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Exciting opportunities unveiled for independent software vendors with extended Citizen Consul Club

## **Brand New ISV Partner Programme Announced by Citizen Systems**

Significant business benefits and support offered from Citizen to create bespoke software and hardware integrations

Global printer manufacturer, Citizen Systems, have expanded their Consul Club community and announced a brand-new ISV, (Independent Software Vendor) Partner Program, the **Citizen Consul Club for ISVs**, exclusively for both existing and future business partners. Offering a range of attractive benefits, the new program opens the door to further business potential by widening the partner network and introducing ISVs to not only Citizen resellers but also supporting them with software and hardware integration.

### **Benefits and rewards for partners**

The Citizen Consul Club for ISVs builds a much-needed bridge between the software vendor and the manufacturer. ISV's can work closely with Citizen to create a personalised integration solution that can be implemented easily and deliver direct benefits to the end customer.

The program structure presents a comprehensive collection of benefits, allowing valued partners to simply and effectively develop, market, sell and extend their combined solutions. Resources and support available from association with the Citizen Consul Club for ISVs include; support for software development kits (SDKs); programming assistance; and individualised application and firmware support. All of these benefits result in a unique solution designed to fit around the needs of the software and hardware whilst creating the best possible end product.

Beyond the initial integration and tailored services offered by the specialist team at Citizen Systems, ISVs can also expect further assistance with marketing activities and access to exclusive loyalty schemes designed to ensure maximum value and to recognise business partners' loyalty. In addition to this, ISVs will also have the option to network with other Citizen partners within the already existing Citizen Consul Club for Resellers.

To collaborate and become a part of the ever growing Citizen Consul Club community represents a significant opportunity to drive sales revenue and grow business for all partners. To find out more on how the Citizen Consul Club for ISVs will serve to benefit your business, please visit [Citizen's website for more information](#). The team are ready and waiting for you and to welcome you into the community.

**Jörk Schüßler, Marketing Director EMEA at Citizen Systems Europe, said:** "After recognising the needs within the market, the Citizen Consul Club for ISVs is an initiative that we have been working hard to achieve for some time now. Similarly to our reseller program, we wanted to create something for our valued ISVs where they could make use of tangible benefits in terms of technical support and development, along with clear business advantages that come as fundamental factors within the partnership community. We encourage all of our existing business partners, as well as those who would like to explore fresh opportunities, to get in touch so that we can discuss how we can progress with successful integration."

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**About Citizen Systems Europe**

Citizen Systems Europe is a wholly-owned subsidiary of the Japanese Citizen Group. Recognised and respected for its high level of experience in advanced technology and innovative solutions, Citizen is famous for its watches, printers, machinery and electronic products.

Since 1964, Citizen Systems has been the brand of choice for printers worldwide, providing a wide range of top-line industrial printing solutions that modernise the business operations of many industries, including logistics, retail, manufacturing, hospitality, post and office supply.

Citizen Systems is fully focused on the distribution and support of label, portable, photo and POS printers, as well as calculators, through an extensive partner network across EMEA.

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