








Best Practices

Having a Good Profile for your Solutions

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| <p>1</p>  <p>Solution Commercial Name</p> | <ul style="list-style-type: none"> Use the specific name of the product/service you are selling. Alternatively, you can use a more broad term, as "Consulting" or "Advisory", if it suits you. | <p>2</p>  <p>Product Web Page</p> | <ul style="list-style-type: none"> The best choice is a link that directs to a web page dedicated to the product itself. If you don't have it, just use the general website. |
| <p>3</p>  <p>Logo</p> | <ul style="list-style-type: none"> We strongly recommend that you use a specific logo for the solutions, or even an image of the product itself (in case it is Hardware). Make sure the image has the correct resolution and dimensions, as indicated in the form. | <p>4</p>  <p>Filters</p> | <ul style="list-style-type: none"> Make sure to provide the correct information here, as potential customers will only get to your solution by using the filters. Note that both "Vertical markets" and "Regions" filters are pre-filled according to the information you gave on your company's profile, so please change it accordingly, if needed. |
| <p>5</p>  <p>Short Description</p> | <ul style="list-style-type: none"> A short sentence describing the product and its use. | <p>6</p>  <p>Long Description</p> | <ul style="list-style-type: none"> Try to synthesize as much as you can. Write in a simple language so that everyone understands it clearly. As there might be other partners that have similar solutions, don't forget to underline what differentiates your product from others. Separate your text in different paragraphs to make it easier to read. |
| <p>7</p>  <p>Company Information</p> | <ul style="list-style-type: none"> Company Informations like "Address" or even "Industries" are also pre-filled as you did in your Partner Profile, so there might not be a lot to change here. | | |