
LS Retail



LS Retail

Partner Program 2025-2026

Building mutually beneficial partnership

Effective from: April 1, 2025

Updated: December 1, 2025

Evaluation Period: April 1, 2025 – March 31, 2026

Introduction

The LS Retail Partner Program is designed to empower, develop, and reward partners who deliver LS Retail solutions worldwide. It provides structure, incentives, and enablement for partners who sell, implement, and support LS Retail technologies across retail, hospitality, and industry-specific verticals.

The program is built on three pillars:

- **Reward & Recognition**

  Driving partner growth through loyalty points, discounts, and benefits.

- **SaaS Readiness Requirements**

  Requirements and onboarding for LS Central SaaS

- **Partner Enablement**

  Training and Certifications, support resources, visibility



LS Retail Partner Channel

The LS Retail Partner Channel is a global ecosystem of certified, trusted partners responsible for selling, implementing, and supporting LS Retail solutions worldwide.

It is the core element of LS Retail's go-to-market strategy, enabling scalable growth, local market expertise, and high-quality customer service.



315
Partner companies

3000+
Certified professionals

90+
Countries

Evaluation Schedule

Partner Levels represent a partner's annual performance and are determined through loyalty points during the evaluation period.

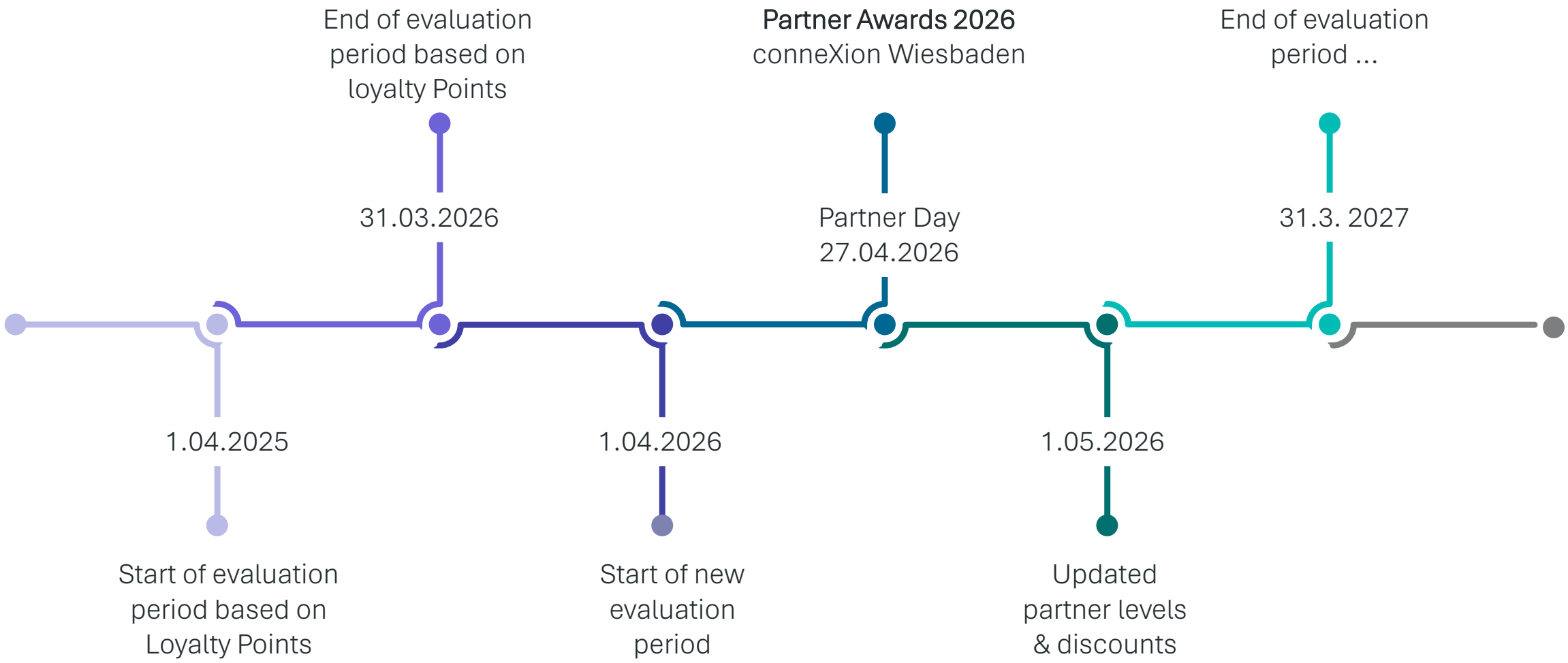
- **April 1–March 31:** Evaluation period
- **April:** Internal review and level calculation
- **May 1:** New levels & discounts take effect

Partners earn points by participating in key activities by driving new business with LS Retail solutions and by selling a range of LS Retail add-ons and enhancers, and more.

These points can then be converted **into tangible benefits**—such as Partner discounts, tier upgrade (from Standard to Diamond) levels, partner awards and recognition in the Partner Directory.



Partner Program Timeline



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Partner Levels

- All new partners entering the Partner Program have **Standard Level**.
- Once **certified,** Standard partners can evolve within the partner program to higher levels once they reach the number of points set for each level.
- Partner Levels are determined based on points earned within the Evaluation Period.

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Number of Points per Partner Level

Minimum # Points	Partner level
20 points	**Diamond**
12 points	**Platinum**
7 points	**Gold**
0 point	**Standard**

Partner Discounts for LS Central

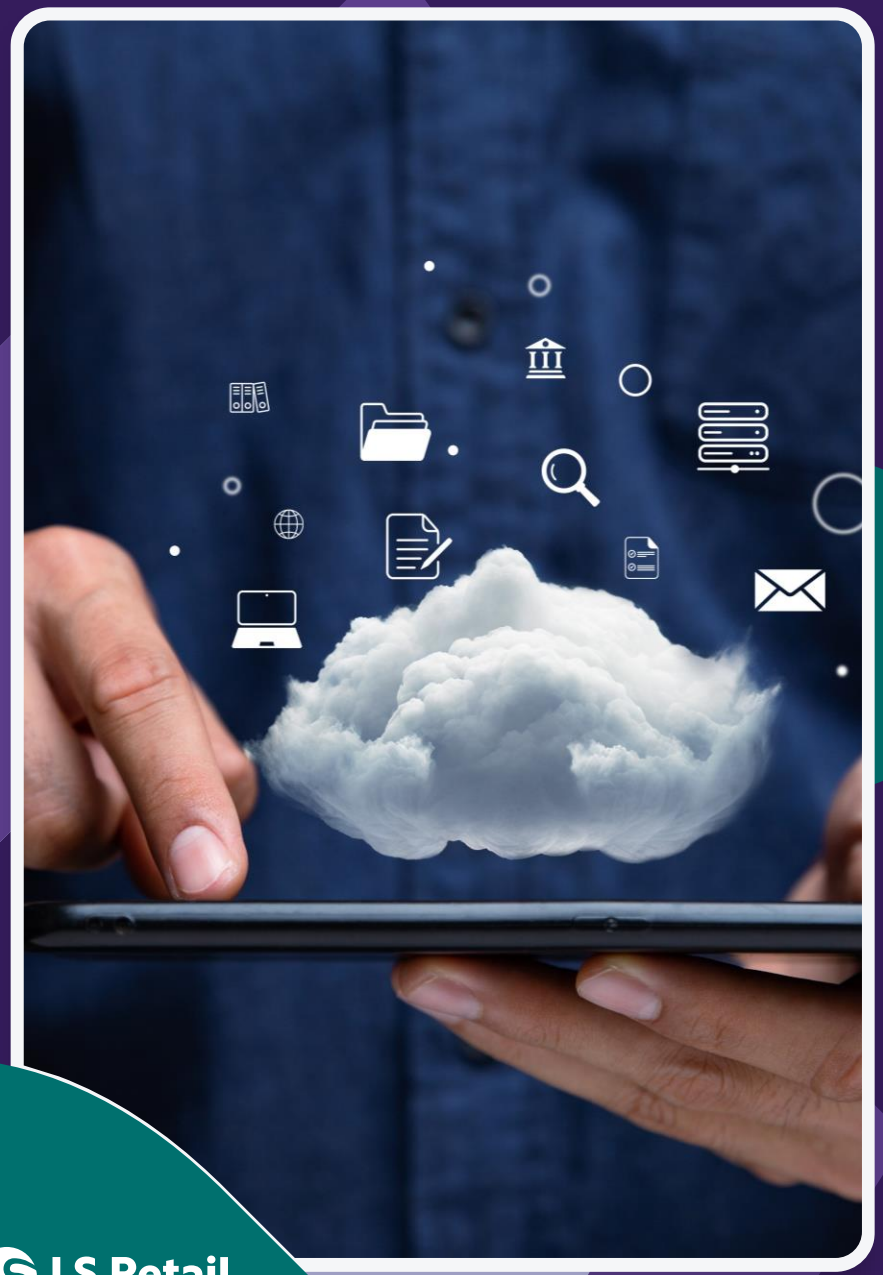
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Partner Discounts are determined based on the number of points earned as follows:

Minimum # Points required	SaaS License Partner Discount	On-prem Subscription Partner Discount	On-prem Enhancement Plan[1] Partner Discount	On-prem License Partner Discount
20 points	30%	30%	12%	15%
12 points	25%	25%	10%	15%
7 points	20%	20%	8%	15%
0 points	15%	15%	6%	15%

[1] Subject to Microsoft updates

- **Partner discounts** are reviewed and updated on May 1 at the same time of the Partner level based on points earned from April 1 to March 31.
- If Partner has reached the minimum number of Points assigned to higher level during the running period, LS Retail reserves the right to review Partner Discounts on a quarterly basis (on July 1, October 1, January 1), at its discretion.
- Please refer to Partner Discounts for the effective dates.



SaaS Readiness Requirements

Three essential steps to complete before acquiring your first SaaS license:

1. **Enroll as an Indirect Reseller in the Cloud Solution Provider Program with Microsoft**
   Ref. : Indirect Reseller and establish the connection with LS Retail as Indirect Provider.

2. **Complete LS Central Base Certification: Courses no CF-300 and CF-900**
   - 1 certified employee unlocks the first SaaS license purchase to place with licenses@lsretail.com
   - 3 certified employees meet the minimum requirement to grow through the Partner Program.

3. **SaaS Onboarding:**
   - Go through Onboarding LS Central in SaaS resources
   - Book a session with LS Retail Cloud Accelerator Team with the QR Code:

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SaaS Migration - Support Contacts

Provides support to Partners for the first new SaaS project and Migration from On-prem to SaaS



Matthías Matthíasson

Director of Partner Experience



Aðalbjörg Karlsdóttir

Onboarding Lead



Ricardo Moinhos

Senior Onboarding Specialist

LS Retail

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Turn purchase into rewards

Earn loyalty points with our services and products



How to earn Loyalty Points

Earn points by driving new business with LS Retail solutions

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1 Point

New SaaS Customer add for LS Central with a minimum value of €500/ month

1 Point

New BTC2, BTC3, LTC license (Migration On-Prem to Cloud)

1 Point

Every **€20,000** invoiced for **LS Retail Professional Services Revenue**

1 Point

Every **€10,000** invoiced for **New SaaS Revenue** (12 months value)

1 Point

Every **€20,000 new revenue** for on-prem Perpetual (excluding BREP)

Loyalty Points introduced into the Partner Program from April 1, 2025 counting for the whole Evaluation Period

Loyalty Points introduced into the Partner Program from December 1, 2025 counting for the whole Evaluation Period

Note : License cancellations within the period will result in points being withdrawn.

New SaaS revenue

Definition & example

- Partner earns one Point for every € 10.000 invoiced for new SaaS revenue on Triennial, Annual or Monthly mode of billing. A multiplier of 12 is applied for Monthly mode of billing.

Example :

Mode of billing	License Value invoiced after partner discounts	Invoiced SaaS revenue	Total Value giving points	#Points earned
Triennial	€ 3.000	€ 108.000	€ 108.000/10.000	10
Annual	€ 3.000	€ 36.000	€ 36.000 /10.000	3
Monthly	€ 3.000	€ 3.000	€ (3.000x12) /10.000	3

- New SaaS revenue is generated from :
  - New Saas License for **LS Central and LS Express**
  - New items (ERP users, stores, devices, modules) added to the existing SaaS license
  - New BTC2 License
  - New BTC 3 License
  - New LTC License

New revenue for on-premises Perpetual

Definition & example

Partner earns one Point for every € 20.000 invoiced for new revenue for on-premises Perpetual (excluding BREP)

Example :

Invoiced amount	Total Value giving points	#Points earned
€ 46.000	€ 46.000/20.000	2

New revenue for on-premises Perpetual is generated from :

- New items (ERP users, Universal Code, Stores, additional devices, LS Central modules and enhancers) added to the existing license within the concerned period.

Disclaimer

Renewals : At the end of the Evaluation Period, LS Retail will evaluate the performance on perpetual and annual SaaS renewal rates.

LS Retail reserves the right to reward outstanding performance based on the evaluation results.

LS Retail Professional Services



We collaborate with partners to make them and their customers more successful.

- **Global team of 100 people**
- **Diverse team**
- **Extensive experience**
- **Subject matter experts**

- Technical Consultants
- Functional Consultants
- Solution Architects
- Project Managers

New revenue for LS Retail Professional Services

Definition & example

Partner earns one Point for every € 20.000 invoiced **for LS Retail Professional Services**

Example :

Invoiced amount	Total Value giving points	#Points earned
€ 41.000	€ 41.000/20.000	2

Additional Incentives

Earn Bonus Loyalty Points

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- 2 Points — **New Sales Industry-Specific** (Pharmacy, Hotels, Forecourt)
- 1 Point — **New Sales LS Retail Modules** (LS Pay, eCommerce, ..) and **Devices** (KDS, Mobile Inventory, SCC)
- 1 Point — LS Retail **Consulting Add-ons** (Duty Free, Ferry, Route Management, Voyado, CentralConnect, ...)
- 1 Point — Microsoft **Copilot** Studio
- 1 Point — **New Sales LS Retail Services** (PrimeAttention Package)
- 1 Point — Per **3 active user accounts** registered to **LS Retail Academy on-demand** (within the evaluation period)
- 1 Point — New **SaaS Customer Reference Story** completed
- 1 Point — New **Customer Press Release**

Loyalty Points introduced into the Partner Program from April 1, 2025 counting for the whole Evaluation Period

Loyalty Points introduced into the Partner Program from December 1, 2025 counting for the whole Evaluation Period

LS Central Add-on Modules

Earn 2 Loyalty Points per purchased item:

- Hotels
- Pharmacies
- Forecourt



Place order via Pricelists

LS Central Devices

Earn 1 Loyalty Point per purchased items

- Self-Checkout Connector
- Kitchen Display System
- Mobile Inventory



Place order via Pricelists

LS Central Enhancers

Earn 1 Loyalty Point per purchased item:

- Bookings
- Staff Management
- eCommerce
- ScanPayGo
- Aggregated Inventory
- LS Pay for Business Central



Place order via Pricelists

LS Central Consulting Add-ons

Earn 1 Loyalty Point per purchased base item:

- Duty Free Add-on
- Ferry Add-on
- Route Management Add-on
- CentralConnect
- Voyado Integration
- Diller Integration (ref. diller)
- ROWA Integration for LS Central for Pharmacies



Place order via **Consulting Add-ons** Pricelists

LS Retail
an aptos company

LS Retail PrimeAttention

a dedicated customer service desk offering:

- Ad-hoc to advanced 24/7 support
- 2nd and 3rd level support with SLAs
- Additional services to strategic and selected customers
- Dedicated support manager and skilled regional professionals



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Professional Services

Training and Certifications

The LS Retail Academy On-demand offers certification for base, advanced, and industry-specific knowledge.



Benefits of certifications:

- ✓ To meet the technical knowledge required for the implementation of LS Retail Solutions
- ✓ To speed up LS Retail technical support when needed
- ✓ To be more visible as Certified and Knowledgeable to the partner community and public scene in the Partner Directory
- ✓ To collect Loyalty Points in the Partner Program
- ✓ To unlock the first SaaS license order

Enroll in LS Retail Academy On-demand
For any questions academy@lsretail.com

LS Retail Academy

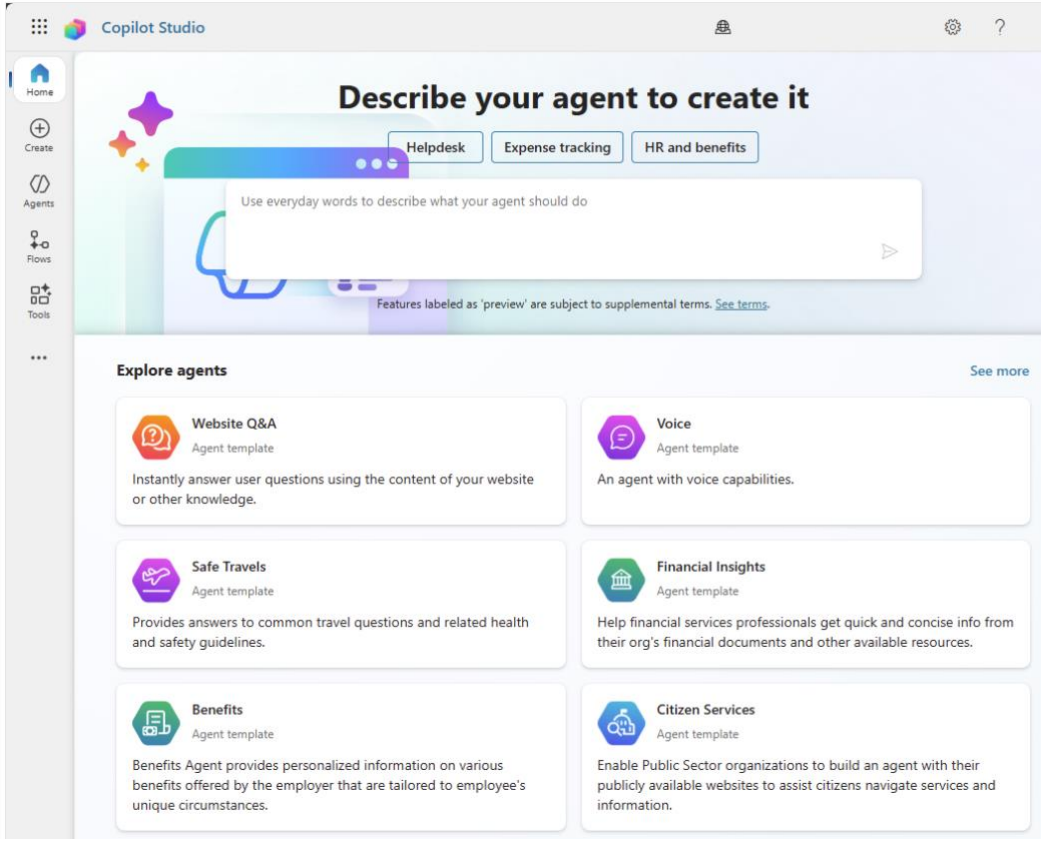
Microsoft Items

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Earn 1 Loyalty Point per purchased item:

Copilot Studio overview

Copilot Studio is a graphical, low-code tool for building agents and agent flows.



Place order via [Pricelists]

SaaS Customer Stories

Earn 1 Loyalty Point per submitted customer story:

- Enhance your partner profile by showcasing your customer successes in the LS Retail Partner Directory
- Show the real impact you are making across different industries
- Highlight the unique value and expertise you bring to customers
- Inspire other partners and attract new potential customers
- Give prospects a clear, authentic picture of what it's like to work with you

Submit a customer story (SaaS only)



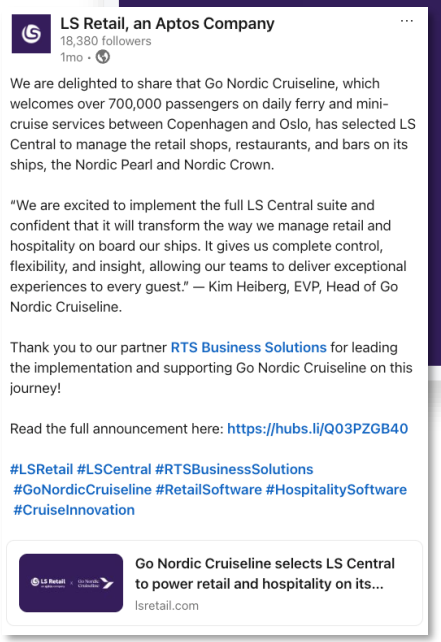
Press Releases

Earn 1 Loyalty Point per submitted press release:

- Announce your latest customer win to boost credibility and visibility
- Gain early exposure, even before a full customer story is ready, and maximize visibility **immediately after go-live**
- Showcase growth and momentum in your LS Retail practice
- Demonstrate implementation expertise and customer trust
- Position yourself as a strong, active partner in the LS Retail ecosystem

[Submit a press release]





LS Retail, an Aptos Company
18,380 followers
1mo

We are delighted to share that Go Nordic Cruiseline, which welcomes over 700,000 passengers on daily ferry and mini-cruise services between Copenhagen and Oslo, has selected LS Central to manage the retail shops, restaurants, and bars on its ships, the Nordic Pearl and Nordic Crown.

"We are excited to implement the full LS Central suite and confident that it will transform the way we manage retail and hospitality on board our ships. It gives us complete control, flexibility, and insight, allowing our teams to deliver exceptional experiences to every guest." — Kim Heiberg, EVP, Head of Go Nordic Cruiseline.

Thank you to our partner RTS Business Solutions for leading the implementation and supporting Go Nordic Cruiseline on this journey!

Read the full announcement here: https://hubs.li/Q03PZGB40

#LSRetail #LSCentral #RTSBusinessSolutions #GoNordicCruiseline #RetailSoftware #HospitalitySoftware #CruiseInnovation

Go Nordic Cruiseline selects LS Central to power retail and hospitality on its...
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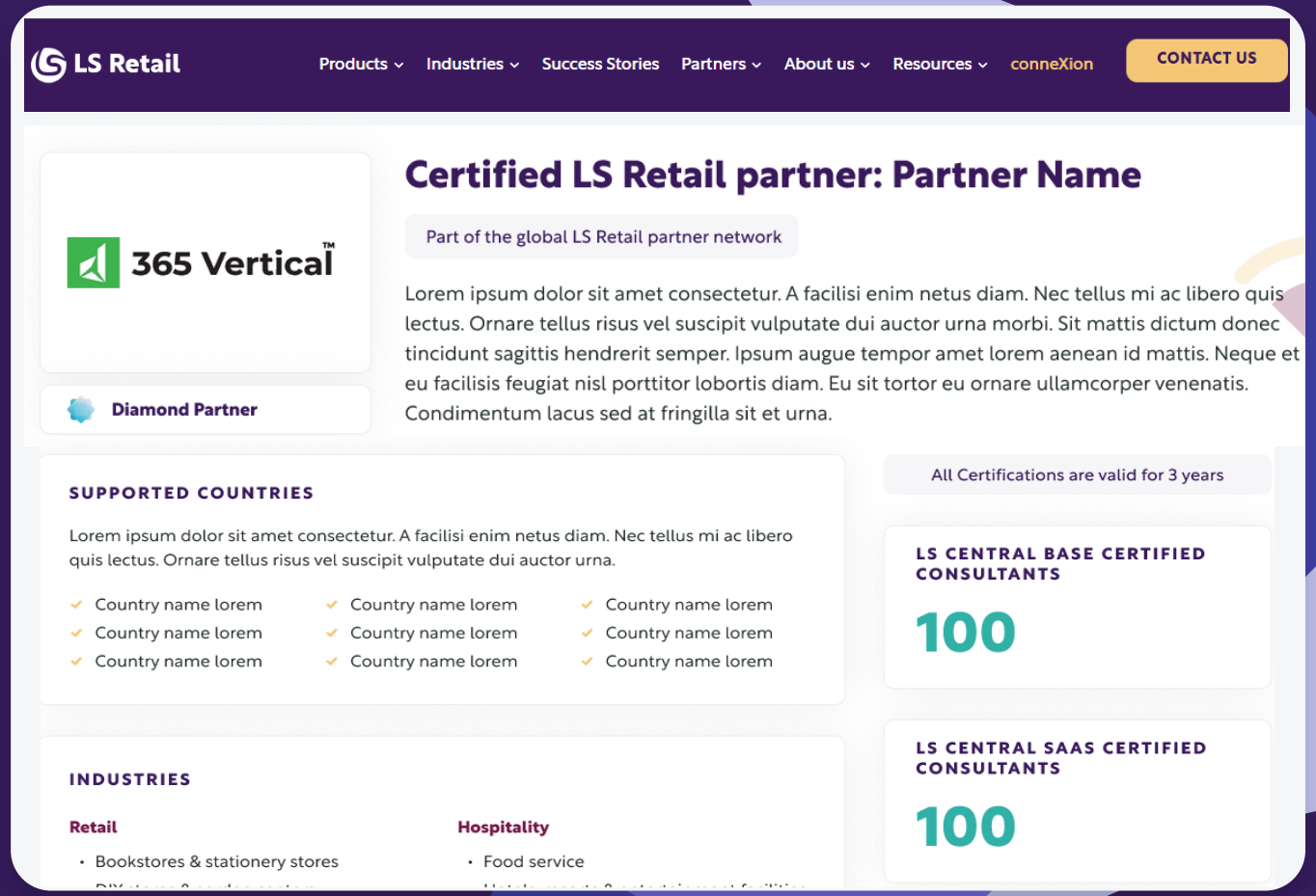
Partner Program Benefits

Visibility and Rewards

Partner Directory

This enhanced platform is designed to:

- Boost the global visibility of our certified Partners to potential customers across diverse markets and industries.
- Create credibility about the LS Retail Partners' certifications and qualifications highlighting their skills, knowledge and industry focus, creating a strong profile for increased recognition.
- Serve as a source of inspiration and knowledge-sharing within the LS Retail Partner community.
- Requirements to be listed :
- - Completion of a minimum of 1 Base certification completed for CF-300 and CF-900
- - All Partners need to have a landing page on their organization's website using the LS Retail's Branding material and guidelines.
- Register here : Partner Directory information form



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LS Retail Partner Award Ceremony

- Special awards are handed out to LS Retail Partners reaching the Diamond and Platinum levels.
- Specialized Expertise and Outstanding Milestones might be also rewarded.
- The next Partner Award Ceremony will be during our Global Partner conneXion event.
- Partner Day is **April 27, 2026.**



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Partner Program Timeline Summary

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- **April 1, 2025** – Start of evaluation period
- **March 31, 2026** – End of evaluation period
- **April 2026** – Review & recalculation
- **April 27, 2026** – Partner Awards at conneXion Wiesbaden
- **May 1, 2026** – New levels & discounts published

Partner Program FAQ (2025–2026)

1. What is the evaluation period for loyalty points?

- April 1, 2025 – March 31, 2026.

2. When are partner levels updated?

- Annually on May 1.

3. Can my discount increase during the Evaluation Period?

- Yes, If you reach a higher loyalty point threshold, LS Retail may review your discount on July 1, Oct 1, and Jan 1.

4. Do license cancellations affect my points?

- Yes. Points earned from a license that is later cancelled will be deducted.

5. Can we buy new on-premise licenses?

- No. From April 1, 2025, partners can only add items to existing on-prem licenses.

6. What is required to place our first SaaS order?

- CSP enrollment as Indirect Reseller
- 1 certified employee (CF-300 + CF-900)
- Completed SaaS onboarding requirements



Partner Program FAQ (2025–2026)

7. How do we move beyond Standard level?

- By earning a minimum of 7 loyalty points to Gold Level.

8. How do we get listed in the Partner Directory?

- At least 1 certified base-level consultant
- A landing page on your website promoting LS Retail solutions, and in line with LS Retail branding guidelines

9. How do we earn bonus points?

Through activities such as:

- Industry-specific deals
- LS Retail Enhancers
- Consulting add-ons
- Academy engagement
- Press releases and customer stories



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For any questions:

partnerdevelopment@lsretail.com


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