伙伴的UiPath学院网站
- 一站式市场宣传资料
- 销售和售前资料
- 面向合作伙伴的在线会

可以进行项目报备（DR）

达标后升级为银牌代理商



Registered Level

Entry-level tier to join the UiPath Business Partner Program providing time to complete skills towards competency

UiPath的合作伙伴计划利益

	Diamond	Gold	Silver	Registered
Profitability				
转卖License的折扣	●	●	●	
高级服务和产品支持服务的折扣	●	●	●	
项目报备（DR）折扣	●	●	●	●
续约项目折扣	●	●	●	
Engagement				
专属渠道经理服务	●	varies		
联合参会或客户拜会（基于资源情况）	●	●	●	●
Sales				
Partner展示（通过Web）	●	●	●	
通过UiPath学院提供的销售，售前和技术培训（在线，免费）	●	●	●	●
UiPath高级服务认证计划	●	●	●	
试用软件，UiPath社区，UiPath GO! 网上商店	●	●	●	●
Not-for-Resale (需审批)	●	●	●	
Marketing				
使用UiPath不同级别的合作伙伴Logo	●	●	●	
访问合作伙伴门户网站，获得赋能资料，销售工具和市场活动资料	●	●	●	
联合的市场活动（基于资源情况）	●	●	●	
合作伙伴在线会	●	●	●	●



UiPath合作伙伴要求

	Diamond	Gold	Silver	Registered
Partner Agreement				
潜在合作伙伴提出书面申请并提交公司背景资料, RPA业务拓展计划	●	●	●	●
签署合作伙伴协议	●	●	●	●
RPA Business Practice Requirements				
RPA部署/交付文档	●	●	Recommended	Recommended
面向内部员工的RPA培训计划	●	●	Recommended	Recommended
测试/开发环境	●	●	●	Recommended
RPA开发者团队	●	●	●	Recommended
培训团队	●	●	●	Recommended
对UiPath满意的客户	10	5		
Sales Requirements				
业务拓展计划	●	●	Recommended	
季度业务考评会	●	●	Recommended	
Engagement Requirements				
合作伙伴背景资料	●	●	●	
合作伙伴关系调查	●	●	●	
Compliance Requirements				
反贪污贿赂政策	●	●	●	●



2021Q2促销

Q2：2020年5，6，7三个月
所有在Q2下单的新客户，代理商的
销售经理和工程师将获得原厂赠送
的神秘礼物



Let's Rock & WIN!

