



# Partner Program Guide



# Welcome to the A2X Partner Program.

We're thrilled to have you onboard as an A2X Partner.

You're joining an engaged, educated, and expert community of accountants and bookkeepers who work tirelessly to support their ecommerce clients.

Through training, education, community, co-marketing, and financial incentives, our A2X partner program is committed to supporting you in all stages of your ecommerce accounting journey.





This guide will walk you through our four partner tiers—Community, Bronze, Silver, and Gold—as well as the benefits and resources you can unlock to help you reach your goals.

As A2X partners, you play an essential role in providing ecommerce businesses with accurate financials and visibility. We truly believe in the power of partnership to help ecommerce businesses reach their full potential.

*We look forward to working and growing with you.*



# A2X PARTNERSHIP TIERS AND BENEFITS OVERVIEW

 <b>PARTNER</b>	 <b>BRONZE PARTNER</b>	 <b>SILVER PARTNER</b>	 <b>GOLD PARTNER</b>
<p><b>1-4 A2X clients*</b></p> <p><b>EDUCATION AND TRAINING</b></p> <ul style="list-style-type: none"> <li>✓ Free 1:1 onboarding</li> <li>✓ Unlimited training sessions</li> <li>✓ Free A2X partner certification</li> <li>✓ Priority technical support</li> <li>✓ Partner support resources</li> <li>✓ Access to A2X partner office hours</li> <li>✓ Discounted ecommerce accounting courses</li> </ul> <p><b>PARTNER ASSETS</b></p> <ul style="list-style-type: none"> <li>✓ A2X partner tier badge</li> </ul> <p><b>MARKETING OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>✓ Marketing guides</li> </ul> <p><b>COMMUNITY</b></p> <ul style="list-style-type: none"> <li>✓ Badge in A2X ecommerce back-office community</li> </ul>	<p><b>5-14 A2X clients*</b></p> <p>Everything in Community, plus:</p> <p><b>PARTNER ASSETS</b></p> <ul style="list-style-type: none"> <li>✓ A2X Bronze tier badge</li> </ul> <p><b>EDUCATION AND TRAINING</b></p> <ul style="list-style-type: none"> <li>✓ Dedicated Account Manager</li> </ul> <p><b>MARKETING OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>✓ Listing on A2X directory***</li> <li>✓ Bronze partnership announcement</li> </ul> <hr/> <p> <b>10% A2X discount***</b></p>	<p><b>15-39 A2X clients*</b></p> <p>Everything in Bronze, plus:</p> <p><b>PARTNER ASSETS</b></p> <ul style="list-style-type: none"> <li>✓ A2X Silver tier badge</li> </ul> <p><b>MARKETING OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>✓ Co-marketing opportunities</li> <li>✓ Silver partnership announcement</li> </ul> <p><b>COMMUNITY</b></p> <ul style="list-style-type: none"> <li>✓ Eligible for A2Xpert Community**</li> </ul> <hr/> <p> <b>15% A2X discount***</b></p>	<p><b>40+ A2X clients*</b></p> <p>Everything in Silver, plus:</p> <p><b>PARTNER ASSETS</b></p> <ul style="list-style-type: none"> <li>✓ A2X Gold tier badge</li> </ul> <p><b>MARKETING OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>✓ Listed in A2X onboarding emails</li> <li>✓ Eligible for featured listing on A2X directory**</li> <li>✓ Gold partnership announcement</li> </ul> <hr/> <p> <b>20% A2X discount***</b></p>

\*1 A2X client = 1 General Ledger connected

\*\*[T&Cs Apply](#)

\*\*\*must enroll in A2X Simplified Billing to unlock discount



# A2X COMMUNITY PARTNER

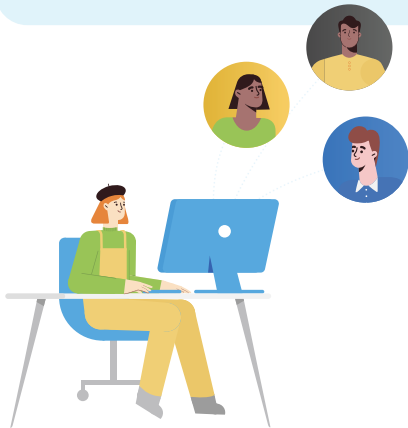
## 1-4 A2X Clients



Start your journey as an A2X Community Partner. In this tier, you'll get access to training, education, support, and community.

### You qualify as an A2X Community Partner once you've:

- ✓ Submitted the partner form
- ✓ Completed onboarding and training with an A2X Partner Trainer
- ✓ Successfully subscribed 1 A2X client



### These are the benefits you'll unlock as a Community Partner:

- 👤 **Free 1:1 onboarding**  
Book in with an A2X Partner trainer to onboard your clients.  
**Free unlimited training**  
Gain access to the A2X technical support team for online training whenever you need it.
- ★ **Free A2X certification course**  
Get the most out of A2X for your practice and clients with our on-demand video course. Once completed, you'll receive an A2X Certified badge to promote your expertise. *This course is a prerequisite if you'd like to become a Bronze Partner.*
- 🕒 **Access to A2X Partner office hours**  
Partner office hours are held three times a week and are available in all time zones. Register to get all your ecommerce accounting questions answered by the A2X team.
- ★ **Join the ecommerce back-office community page**  
The community includes ecommerce businesses, accountants, and bookkeepers at all stages. It's a great way to engage with peers and stay up-to-date on the latest in ecommerce accounting.
- ★ **Discounted ecommerce accounting course**
- ★ **Exclusive partner support resources**
- ★ **Exclusive marketing guides**
- ★ **Priority technical support**
- ★ **Partner assets**  
– Community Partner badge

### Resources that other Community Partners find helpful:

#### 📖 **HOW TO EXPLAIN A2X TO YOUR CLIENTS**

This guide discusses the complexities of ecommerce accounting and how A2X ensures accounting accuracy while saving you (and your clients) time.

#### 📖 **A2X SUPPORT CENTRE**

Over 300 articles to answer your frequently asked questions. You'll also get free, unlimited priority support from our expert support team.

#### 📖 **PARTNER RESOURCES**

Our partner hub includes educational content, support resources, and so much more. Feel free to contact us via email at [partners@a2xaccounting.com](mailto:partners@a2xaccounting.com) if you have any questions or suggestions.

# A2X BRONZE PARTNER

## 5-14 A2X Clients



As a Bronze Partner, you'll unlock resources that will help you build a foundation to scale your ecommerce accounting and bookkeeping niche.

### You qualify as an A2X Bronze Partner once you've:

- ✓ Successfully subscribed 5 A2X clients
- ✓ Completed the A2X Certification course



### In addition to Community Partner Benefits, these are the benefits you'll unlock as a Bronze Partner:

- % 10% discount**  
Enjoy a 10% discount across all the subscriptions your practice pays for.
- 👤 Dedicated Account Manager**  
Work with an Account Manager that's dedicated to helping you reach your goals.
- ★ Bronze Partner badge**  
You'll get access to a new partner badge showcasing your growing partnership and expertise with A2X.
- ☰ Get listed on the A2X directory\***  
Get listed on the #1 destination for online merchants that are looking for accountants and bookkeepers with experience in ecommerce.  
\* Criteria to be listed on the directory:
  1. You must be an A2X Bronze Partner
  2. You must mention ecommerce on your website
  3. You must complete the A2X Certification course
  4. You must enroll in A2X Simplified Billing
- 📣 Bronze Partnership announcement**  
When you reach the Bronze Partner tier, we'll amplify your practice on our social media channels.

### Resources that other Bronze Partners find helpful:

- 📖 CREATE AN ECOMMERCE LANDING PAGE**  
This guide will provide you with tips and tricks on how to create an ecommerce landing page that will help you attract online merchants.
- 📖 GETTING YOUR PRICING STRUCTURE RIGHT: HOW TO CHARGE ECOMMERCE CLIENTS**  
As you become more familiar with how software can help you more effectively support your ecommerce clients, you might consider different pricing strategies to take advantage of your newfound efficiencies.
- 📖 ESSENTIAL ONBOARDING CHECKLIST**  
In this guide, and with the accompanying checklist and bonus resources, we take a deep dive into what you need to implement for a delightful and comprehensive client onboarding experience.

# A2X SILVER PARTNER

## 15-39 A2X Clients



As a Silver Partner, you'll unlock resources, community, and co-marketing opportunities to take your ecommerce accounting and bookkeeping niche to the next level.

You qualify as an A2X Silver Partner once you've:

- ✓ Successfully subscribed 15 A2X clients



In addition to Bronze Partner Benefits, these are the benefits you'll unlock as a Silver Partner:

- 📊 **15% discount**  
Enjoy a 15% discount across all the subscriptions your practice pays for.
- 📢 **Silver Partnership announcement**  
When you reach the Silver Partner tier, we'll amplify your practice on our social media channels.
- 👤 **Co-marketing with A2X**  
This gives your practice the opportunity to get in front of thousands of ecommerce businesses. Make sure to register your interest with your Dedicated Account Manager.
- ★ **A2Xpert eligibility**  
You're now a candidate to be considered for our A2Xpert community. Comprised of practices that are shaping the future of ecommerce accounting and sharing their knowledge to elevate the industry. You'll be invited to an exclusive Slack workspace and receive an A2Xpert badge.

**Criteria to be considered as an A2Xpert**

1. Keen to be involved in co-marketing
2. Ecommerce leader
3. Willing to participate in A2Xpert community
4. Silver or Gold Partner tier

[Contact us to apply.](#)

**Resources that other Silver Partners find helpful:**

📖 [THE ULTIMATE GUIDE TO SEARCH ENGINE OPTIMIZATION FOR ACCOUNTANTS AND BOOKKEEPERS](#)

This guide will provide you with SEO best practices to help you generate more traffic from ecommerce businesses to your website.

📖 [ECOMMERCE ACCOUNTANT AND BOOKKEEPER GUIDE TO ATTRACTING CLIENTS](#)

This guide was created for accountants and bookkeepers that are in the process of growing their practice. It covers marketing strategies and best practices to attract ecommerce clients.

📖 [THE ACCOUNTANT'S GUIDE TO ECOMMERCE TRENDS](#)

Future proof your practice by staying up-to-date with the latest in ecommerce accounting trends. This guide is updated on an annual basis.



# A2X GOLD PARTNER

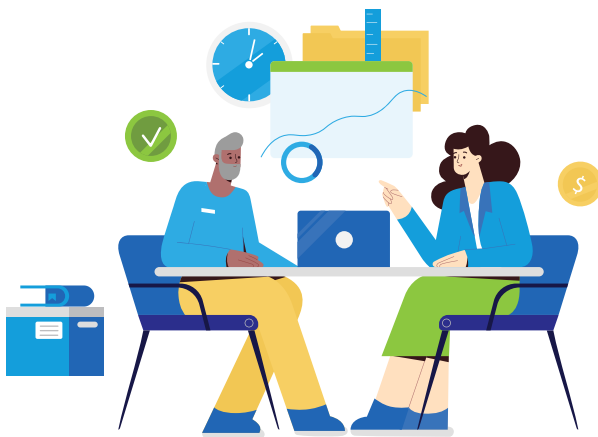
## 40+ A2X Clients



As a Gold Partner, you'll unlock co-marketing opportunities to attract more clients and cement your position as a leader in ecommerce accounting and bookkeeping.

You qualify as an A2X Gold Partner once you've:

- ✓ Successfully subscribed 40 A2X clients



In addition to Silver Partner Benefits, these are the benefits you'll unlock as a Gold Partner:

- % 20% discount**  
Enjoy a 20% discount across all the subscriptions your practice pays for.
- @ Get your practice listed in A2X onboarding emails**  
Once you have a landing page and a clear process for one-off A2X setups, we can list your practice in outgoing communication to business customers.
- ★ Beta programs and early access to features**  
New A2X features are added monthly. Get early access and be a part of the feedback process. You'll also get exclusive access to our product team.
- 📢 Gold partnership announcement**  
When you reach the Gold Partner tier, we'll amplify your practice on our social media channels.
- 👤 Case Study**  
Let's tell the story of your practice and A2X, and position you as a leader in ecommerce accounting and bookkeeping.
- ☰ Eligible to be a featured listing on the A2X Directory**  
Get your practice featured at the top of the A2X Directory, driving more traffic to your listing.

Resources that other Gold Partners find helpful:

- 📖 A2X CERTIFICATION FOR YOUR TEAM**  
Remember to get your staff A2X certified! The added expertise improves consistency and helps improve the client experience.
- 📖 ECOMMERCE BOOKKEEPING CHECKLIST**  
Weekly, monthly, quarterly, and annual ecommerce bookkeeping. By implementing these actions in your business, you're putting the necessary steps in place to empower your clients' financial success.
- 📖 AVOID ECOMMERCE SALES TAX AUDITS WITH THESE INSIGHTS [ORIGINAL RESEARCH]**  
In late 2021, we ran a survey of ecommerce sellers and their accountants to learn about the latest sales tax audit trends and how to avoid overpaying.



## A2X Certification

Start your certification today. There are eight on-demand video modules, so you can learn at your own pace. Create your account to get started.

[START NOW](#)



## You're in Great Company

Book in a no-obligation chat with our team to discuss your specific needs. Get an idea of how A2X can work for your ecommerce clients.

[BOOK A DEMO](#)

### Helpful links for Education and Training

- [Support Centre](#)
- [Partner Resource Library](#)
- [Ecommerce Accounting Hub](#)
- [Ask the community](#)
- [Office Hours](#)
- [Priority Support](#)
- [Account Manager](#)
- [Manage Preferences](#)

### Communicating with A2X

We encourage you to manage your email preferences with A2X so that you can continue to receive product updates, marketing content and opportunities, and education.