

Business Models for AnalyticsCreator Partners

This companion guide expands the playbook in more detail. It explains each business model in depth—covering positioning, monetization mechanics, packaging examples, delivery patterns, risks, and enablement assets. The document is designed to give partners both inspiration and practical guidance, reflecting how AnalyticsCreator is successfully applied in real consulting and technology engagements.

In this document, we present proven business models that our partners are already working with successfully and that we want to promote further. These models are the result of more than 15 years of experience, into which we have incorporated our extensive practical expertise.

We support you in implementing one or more of these models in your organization—tailored to your specific requirements. We are also happy to advise you on how to adapt each model to fit your organization optimally.

Before we discuss potential reseller discounts in different constellations, it makes sense to clarify which business model is the best fit for your situation.

The details of discount levels and conditions generally depend on the business model and your customer offering. Discount levels typically range between 30% and 50% off the list price, and in some cases even higher.

You may also need a special solution that we create together with you. Every partner is unique—which is why we share selected success stories (without confidential details), so you can benefit from them and develop your own ideas further.

Often, a combination of several models makes sense—or a step-by-step approach, starting with one model that can later be expanded.

Below you'll find the business models most frequently used by our AnalyticsCreator partners:

1. **For Consultancies**
2. **For Managed Service**
3. **Build Your Own Platform Partnership** (for building and operating your own analytics platform)
4. **Solution Partnership**
5. **For Value Added Partners**
6. **For ISVs (Independent Software Vendors)**
7. **MVP (Most Valuable P....) or Freelancer**
8. **Technology Partner**

Licensing Note (Partners)

Partners receive a free developer license for enablement. Commercial use of generated artifacts requires a registered customer or partner license. Code produced with the free developer license must not be used in production or for paid delivery.

Consulting Services

Scale Your Productivity

As a consulting firm, you can leverage AnalyticsCreator as a central tool throughout your development and implementation projects—without requiring your customers to hold their own license. A valid paid license within your consulting company and registered for the customer is sufficient. Alternatively, you may also sell an AnalyticsCreator license to the customer. In that case, your consultants would work directly with the client's license, or/and the customers works also with a license. As an official AnalyticsCreator partner, you are provided with a developer license free of charge. However, outputs generated with a partner developer license may not be used for commercial purposes unless the customer or your firm holds a registered commercial license.

Flexible Billing Models

You can adapt your service billing to different customer needs:

- Time-based: Bill consulting and development services on an hourly basis while covering AnalyticsCreator license costs internally.
- Flat-rate: Offer a monthly subscription fee or project-based fixed price that already includes the use of AnalyticsCreator.

Key Advantages of Using AnalyticsCreator

- Efficient costing through reproducible processes and automated modelling.
- Accelerated prototyping with validated results delivered in hours or days instead of weeks.
- Reduced staffing requirements, enabling one consultant to cover multiple technology needs.
- Lower project risks by standardizing processes, improving quality, and ensuring consistency.
- Competitive pricing for fixed-price projects due to better planning of effort and resources.

Capped (Fixed-Price) Projects

In tenders and customer negotiations, all-inclusive BI projects are often requested but difficult to calculate precisely. With AnalyticsCreator, you can increase project delivery confidence—ensuring deadlines and budgets are met. Prototyping can be completed in hours rather than days, giving you a strong advantage in winning projects that require precise estimates and proof of feasibility.

Prototyping with AnalyticsCreator

AnalyticsCreator allows you to present a functioning prototype within a single day—transforming what traditionally takes weeks into a rapid proof of value. By positioning this capability in your sales material (e.g., “Prototyping in One Day”), you can impress customers with unmatched speed while differentiating from competitors who cannot deliver at the same pace.

Time & Material Projects

With AnalyticsCreator, tasks that once required three consultants can now be accomplished by one. This efficiency does not necessarily mean lower revenue. Instead, you can structure offers around mixed daily rates, for example:

- 1× Senior Consultant
- 1× Junior Consultant
- 0.2× Management Consultant (Project Control)

AnalyticsCreator can replace part of a junior or senior consultant’s workload, enabling you to deliver faster with higher margins. Customers still benefit by receiving results more quickly and cost-effectively.

This model mirrors practices in industries like tax advisory, where automation reduces manual work but services are still billed on a value basis.

Competitive Advantage

By adopting this model, consulting firms gain a clear edge over traditional BI and DWH service providers. AnalyticsCreator enables greater efficiency, scalability, and quality assurance, allowing you to deliver more value with fewer resources while strengthening both profitability and client satisfaction.

Managed Services

Turn Projects Into Recurring Revenue

The **Managed Services Business Model** for AnalyticsCreator Partners is designed for consulting firms that want to deliver a complete service package—combining both licenses and consulting services—either at a fixed price or billed flexibly according to actual effort.

A key advantage of this model is that the **end customer does not need to purchase an AnalyticsCreator license**. Instead, access to the technology is included as part of the partner's managed service offering.

Billing options include:

- **Time-based** (e.g., hourly billing), or
- **Flat-rate** (e.g., monthly fee or project-related package).

This approach allows consulting firms to provide their customers with flexible, scalable solutions without requiring them to handle licensing, technical administration, or specialized employee skills. Partners can also integrate the full Microsoft Azure and Microsoft Fabric ecosystem into the service package, further enhancing customer value.

Profitability Model for Managed Service Partners

The managed services model enables consulting partners to maximize resource efficiency while serving multiple customers in parallel.

Core Principle

- A consultant requires only one AnalyticsCreator license to manage multiple customers.
- Development processes and business/data models are automatically documented, creating a reusable knowledge base and simplifying handovers between employees or teams (e.g., during vacation or staff turnover).
- These built-in safeguards also strengthen customer trust by ensuring continuity, transparency, and lower long-term costs.

Example Calculation

- Without AnalyticsCreator: One consultant supports two customers per month, billing around 150 hours.
- With AnalyticsCreator:
 - Customers pay a managed service fee (package-based).
 - Tasks are completed faster, freeing capacity to serve more customers.
 - While fewer billable hours are needed per customer, the margin per hour increases.
 - License costs are already included in the package pricing.
 - Depending on package scope, one consultant can efficiently manage several customers.

In practice, AnalyticsCreator partners report margin increases of 50–100% compared to traditional consulting services—results that are rarely achievable under standard consulting models.

Business Advantages

With AnalyticsCreator Managed Services, consulting firms gain:

- Flexible license use across multiple projects and customers.
- Predictable, recurring revenue streams from managed service contracts.
- Higher team utilization with reduced license overhead.
- Increased profitability by scaling services more effectively.

Additionally, partners can offer view-only licenses of AnalyticsCreator as part of their service packages. This allows end customers to see complete data lineage and documentation, giving them a holistic view of their data landscape—while partners earn an additional margin.

By adopting the Managed Services model, consulting partners position themselves to deliver greater scalability, recurring value, and stronger customer trust, while significantly boosting their own profitability.

Build-Your-Own Platform / SaaS

Scale analytics as a multi-tenant service and expand your market reach

With **AnalyticsCreator**, you can design and operate a scalable analytical platform and make it available to multiple end customers. To adopt this model, the architecture must be implemented as **multi-tenant capable**, ensuring that many clients can be served securely and efficiently within a single environment.

When Does This Model Make Sense?

The **Platform / SaaS model** is ideal if:

- You have a business idea for an **analytical application** and want to distribute it via **Azure Fabric, Azure Marketplace, or an App Store**.
- You are a **software manufacturer** without an existing analytical solution for your customers.
- You are a **software vendor** with an analytical solution that is outdated and no longer meets customer expectations.
- You lack the internal resources or know-how to deliver a robust analytical solution.
- You are an **ERP or CRM implementation partner** (e.g., Microsoft Business Central, Dynamics, INFOR) looking to extend your portfolio with an embedded analytics offering.

Industry Challenge

From experience, we see many ERP and CRM software vendors facing the same limitation:

- They provide only a **BI frontend solution** (Power BI, Looker, Qlik, etc.) to their end customers.
- These setups lack a **qualified data warehouse process**—data is often modeled only in cubes or in-memory, leading to **poor data quality** and limited scalability.
- Restricted modeling options make **advanced analytics** nearly impossible.
- **Data historization** can only be achieved to a very limited degree.
- Data transformations are often executed using tools ill-suited for the task (commonly frontend vendor tools, not true ETL solutions).

This results in:

- **Error-prone architectures** with brittle processes.
- **High effort for changes and maintenance**.
- **Recurring performance issues**.

By contrast, a SaaS model built with AnalyticsCreator allows you to establish a **robust, metadata-driven data warehouse foundation** that supports historization, advanced analytics, and future scalability—while ensuring that each customer benefits from consistent, high-quality data management.

ISV (Independent Software Vendor)

Embed ready-to-use data warehouses into your product stack

This model is particularly well-suited for providers of **operational systems** such as ERP or CRM solutions. With AnalyticsCreator, you can automatically generate a draft version of a **modern data warehouse or data lake**—including ELT processes—directly from your existing metadata.

This enables you to deliver to your end customers:

- A **fully functional, professional data warehouse environment** in a very short time.
- Automatically generated **data marts and Power BI semantic models**.
- A ready-to-use foundation where your only task is to fine-tune and create Power BI reports (or connect any analytics frontend of choice).

Importantly, **individual customer requirements** can be incorporated without altering the shared technical core—ensuring flexibility without sacrificing standardization.

Beyond Software Vendors

This model is not limited to ERP or CRM software manufacturers. It also suits **innovative business ideas without an operational system**, such as providers of information that is already publicly available but requires analysis.

Example use cases include:

- Market and stock exchange data
- Weather and environmental data
- Energy and electricity market pricing
- Other domain-specific information services

By leveraging AnalyticsCreator, these providers can build robust, scalable **analytics solutions** on top of existing data assets—transforming raw information into actionable insights for their customers.

Value-Added Partner

Extend AnalyticsCreator with your own IP, accelerators, and innovations

Value-added partners are companies that extend the functionality of **AnalyticsCreator** with their own solutions, products, or technology components. These partner-developed products remain the **intellectual property of the partner** and are marketed independently. Where beneficial, AnalyticsCreator may also support distribution under mutual agreement—yet the primary ownership and positioning always stay with the partner.

This model emphasizes collaboration: partners enhance the AnalyticsCreator ecosystem with complementary innovations, while gaining a platform to bring their own solutions to market.

Examples of Value-Added Partnerships

- **Custom Target Platform Generation** - A partner builds a solution on top of the AnalyticsCreator repository that reads metadata (e.g., data warehouse modeling) and generates a DWH on alternative target platforms such as MariaDB, MongoDB, or Snowflake.
- **Data Vault Extensions** - A Data Vault specialist embeds their modeling concepts by storing additional metadata in the repository. From this, they can automatically generate Data Vault-based DWH models, seamlessly integrated into the AnalyticsCreator workflow.
- **Integration with Front-End Modeling Tools** - Partners can connect third-party business or data modeling tools with the AnalyticsCreator repository. Metadata created in those tools is transferred into AnalyticsCreator, which then visualizes it in the modeling environment and generates all necessary warehouse artifacts.
- **Artificial Intelligence (AI) Enhancements** - Partners can apply AI algorithms to improve data quality, transformation, or governance processes and integrate these seamlessly into existing analytics pipelines. This enables customers to combine metadata-driven automation with intelligent optimization capabilities.

Joint Value Creation

These examples illustrate how value-added partners use AnalyticsCreator as a foundation to deliver unique capabilities—from specialized modeling approaches to new integrations and AI-driven enhancements. Together, AnalyticsCreator and its partners co-create advanced, market-ready solutions that deliver more value to customers while broadening the ecosystem.

Solution Partnership

Co-create integrated solutions and go to market together

Our objective is to build **integrated solutions together with partners** and bring them to market as joint offerings. For this purpose, we deliberately open the **AnalyticsCreator platform** to enable collaboration and co-innovation.

In this model:

- We jointly design and develop the solution, with both parties contributing their expertise.
- Development effort and investment are shared.
- Proceeds are distributed according to an **agreed revenue share**.

Go-to-Market Collaboration

Each joint solution is supported by:

- A **fact sheet** that highlights the solution's purpose and benefits for end customers.
- **Shared marketing activities**, leveraging both partners' reach and visibility.
- **Joint sales effort**, with the solution distributed through either partner's channels, as well as extended partner networks—expanding exposure and accelerating adoption.

Example

A partner contributes a **data quality check module**, while AnalyticsCreator provides the **integration and automation layer**. The result is a **ready-to-use, marketable solution** - supported by joint marketing campaigns and shared revenue.

This model ensures that both partners **benefit equally from development, marketing, and sales**, while customers receive powerful, integrated solutions tailored to their business needs.

Freelancer / MVP

Work smarter, deliver faster, and increase your project profitability

MVP traditionally stands for Microsoft Valuable Professional. In this context, it also includes **experienced freelancers or independent professionals** who deliver data warehouse and analytics projects on their own responsibility. These partners are often engaged as subcontractors by larger companies—such as corporations or consulting firms—to execute specialized projects.

Licensing & Usage

- **Testing & Evaluation:** Freelancers can use AnalyticsCreator **free of charge** for non-commercial testing and evaluation.
 - Important: The code generated in this mode may **not** be used in productive customer projects.
 - If generated code is used productively, an individually agreed **license fee** with AnalyticsCreator applies.
- **Brokerage / Referral:** If a freelancer presents AnalyticsCreator in a project or actively brokers it to a company, they are eligible for a commission (kickback) as a referral partner.
- **Productive Use:** Freelancers can also use AnalyticsCreator directly in customer projects—particularly in remote or time-sensitive engagements.

Business Benefits

- **Higher Efficiency:** Work up to 50% faster compared to traditional methods.
- **Increased Revenue:** Faster delivery creates room for additional projects, and flat-rate pricing (per day, week, or sub-project) can significantly boost profit margins.
- **Technical Simplicity:** Generated code can be delivered directly to the customer without requiring additional software installation or vendor login.
- **Margin Growth:** Profits increase not only through billable hours, but also through:
 - Your architecture expertise,
 - The efficiency of your workflows,
 - The speed of implementation.

Why Freelancers Benefit from AnalyticsCreator



AnalyticsCreator equips freelancers and micro-enterprises with the same powerful automation capabilities available to larger consulting firms—enabling:

- **Faster project completion,**
- **Greater scalability,** and
- **Improved profitability** for every assignment.

License costs depend on the scope and nature of the project, ensuring flexibility for independent professionals.

Referral Partner

Earn commissions by introducing AnalyticsCreator to your network

A **Referral Partner** is either an individual or a legal entity that recommends AnalyticsCreator to an organization. Referral partners can include **influencers, industry experts, consultants**, or other trusted knowledge carriers with strong networks and market credibility.

If a business transaction results from such a recommendation, the referral partner receives an **agreed referral commission**.

How It Works



Referral partners introduce AnalyticsCreator to potential customers. AnalyticsCreator or a certified partner then manages the sales cycle. If the introduction leads to a signed deal, the referral partner is compensated according to the referral agreement. The specific activities may vary—the decisive factor is that the referral results in a successful business transaction.

Example in practice: An independent industry advisor introduced AnalyticsCreator to a mid-sized insurer. While the advisor did not engage in delivery, the deal closed within three months, and the advisor received the agreed referral commission. This provided a new passive income stream while enhancing their reputation as a trusted expert.

Technology Partner

Integrate complementary tools and expand customer value

A **Technology Partner** enhances and extends the range of services offered by **AnalyticsCreator**. These partners typically include providers of:

- Data connectors
- Front-end and visualization technologies
- Platform operators
- Other complementary solutions in the data and analytics ecosystem

How It Works

Technology partners are often integrated with AnalyticsCreator via APIs, ensuring seamless interoperability. This integration allows end customers to combine AnalyticsCreator's automation and modeling capabilities with complementary tools and platforms.

In many cases, **solutions are jointly positioned in the market** by AnalyticsCreator and its channel partners, creating stronger visibility and customer adoption.

Benefits of Technology Partnerships

- **Broader solution** scope for customers through integrated offerings.
- **Seamless operation** via tested technical interoperability.
- **Strategic alignment**, ensuring long-term compatibility and value creation.
- **Market expansion** through joint positioning and combined partner networks.

Strategic Cooperation

Close technical and strategic collaboration is essential. By working together at both levels, AnalyticsCreator and its technology partners ensure maximum benefit for the end customer—delivering reliable, future-ready, and fully integrated solutions.

Additional Benefits of Being an AnalyticsCreator Partner

In addition to the direct advantages of partnering with AnalyticsCreator, you also gain access to a range of further benefits:

- **Participation in the Partner Network**
 - Exchange services and expertise with other AnalyticsCreator partners. You can both source consulting support and offer your own specialized skills to the network.
- **Visibility on Freelancer Portals**
 - Highlight your AnalyticsCreator certification on online freelancer platforms, making it easier to secure projects. Many of our customers are actively looking for certified freelancers.
- **App Store Opportunities (coming soon)**
 - If you have developed add-on solutions for AnalyticsCreator, you can make them discoverable and accessible to other partners through our upcoming AnalyticsCreator App Store.
- **Monetization of Templates & Connectors**
 - Share or sell data warehouse templates and metadata connectors (e.g., Profit & Loss Statement for Business Central, Order Intake Cockpit for Dynamics) directly through the AnalyticsCreator Cloud—either for a fee or free of charge.

Certification with AnalyticsCreator

Prove your expertise, build trust, and stand out in the market.

To ensure quality and consistency, partners are expected to have at least one certified employee.

Requirements

- The employee should have worked through the exercise examples in the AnalyticsCreator Wiki.
- They must have implemented at least one test project (or a real customer project).

Certification Process

1. The partner presents the completed wiki projects and a test project.
2. The presentation is conducted via video conference with our technical team.
3. Upon successful review, the partner is awarded AnalyticsCreator Certification.

Marketing Support from AnalyticsCreator

Co-market, co-brand, and accelerate your go-to-market success.

AnalyticsCreator supports its partners not only with technology but also with targeted marketing enablement. The aim is to help partners win more opportunities, increase visibility, and accelerate go-to-market initiatives.

Joint Marketing Activities

AnalyticsCreator works with partners to design and execute activities that build awareness and generate demand:

- Co-branded Assets: Professionally prepared pitch decks, one-pagers, and solution briefs that can be adapted with your logo and branding.
- Webinars and Events: Joint digital sessions and industry events where solutions are presented together, reinforcing credibility.
- Campaign Support: Access to marketing development funds (MDF) and templates for targeted LinkedIn, email, or account-based campaigns.

Visibility and Promotion

Partnership also provides extended exposure:

- Partner Directory Listing: Featured presence on the AnalyticsCreator website and official partner directory.
- Case Studies and Success Stories: Co-authored references that highlight customer outcomes achieved through collaboration.
- Social Media Amplification: AnalyticsCreator shares and promotes partner news, creating a multiplier effect in target markets.

Business Benefits

By engaging in joint marketing, partners can:

- Strengthen their market position through trusted, co-branded messaging.
- Shorten sales cycles by presenting proven solutions backed by AnalyticsCreator.
- Expand reach by leveraging shared campaigns and broader partner networks.

Together, these marketing initiatives ensure that technical excellence is always matched by strong market presence—helping every partner scale faster with AnalyticsCreator.

Let's Build Better Analytics Together

Choose your business model. Start your journey.

Scale with AnalyticsCreator.



Book a Partner Strategy Call

Plan your strategy
with our team



Get Certified Today

Demonstrate your
expertise



Access Co- Marketing Support

Amplify your
market presence