Barawave

AI-powered cloud ERP

Barawave Partners Handbook

AI-Powered Cloud ERP & CRM for the Next Generation of Business

About Barawave

Barawave is an all-in-one AI-powered Cloud ERP & CRM SaaS platform, built to simplify and automate business management for enterprises, SMEs, and startups across industries.

With integrated modules covering Accounting, HRM, CRM, Inventory, POS, Manufacturing, Project Management, Workflows, and more, Barawave is designed to replace legacy ERP systems and offer a faster, more cost-effective, and AI-driven solution.

Welcome Note (from Founder/CEO)
Message from John Gai, Founder &
CEO of Barawave

Welcome to the Barawave Partner Network.

At Barawave, we believe in more than just building software — we believe in building futures. Our mission is to redefine how businesses operate by providing an AI-powered ERP & CRM platform that simplifies complexity, accelerates growth, and empowers organizations across industries.

This Partner Program Handbook is designed to guide you through the opportunities, resources, and benefits of joining our global ecosystem. Whether you are a consultant, reseller, or technology integrator, Barawave offers the tools, training, and incentives to help you succeed.

Our partners are not just resellers — they are co-creators of value. Together, we deliver solutions that transform industries, from manufacturing and telecom to healthcare, real estate, energy, and beyond.

By joining forces, we can achieve more:

- Empower businesses with intelligent automation
- Deliver cost savings and measurable ROI
- Expand reach into new industries and geographies
- Build a sustainable ecosystem for long-term growth

We are excited to embark on this journey with you.

Warm regards,
John Gai
Founder & CEO, Barawave

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About Barawave

Barawave is a next-generation Cloud ERP & CRM SaaS platform designed for modern businesses that demand agility, scalability, and intelligence. Unlike traditional ERP systems, Barawave integrates AI-driven automation across every module, helping businesses cut costs, boost productivity, and unlock real-time insights.

Our Core Modules

- Accounting & Finance – General Ledger, AP/AR, Banking, Compliance
- HRM & Payroll – Recruitment, Rostering, Leave, Benefits, Offshore Payroll
- CRM & Sales – Pipeline, Lead Management, Customer 360 View
- Inventory & POS – Multi-location Stock, Warehousing, Retail & eCommerce
- Projects & Taskly – Project Costing, Task Management, Timesheets
- Manufacturing – Production Planning, BOM, Forecasting, Quality Control
- Recurring Invoices & Bills – Automation with AI reminders
- Workflow & Rotas – Scheduling, Approvals, Operational Control

Key Differentiators

- AI-Powered – Predictive insights, natural language reporting, automation
- Modular & Scalable – Start with core ERP, expand as you grow
- Vertical-Specific Solutions – Manufacturing, Healthcare, Real Estate, Energy, Logistics, Education, Hospitality, and more
- Global Standards, Local Compliance – IFRS, GDPR, ISO, SOC2 readiness
- Cloud-First with Regional Hosting – Data centers in Singapore & Australia

Partner Program Overview

The Barawave Partner Program is built for consultants, IT resellers, and service providers who want to expand their portfolio with a future-proof ERP platform.

- **Program Objectives**
  - Empower partners to grow revenue through ERP subscriptions & services
  - Provide training, certification, and marketing resources for partner success
  - Create a global ecosystem that delivers industry-specific solutions
  - Build long-term, recurring revenue opportunities for both Barawave and partners

- **Partner Tiers**
  - Registered Partner – Entry-level with referral benefits
  - Certified Partner – Trained and certified to sell & implement Barawave
  - Strategic Partner – Deep collaboration, joint GTM, roadmap input, higher revenue share

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About Barawave

Discovery Questions (Qualifying the Prospect)

When engaging with prospects, ask open-ended questions to uncover pain points:
1. "What ERP or management software are you currently using?"
2. "How do you manage payroll, invoicing, and compliance today?"
3. "What's your biggest frustration with your current system?"
4. "Do you have multiple tools or a single integrated platform?"
5. "How important is AI automation and reporting for your business growth?"

Common Objections & Responses

💬 **Objection 1:** "ERP is too expensive."
✅ Response: "Barawave is modular and subscription-based, so you only pay for what you use — no heavy upfront CAPEX like traditional ERP."

💬 **Objection 2:** "Implementation takes too long."
✅ Response: "Legacy ERP projects take 6–12 months. Barawave's average go-live is just 6–12 weeks, thanks to preconfigured modules and AI automation."

💬 **Objection 3:** "Will it integrate with our current tools?"
✅ Response: "Yes. Barawave has REST APIs, pre-built connectors, and custom integration support. We make migration seamless."

💬 **Objection 4:** "What about security and compliance?"
✅ Response: "Barawave is ISO-ready, GDPR-compliant, and supports role-based access control. Your data is hosted in Singapore & Australia data centers."

Vertical-Specific Sales Pitches

🏭 **Manufacturing**
- Problem: Forecasting & production inefficiencies
- Pitch: "Barawave's AI forecasting ensures smarter procurement and real-time production planning."

🏥 **Healthcare**
- Problem: Disconnected clinics & inventory wastage
- Pitch: "With Barawave, you'll have centralized patient billing, automated stock alerts, and compliance reporting."

⚡ **Energy & Oil/Gas**
- Problem: Offshore HR & compliance challenges
- Pitch: "Barawave integrates payroll, HR, and compliance tracking for remote teams — reducing payroll errors by up to 95%."

🏨 **Hospitality & Retail**
- Problem: Disconnected POS and staff scheduling
- Pitch: "Barawave combines POS, reservations, and rotas — helping you cut operational costs and improve guest experience."

📦 **Logistics**
- Problem: Complex delivery operations
- Pitch: "Barawave offers end-to-end logistics management — from route planning to customer invoicing."

Technical Implementation Guide

Implementation Framework (6 Phases)

Discovery & Scoping
- Assess client's current ERP/CRM tools
- Define key requirements (finance, HR, inventory, industry modules)
- Document workflows, compliance needs, and integrations

2. System Design & Configuration
- Choose core Barawave modules
- Configure roles, access levels, and security policies
- Map local compliance (tax codes, payroll rules, IFRS)

3. Data Migration
- Export legacy system data (Excel, SQL, APIs)
- Cleanse & validate (remove duplicates, correct errors)
- Import into Barawave using migration toolkit

4. Integration Setup
- Use **REST APIs** or built-in connectors
- Common integrations:
  - Microsoft 365 / Google Workspace
  - E-commerce platforms (Shopify, WooCommerce, Magento)
  - Accounting/Tax systems (Xero, QuickBooks)
  - Custom apps (via API gateway)

5. Testing & Training
- UAT (User Acceptance Testing) with client's key staff
- Train superusers with **Barawave Academy** modules
- Run parallel operations for 1–2 weeks to ensure smooth transition

6. Go-Live & Support
- Switch operations fully to Barawave
- Provide hypercare support for first 30 days
- Transition to standard support + partner SLA

Implementation Timelines (Typical Projects)

- **SMEs (10–50 users): 6–8 weeks**
- **Mid-market (50–250 users): 8–12 weeks**
- **Enterprises (250+ users): 12–20 weeks**

Best Practices for Partners
- Start small (finance + HR modules) → expand later
- Always customize dashboards for client KPIs
- Encourage AI automation (recurring invoices, payroll reminders, expense classification)
- Use sandbox/demo environments for training

💡 Partner Tip: Barawave's pre-configured industry templates can cut implementation time by 30–40%.

Marketing Toolkit

Co-Branding Guidelines

- Use Barawave's **logo + your company logo** in equal weight
- Primary colors: **#1a73e8 (Blue), #0d47a1 (Navy), #f5f5f5 (Light Gray)**
- Typography: Clean sans-serif (Inter, Roboto, Open Sans)
- Always reference website: www.barawave.com

Sales Collateral Templates

- One-Pager PDF – AI-powered ERP overview with vertical benefits
- Slide Deck – 10–12 slides: product modules, partner benefits, ROI
- Brochure – Industry-specific (manufacturing, healthcare, real estate, logistics, etc.)
- Case Study Sheets – Editable Word/PDF with metrics & outcomes

Digital Campaign Templates

- Email Sequences
- Intro email → case study follow-up → demo invite
- Subject line example: "Cut costs by 30% with AI ERP in 2025 🚀"
- LinkedIn Posts
- "Did you know SMEs spend 120+ hours/month on manual invoices? Barawave AI ERP automates it in clicks. Book a demo 👉 [link]"
- Social Media Banners
- Co-branded ads with partner + Barawave logos
- Tagline: "Smarter Business. Faster Growth."

Implementation Timelines (Typical Projects)

- **Event & Webinar Kit**
  - **Co-hosted Webinars:** Barawave provides slides + speakers
  - **Event Booth Assets:** Roll-up banners, demo videos, case study flyers
  - **Partner Playbook:** Talking points + live demo script

- **Lead Generation Tools**
  - **Demo Registration Link:** barawave.com/dashboard/register
  - **Calendly Booking:** calendly.com/barawave
  - **Pre-qualified Campaigns:** Partners can run PPC or LinkedIn campaigns with Barawave-funded co-marketing credits (based on tier)

- 💡 **Partner Tip: Always push for a demo CTA — Barawave closes 65%+ of demo leads into paying clients.**

Certification Paths

Why Certification Matters

- Builds credibility with clients
- Unlocks higher partner tiers & revenue share
- Ensures consistent implementation quality
- Access to exclusive resources & co-marketing funds

Certification Levels

- **Level 1: Registered Partner**
- Entry-level, no exam required
- Access to Barawave Partner Portal
- Basic training videos & sales kits
- 🔹 **Level 2: Certified Partner**
- Requirement: Complete **Core Modules Training** (Accounting, HRM, CRM)
- Pass **online exam (70% pass mark)**
- Benefits:
- Listed on Barawave Partner Directory
- Co-branded campaigns & leads
- Access to advanced sales playbooks
- 🔹 **Level 3: Strategic Partner**
- Requirement: At least **3 successful client implementations**
- Complete **Advanced Specialization Tracks** (Manufacturing, Healthcare, Real Estate, Logistics, Energy)
- Pass **Advanced Exam + Panel Interview**
- Benefits:
  - Priority lead referrals
  - Revenue share bonuses
  - Joint PR announcements & case study co-authorship

Training Delivery

- **Barawave Academy (Online LMS)**
  - Self-paced video tutorials
  - Quizzes after each module
  - Downloadable workbooks
- **Live Webinars & Workshops**
  - Run quarterly
  - Hands-on labs with sandbox access
- **Onsite Bootcamps (By Invitation)**
  - For Strategic Partners
  - Focused on industry-specific ERP implementations

Renewal Policy

- **Certifications valid for** 24 months
- **Renewal requires:**
  - **Completion of refresher course**

Partner Incentives & Rebates

Core Revenue Model

- Recurring SaaS Revenue Share
- Partners earn a % of subscription revenue for every client they bring.
- Revenue share continues as long as the client stays active.

Revenue Share			
Partner Tier	**Revenue Share**	**Example (Client @ $50k/year)**	**Annual Partner Earnings**
Registered	10%	$50,000 × 10%	$5,000
Certified	20%	$50,000 × 20%	$10,000
Strategic	30%	$50,000 × 30%	$15,000

Implementation & Services Fees

- Partners keep 100% of service revenue for:
- Implementation projects
- Training & onboarding
- Local support/maintenance
- Typical ERP projects range from $30k – $200k in services.

Rebates & Bonuses

- Quarterly Sales Rebates
- Hit $250k ARR in a quarter → Earn 5% bonus
- Hit $500k ARR → Earn 10% bonus
- Multi-Year Deals Bonus
- Close a 3-year SaaS contract → Extra 3% revenue share
- New Vertical Entry Bonus
- First partner to close a deal in a new industry vertical → $2,500 cash bonus

Incentive Example

- A **Strategic Partner** who signs 5 clients worth $50k/year each:
- SaaS Revenue Share = $15,000 × 5 = **$75,000/year**
- Services Revenue = Average $60k per client × 5 = **$300,000**
- Quarterly Rebates & Bonuses = **$20,000+**
- 👉 **Total Partner Earnings = ~$395,000/year**

- 💡 **Partner Tip:** Emphasize to prospects that Barawave's **lower cost of ownership vs SAP/NetSuite** makes deals easier to close — which means **faster revenue for you.**

Roadmap Sneak Peek

AI-Driven Features (Next 12 Months)

- Predictive Finance – AI forecasts cash flow, auto-detects anomalies in invoices.
- Smart HR Assistant – Automates leave approvals, predicts attrition risk, optimizes payroll scheduling.
- AI Sales Copilot – Suggests next-best actions for leads, generates proposals in minutes.
- Natural Language ERP Queries – Ask Barawave in plain English: "Show me this month's unpaid invoices over $10k."

Industry-Specific Modules

- **Manufacturing 2.0 –** Advanced production scheduling, IoT sensor integration.
- **Healthcare ERP+ –** Patient billing, telemedicine workflows, insurance integration.
- **Real Estate & Property –** Lease automation, tenant portals, AI-driven vacancy predictions.
- **Energy & Utilities –** Asset maintenance with AI anomaly detection, sustainability dashboards.
- **Hospitality & Retail –** POS integration, loyalty management, dynamic pricing AI.

Platform Enhancements

- **App Marketplace (Q2 2026) –** Partners can build & sell add-ons inside Barawave.
- **Multi-Currency + Crypto Support –** Seamless integration of USD, EUR, AED, BTC, and stablecoins.
- **Workflow Builder 2.0 –** Drag-and-drop automation across all modules.
- **Offline Mobile Mode –** Sync data even without internet.

Partner Opportunities

- Early access to beta features → **Strategic Partners first.**
- Co-create **industry-specific solutions** with Barawave product team.
- Earn **extra revenue** by building marketplace add-ons.

💡 Partner Tip: Use the roadmap as a sales differentiator. Clients investing today know they'll benefit from future AI upgrades at no extra license cost.

Next Steps & Contact Information

How to Join the Partner Program

- Register Online → barawave.com/dashboard/register
- Book an Intro Call → calendly.com/barawave
- Sign the Partner Agreement (MOU / revenue share terms)
- Start Training via Barawave Academy (certification prep)
- Go Live with your first client implementation 🚀

Partner Onboarding Timeline

- **Week 1:** Program registration & intro call
- **Week 2:** Access to Partner Portal & sales kits
- **Week 3–4:** Certification training & sandbox access
- **Month 2+:** First client engagement with Barawave support

Dedicated Partner Support

- **Partner Success Manager –** Assigned at Certified & Strategic levels
- **24/7 Support Portal –** Knowledge base, ticketing system, AI assistant
- **Quarterly Partner Reviews –** Growth planning, pipeline review, incentives tracking

Contact Us

🌐 Website: www.barawave.com
✉️ Email: partners@barawave.com
📅 Book a Demo: calendly.com/barawave

Barawave isn't just ERP — it's the AI-powered business platform built for the next decade.
Together with our partners, we're shaping the future of smarter, faster, scalable enterprises.