



Showcase offers creative agencies new revenue streams

Opportunity for established creative businesses to regain market share.

WELLINGTON, WELLINGTON, NEW ZEALAND, December 16, 2013 /EINPresswire.com/ -- Showcase Software Limited announced today that it is opening its Creative Partners Program to creative agencies around the world. By joining the program, and recommending the tablet presentation app Showcase, creative agencies will gain access to the mushrooming demand for apps as a medium for business development.

"In recent years, established agencies have seen their traditional revenue streams dwindle as their clients redirect their advertising budgets toward custom app development," said Adam Blackwell, vice president of marketing for Showcase Software. "Showcase's Creative Partners Program offers agencies the opportunity to answer their clients' demands, without the need for upfront investment in dedicated developer staffing."

The Creative Partners Program represents three streams of revenue:

1. Partner agencies retain 20% of Showcase's US\$15/user/month subscription fee. One large Showcase subscription could include hundreds of users.
2. Participating agencies help their clients populate their Showcase accounts with custom sales and marketing collateral. This allows the agencies to remain focused on their core creative services.
3. Clients operating under tight regulations, or frequent changes in their industries, require regular changes to their collateral. Participating agencies keep their clients' sales materials up to date on a retained basis.

"We believe creative agencies will see our Creative Partners Program as an attractive win," said Blackwell. "They'll offer clients value based on their core strengths, they'll take part in the rising demand for apps, and they'll take back revenue that had been directed elsewhere."

Creative partner accounts can access multiple workspaces for different clients, easily add unlimited users to trial accounts, and create unlimited presentations.

More detail about the program can be found on the company's [Agency Reseller](#) page.

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