

Vena Solutions Demo

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Solutions Consultant



Today's Agenda

	5 minutes	15 minutes	70 minutes
	Thank You	Vena Overview	Product Demo
	Intros	Our Solution	Budgeting & Forecasting

Vena

Vena Powers Your Growth

We're passionate about your transformation, whether that's personal, professional or business-oriented. That's why we've combined the world's best grid with the technology you need to power your plans and the experts that can help you achieve them. Vena is your partner in every aspect of your financial transformation and we'll be with you through every step of your growth journey.

Vena Transforms How You:

- Plan
- Make Decisions
- Measure Performance
- View Growth
- Feel
- Work



Vena is the complete planning platform for finance, operations, and business leaders.

The Most Complete Planning Solutions



FINANCE-LED PLANNING Simplify your processes and automate tasks so you have more time to focus on your business and collaborate with your team.

- ▶ Budgeting
- ▶ Forecasting
- ▶ Planning
- ▶ What-if Analysis
- ▶ Financial Reporting
- ▶ Management Reporting
- ▶ Business-Wide Reporting and Analysis

EXTENDED PLANNING Communicate in a language your team will understand. Increase adoption and keep your business growing.

- ▶ Agile / Cash Flow Management
- ▶ Workforce Planning
- ▶ Capital Expense Planning
- ▶ Detailed Revenue Planning
- ▶ Operational Planning
- ▶ What-If Analysis
- ▶ Business-Wide Reporting/ Analysis
- ▶ Incentive Compensation Management

BEYOND PLANNING Amplify any plan you can create in Excel with Vena's Growth Engine and best in class technology and methodology.

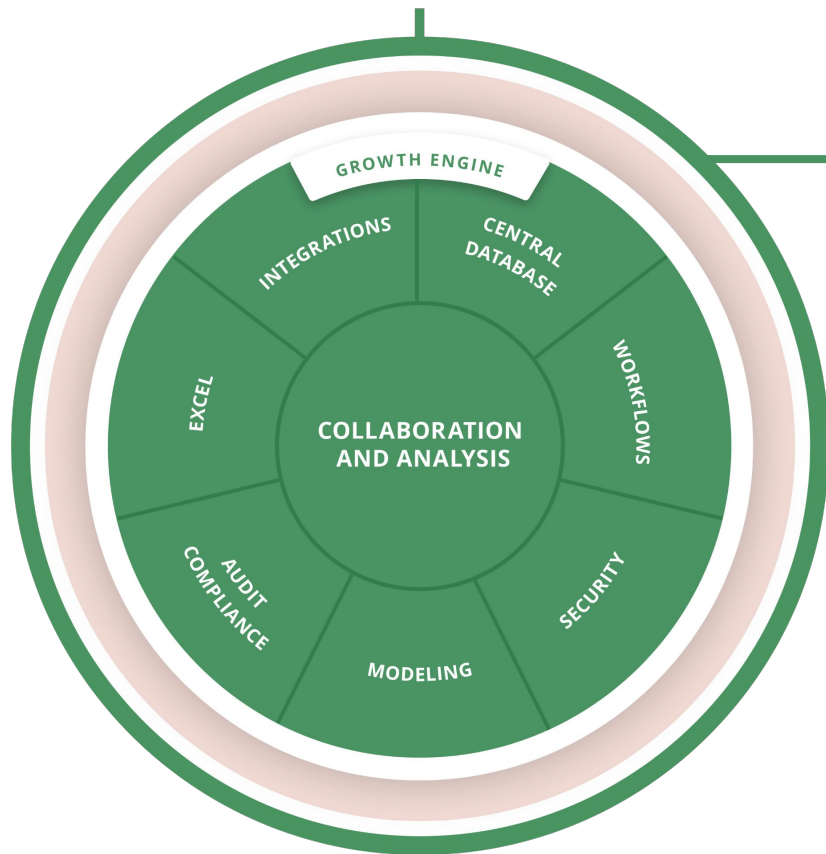
- ▶ Financial Close Management
- ▶ Custom Solutions



The Power Behind the Plan

Growth Engine

- ▶ Work from a single source of truth so you never have to worry about accuracy again
- ▶ Work the way you want with our workflow capabilities
- ▶ Make sure your documents are in the right hands with our advanced security features

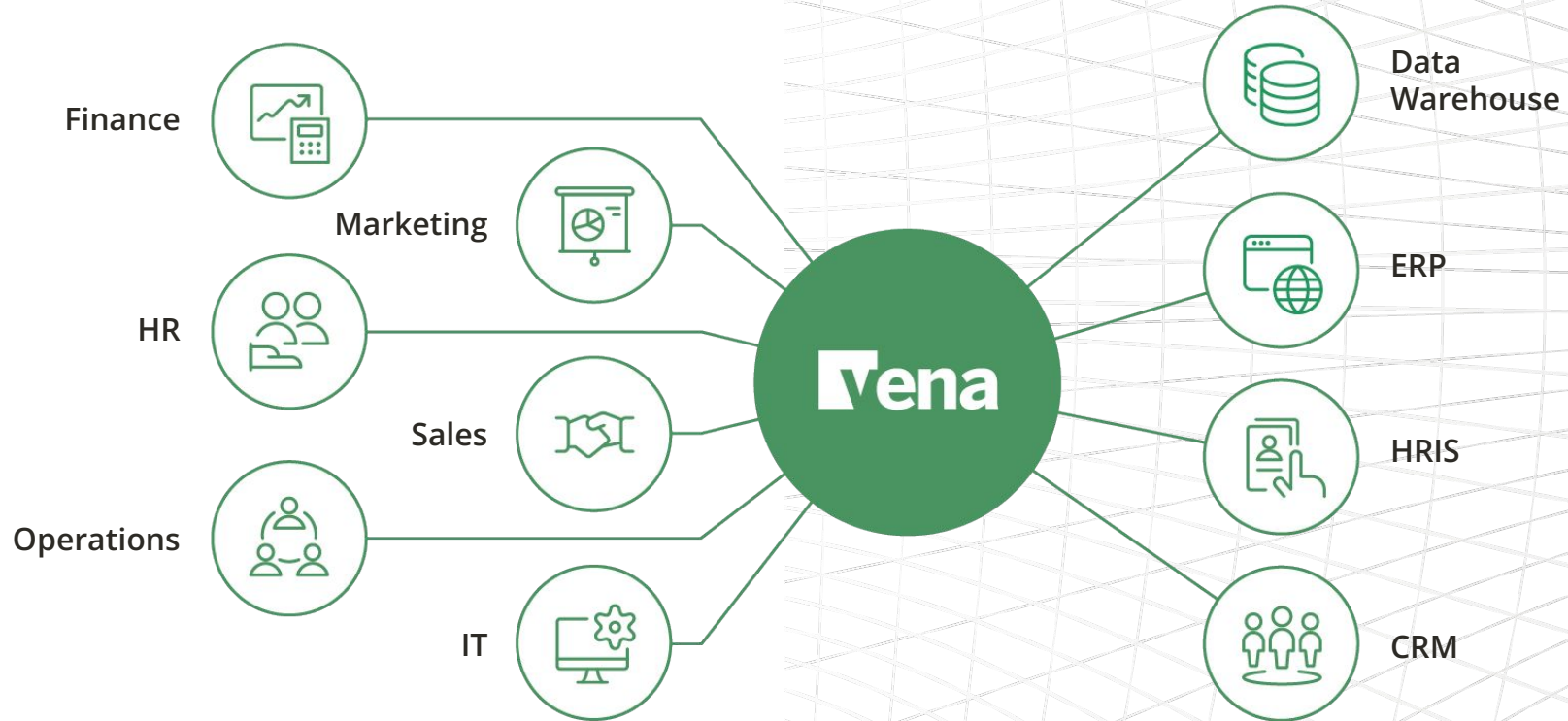


The Power Behind the Plan

Growth Engine

- ▶ Work from a single source of truth so you never have to worry about accuracy again
- ▶ Vena can guide you along the path to growth with pre-configured solutions packed with best practices
- ▶ Work the way you want with our workflow capabilities
- ▶ See your data from every angle with best-in-class modeling and analytics
- ▶ Make sure your documents are in the right hands with our advanced security features
- ▶ Vena takes the tool you love even further with our intuitive Excel interface

Vena Connects the Dots



Excel

World's Leading Grid

Excel is the preferred language for finance professionals. Vena leverages Excel because it's universal, flexible and easy-to-use. Excel is the interface to the Vena growth engine.

Universal

Excel is the most commonly used FP&A tool in the world. Vena leverages the tool business professionals already know to do things they've only imagined.

Flexible

Excel can measure, track, and store anything. We build on that flexibility to empower our customers to store, edit and analyze the data that drives their business their way.

Easy-to-Use

Excel is simple. Vena is complete planning with simplicity. It's a match made in heaven, even for professionals who aren't as finance-savvy.

FLEXIBLE	SPREADSHEET ENVIRONMENT	PROS • Flexible • Strong modeling capabilities • Powerful calculations • Rich presentation • High user adoption	CONS • Data integrity issues • No source system integration • Manual consolidations • Lack of auditability • No process management
CONTROLLED	APPLICATION ENVIRONMENT	PROS • High data integrity • Database centric • Workflow Management • Controlled • Auditable	CONS • Lack of control over workflows • Rigid, lack of flexibility • IT/Consulting intensive • High cost of ownership

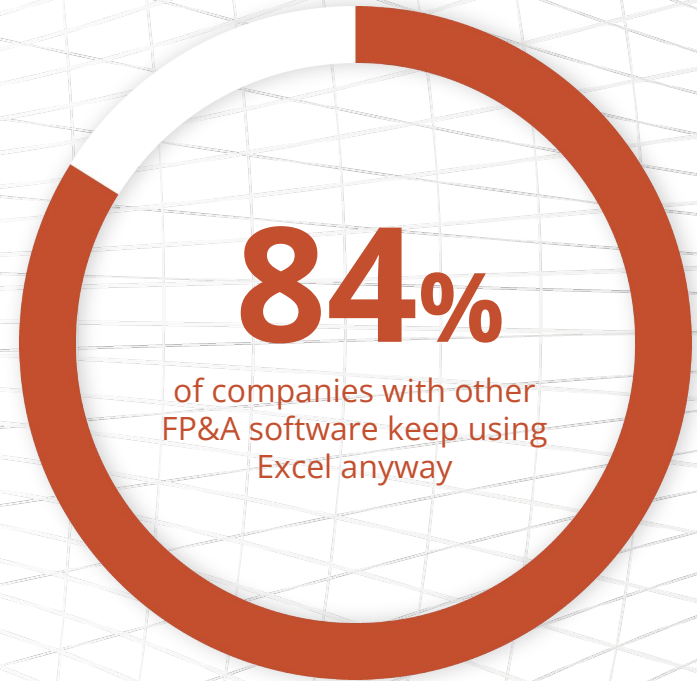
Escape Your Cell

Vena's secure and intuitive spreadsheet interface empowers you to work your own way.

Experience the Magic of True Integrated Planning

Store, edit and analyze all of your business data in one place.

“ People view finance as getting in the way of doing their actual jobs. They have to take time away from programming to input numbers into a spreadsheet. It's a chore.



Spend Less Time on Busy Work and More Time Getting Down to Business

HOW YOU

ADDRESS
CHANGE

RIGID

AGILE

PLAN

SILOED

INTEGRATED

MAKE
DECISIONS

LOOKING BACK

THINKING FORWARD

MEASURE
PERFORMANCE

MONTHLY

DAILY

VIEW
GROWTH

FINANCIAL HEALTH

BUSINESS HEALTH

FEEL

ANXIOUS

CONFIDENT

WORK

INDIVIDUAL

TEAM

Case Study: Nando's



Industry: Food Services

Revenues: \$1.1B (Oct. 2015)

Vena Users: 205

Customer Since: 2015

Integrated Systems:

Dynamics AX, Sage Evolution,
Xero, Great Plains

Use Cases: Month-End Close,
Consolidations, Financial
Reporting, Statutory Reporting,
Operational Planning,
Budgeting, Forecasting

“

“When we sat down with our group CEO to review the results, the first thing my manager said was 'for the first time ever, I've got 100% comfort in these numbers.'”

VANESSA MACILWAINE, Group Finance Manager



Case Study: Nando's



Background & Challenges

- No consistent process to capture and report on data from over 1000 restaurants in 24 countries
- Collecting comments was a manual, inaccurate strategy

The Vena Solution

- Comprehensive commentary archive provided significantly clearer context and easier analysis
- Eliminated the tedious, error-prone work of recreating templates, formulas and models in a new environment

Results

- Single source of truth and commentary, with numbers that are consistent between the system and the market
- 100% confidence and comfort in the numbers reported



Ask Around. Everybody Loves Vena.

Award Winning Innovation
Industry Analyst Recognition



#1 in Customer Satisfaction
Top Rated CPM Firm for
Customer Satisfaction



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Horizon Care Group Ltd	Low	Yes	SMB	Staffordshire	United Kingdom	Hospitals & Physicians Clin
Clipper Logistics PLC	Low	Yes	MM	West Yorkshire	United Kingdom	Professional Services
Assa Abloy Electronic Security Hardware	Low	Yes	ENT	Stockholm	Sweden	Business Services
Nuclear Transport Solutions	Low	Yes	MM	Cumbria	United Kingdom	Transport
Boskalis International B.V	Low	Yes	ENT	South Holland	Netherlands	Manufacturing
Corndel	Low	Yes	SMB	Greater London	United Kingdom	Education
Nando's	Low	Yes	ENT	Greater London	United Kingdom	Hospitality
Kobelco Construction Machinery Europe B.V	Low	Yes	SMB	Flevoland	Netherlands	Manufacturing
Neal's Yard	Low	Yes	MM	Greater London	United Kingdom	Manufacturing
Thomas International	Low	Yes	MM	Buckinghamshire	United Kingdom	Business Services
ACO Technologies	Low	Yes	MM	Central Bedfordshire	United Kingdom	Engineering
Jason Windows Pty Ltd	Low	Yes	MM	Western Australia	Australia	Manufacturing
John Henry Group	Low	Yes	SMB	Cambridgeshire	United Kingdom	Telecommunications
Care UK Community Partnerships	Low	Yes	SMB	Essex	United Kingdom	Professional Services
CAIW Holding	Low	Yes	SMB	South Holland	Netherlands	Telecommunications
Mitsubishi Electric Sales Canada Inc	Low	Yes	ENT	Tokyo	Japan	Manufacturing
Huws Gray	Low	Yes	MM	Wales	United Kingdom	Construction
Citizens Advice	Low	Yes	MM	Greater London	United Kingdom	Professional Services
Carr's Group PLC	Low	Yes	ENT	Cumbria	United Kingdom	Holding Companies & Cor
Bruntwood	Low	Yes	MM	Manchester	United Kingdom	Holding Companies & Cor
SuperAwesome	Low	Yes	MM	Greater London	United Kingdom	Business Services
Dutch Police (Politie Nederland)	Low	Yes	MM	Utrecht	Netherlands	Government

Everybody Loves Vena.

Award Winning Innovation



Exceptional Customer Satisfaction



BANKING & FINANCE

CONSUMER

MANUFACTURING

TECHNOLOGY

SERVICES

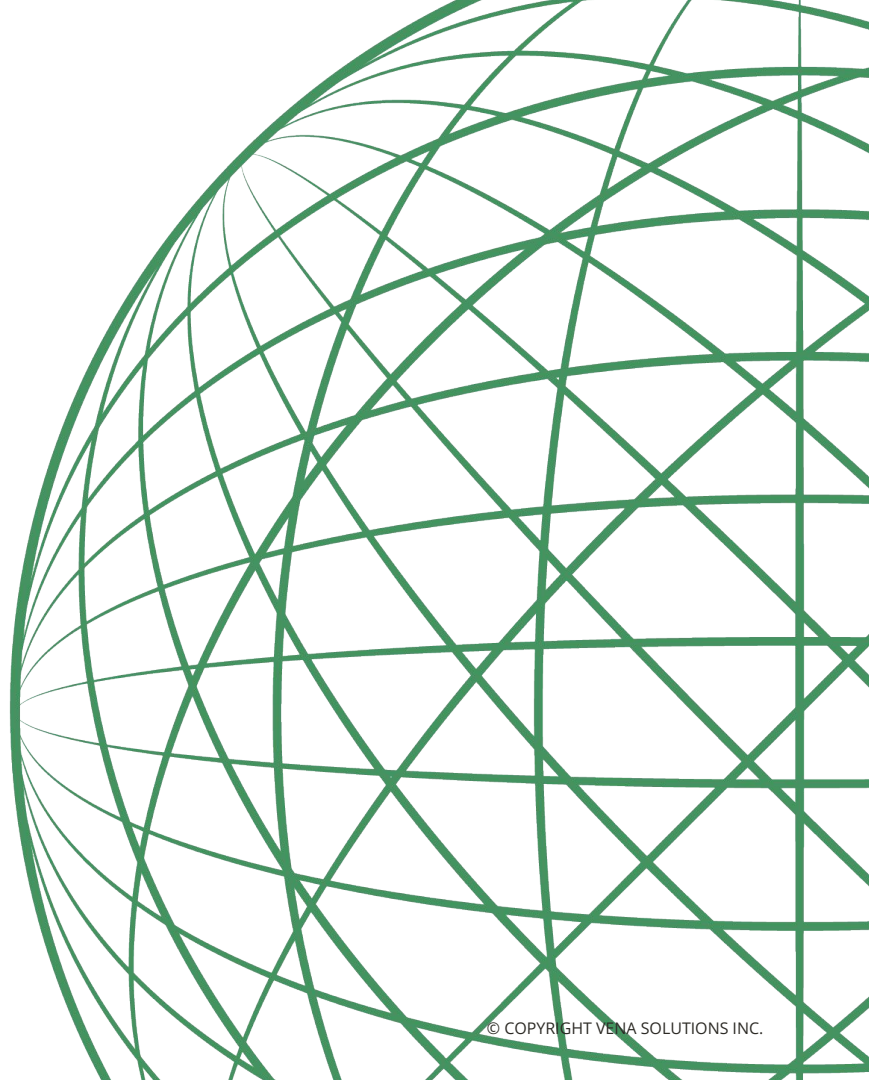
HEALTHCARE





ena

Partner Product Demo



**Together, we inspire
the way people and
businesses grow.**

Partner Program Overview

The Vena Partner Program is your source for growth—for you and your business. As thoughtful as it is personal, the Vena Partner Program is built to provide you with constant support and white-glove service along your business journey.

Within our Vena Partner community, you'll have access to new ideas, knowledge and insights from peers and Vena experts. You'll have the strength and support of an entire group to help solve problems for your business and customers. And best of all, you'll celebrate every success and keep moving forward—together.

*This is a concept that **everything** about your brand **ties back to**—your words, your pictures, your products. It relates to your customers, it titles a story that resonates with them.*

**We Bring the
Technology**



**You Bring the
Business Expertise**



Partnership Guiding Principles

Better Together

Connection

Connecting with like-minded Partners allows you to work toward the common goal of solving problems for each other—and for your customers.

Community

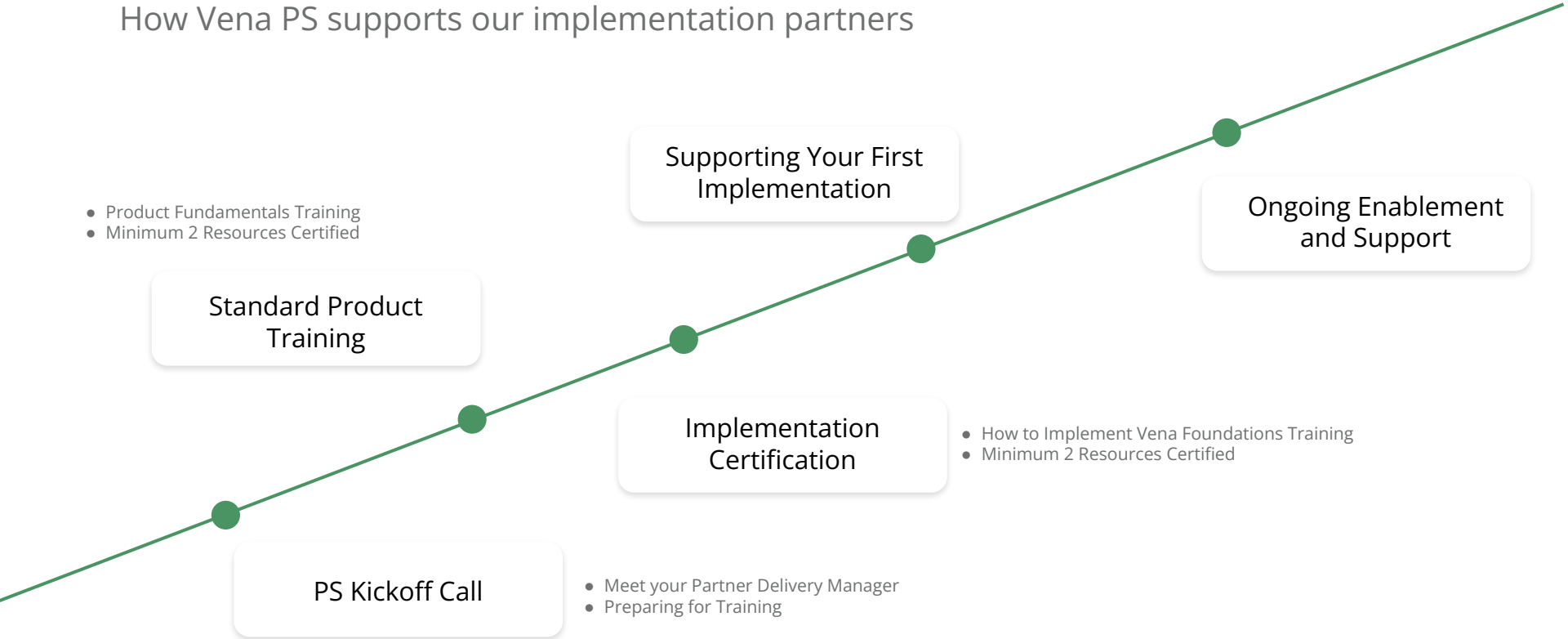
Achieving mutual understanding on common ground gives you a sense of community and the ability to exchange ideas, knowledge, insights and goals with other Partners.

Contribution

As a Partner, you're focused on the greater good, working as part of a team to provide solutions that help individuals and organizations grow.

Professional Services Support

How Vena PS supports our implementation partners



Professional Services Support

How Vena PS supports our implementation partners



Partner Onboarding

Goal: To help you learn the product and how to implement it best, as well as what resources you can leverage.



Support on First Implementation(s)

Goal: Support you through your first few projects to help you be a successful implementer long term.



Tools, Ongoing Enablement & Support

Goal: Provide implementation best practices, support services and ongoing enablement to help you be successful when working with customers.



Vena Learning

Goal: Ensure your clients have the knowledge to successfully use Vena.



Partner Onboarding - Training

Learn the fundamentals of Vena product and implementation



Vena Product Training

Delivery: Online self-paced training

Focus: Key elements of Vena product functionality.

Assessment: None

Cost: Currently offered **free of charge**



Vena Implementation Training

Delivery: Online self-paced training

Focus: Key elements of a typical Vena implementation

Assessment: Comprehensive testing after course completion.

Cost: **\$2,500 USD / participant** (*Reimbursed for achieving \$30k ARR sales within one year of training*)

Supporting Your First Implementation(s)

Establishing a pattern of success with your first few sales



Services Scoping Support

By partnering in the sales cycle, we can help you scope and develop an SOW on your paperwork that meets the needs of clients.



First Project Support Package

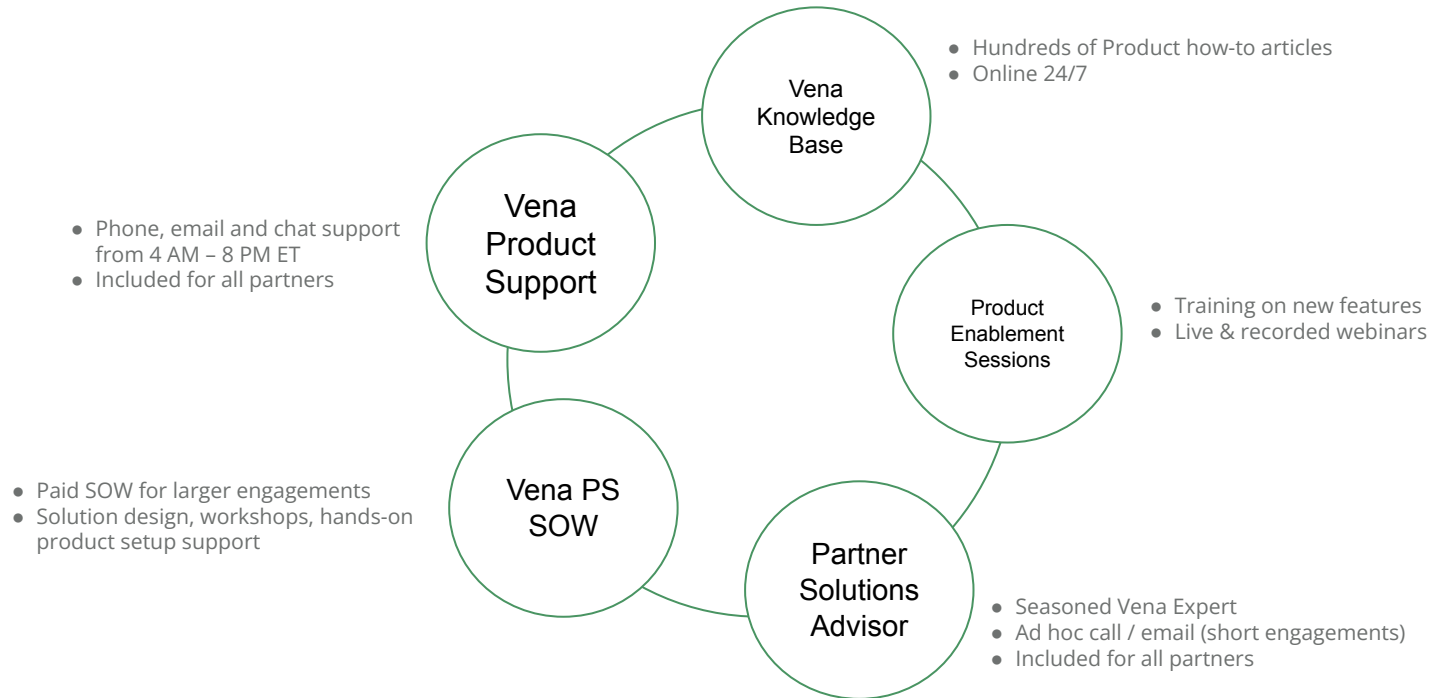
Vena offers new Partners a standard support services package for your first implementation. Vena leads the solution design and ensures best practices are used while you get valuable hands-on experience configuring the product. If you get stuck, we're here to help.

What's in the Package (\$X):

- X
- Y
- Z

Ongoing Partner Support

Continuing success with your future sales



Vena Partner Portal

Get everything you need in one place

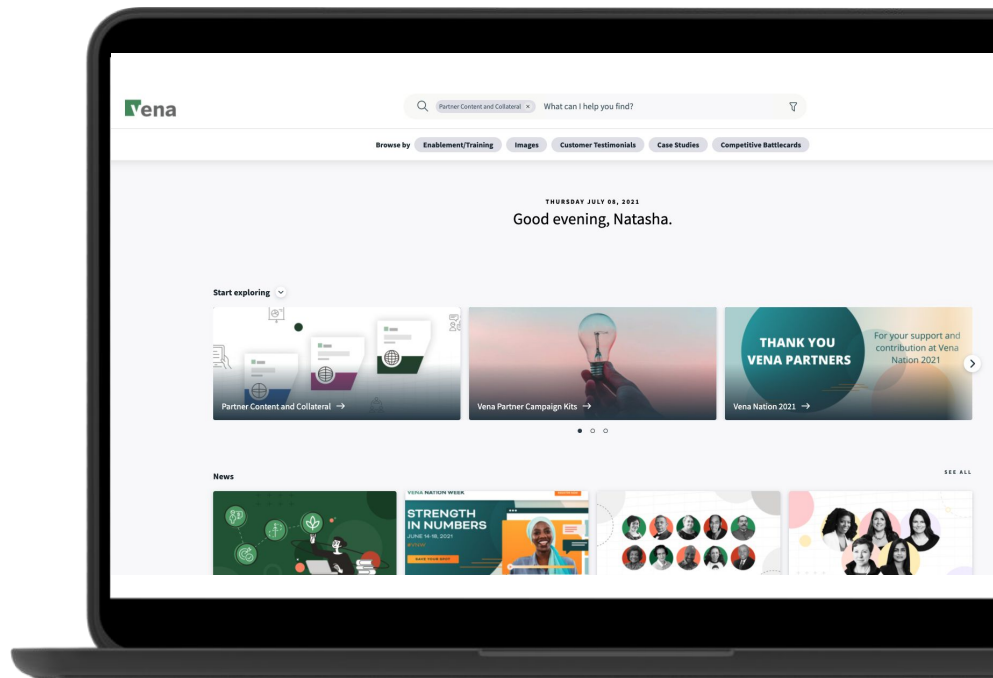
Accelerate your growth with exclusive access to shared knowledge and support via the Vena Partner Portal

Access tools, resources and support designed to help you grow and succeed

- Marketing Campaign Kits
- Best Practice and How-To Guides
- Access to Vena Experts
- Client Survey Tools



Vena Learning

Two options to train your clients

Vena Led Training

- Default service offering
- Online training led by Vena Training Team

Cost: \$2,500/client
Max of 5 participants

Partner Led Training

- Partner must be training certified for this service*
- Partner accesses Vena training content
- Training delivery method up to Partner

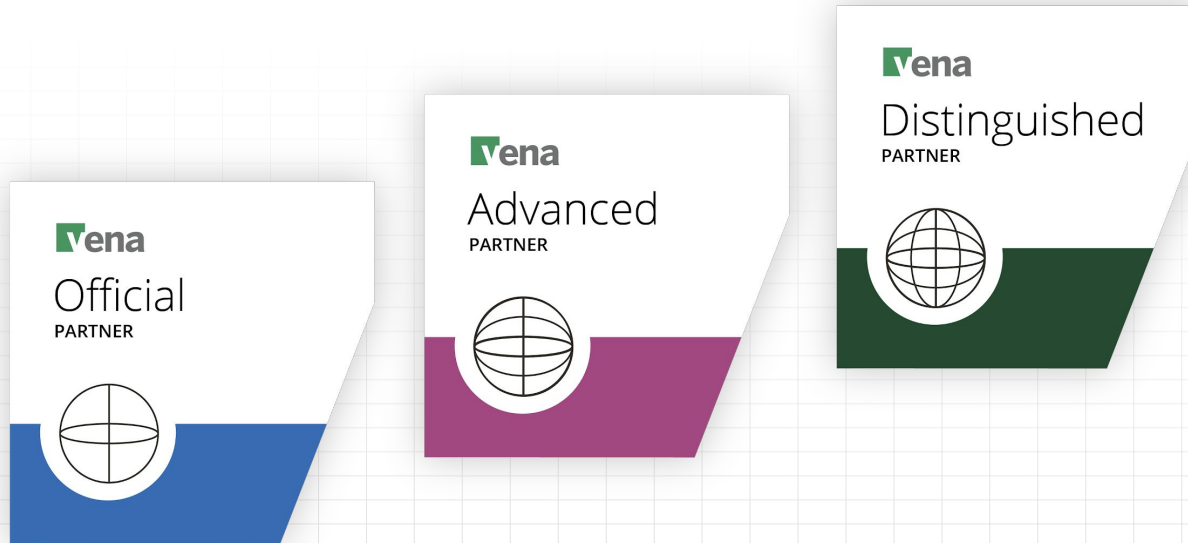
Cost: \$1,000/client

****Certification Summary***

Minimum Eligibility: Three successful implementations with 90% average CSAT score

Certification Process: Partner studies training material and delivers to Vena Training Team.

Vena Partner Experience





Make It Official

TIER 3 Official

When you join our community as an *Official* Vena Partner, you've arrived. Gain exclusive access to a community of knowledgeable peers and Vena experts who provide dedicated support, so your business can grow and succeed.



Growth in Advance

TIER 2 Advanced

As an *Advanced* Vena Partner, you're ready to take your business to a whole new level. Building upon the trusted relationships you share with peers and Vena experts within our Partner community, you can accelerate your success, inspiring change and igniting new business opportunities along the way.



Distinguished
PARTNER



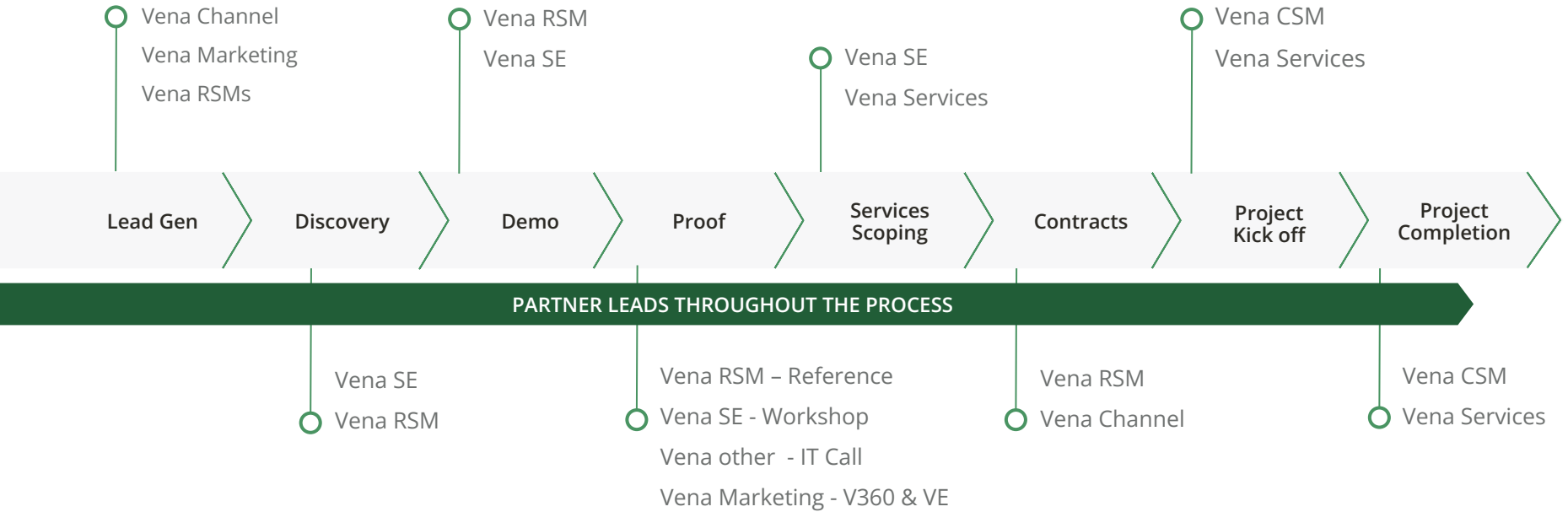
Distinctly Distinguished

TIER 1 Distinguished

As a *Distinguished* Vena Partner, you will achieve a unique position within our Vena Partner community. From exclusive opportunities to speak at Vena Nation week to partnering with Vena experts on go-to-market opportunities, enjoy remarkable success with Vena right at your side.

Benefit	Official	Advanced	Distinguished
Sales			
Partner Development Manager	●	-	-
Partner Success Manager	-	●	●
Annual Business Review	-	●	●
Quarterly Business Review	-	-	●
Preferential Engagement for Services	-	●	●
Preferential Engagement for Sales Teams	-	●	●
Marketing			
Priority Placement on Website and Marketplace	-	●	●
Access to Content Portal	●	●	●
Public Announcement of Partnership/Joint Initiatives	-	●	●
Vena Nation Sponsorship and Advertising Opportunities	-	●	●
Go-to-Market Engagement			
Speaking Opportunities at Plan To Grow Events	●	●	●
Multiple Joint Product-Led or Value-Led Campaigns	-	-	●
Single Joint Product-Led or Value-Led Campaign	-	●	-
Access to Vena Subject Matter Experts	●	●	●
Other			
Priority Placement in Vena Internal Directory	-	-	●
Partner Community Access	●	●	●
Access to Sales Training Materials	●	●	●
Access to Self-Paced Training	●	●	●

Anatomy of a Deal



Engaging With Vena



CHANNEL

Gurp Gahunia

Alex Wood

Jonathan Steele

+2



SALES

Shaun Jansen
(VP MM)

Grant Hull
(Enterprise)

Lauren Hodson
(SMB)

+30



SOLUTION CONSULTANTS

Nincy Mangaroo

Rebecca Lomax

Drew
MacDonald

+10



SERVICES

Linda Neff

Dan Langdon

Garrett Marin

+60



CUSTOMER SUCCESS

Tim Szego

Meg Bowie

Jarran Francis

+15



MARKETING

Natasha Persad

Heather
Durante

Alison Munro

+12

Program Requirements

Requirement	Official	Advanced	Distinguished
Signed current Vena Partner Agreement, accompanying exhibit(s) and program guidelines	✓	✓	✓
Provide annual business plan for your Vena practice which includes:		✗	✓
Nominate an Executive Sponsor to engage with Vena			✓
Minimum New Logo ARR	1-35K	36-200K	201K+
Certified Sellers	1	3	5
Certified Solution Consultants*		2	5
Annual Customer Satisfaction Survey (C-SAT) responses*		5	10
Average Customer Satisfaction Survey (C-SAT) score*		87%	87%

*APPLIES TO THE IMPLEMENTATION PARTNERS

Marketing Benefits

Portal Access

- Collateral, images, logos
- Campaign kits to help you easily and effectively promote your new partnership with Vena
- Quick access to all Vena content and directories:
 - Learning resource
 - Deal registration page
 - Update your contact information
 - Confluence articles for implementation partners
 - Sharepoint links

Vena Marketplace and Website

- Get featured on the Vena website and marketplace

Joint GTM Campaign Opportunities

- As Distinguished and Advanced partners, you qualify to be spotlighted and promoted in campaigns that align to your strengths and expertise.

Lead Journey Workshop to collaboratively bring content and channels together to educate the marketing on Vena/partner value/offer

Plan to Grow

- Get featured/participate in Plan To Grow series for brand visibility and an opportunity to showcase expertise to our core ICP
- Use P2G in your sales cycle to engage your client with industry content and the opportunity to earn CPE/CPD credits in the process

Vena Nation

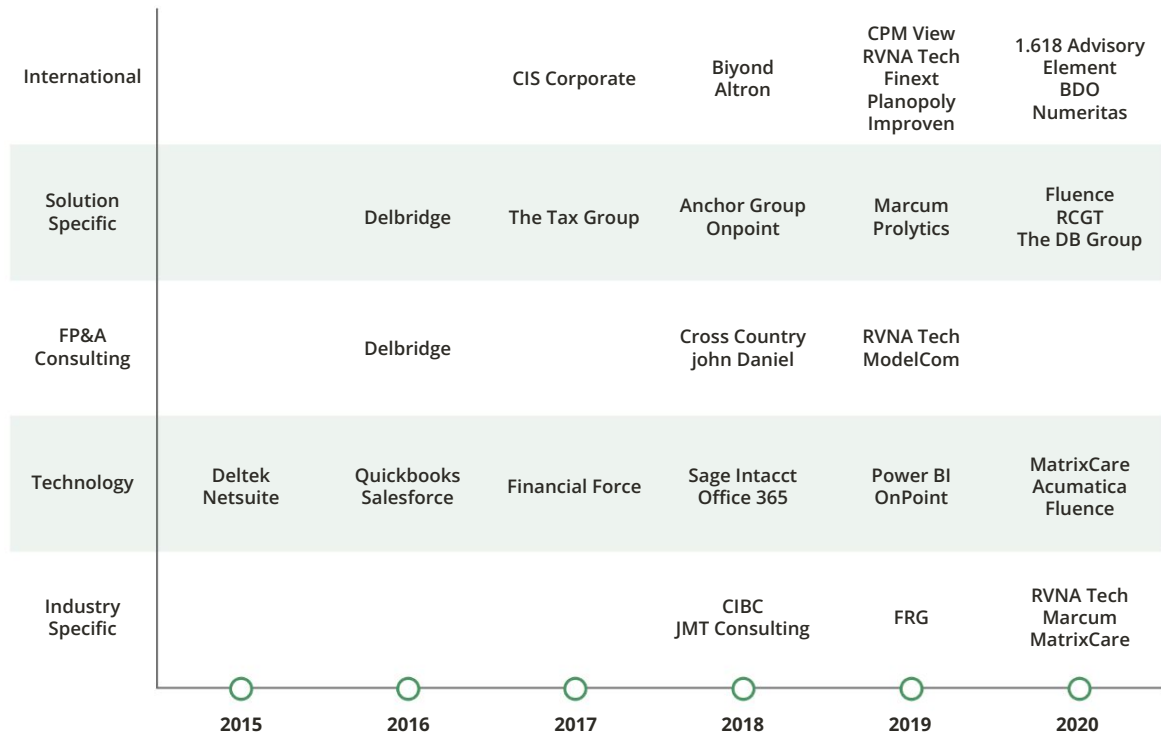
One of the industry's leading conferences to network, learn grow....

- Priority access to the event exhibitor hall for a chance to meet over 5000 finance professionals
- Speak at one of the keynote or break out sessions and get a chance to educate the market on your expertise





Partner Ecosystem



PARTNERS LIKE YOU

JMT
CONSULTING

the **db** group

F Fluence
Technologies

MARCUM
ACCOUNTANTS • ADVISORS

RVNA Tech

FRG

67+
PARTNERS

\$1.38M
IN ARR

Partner Ecosystem

Industry Specific



Technology



FP&A Consulting



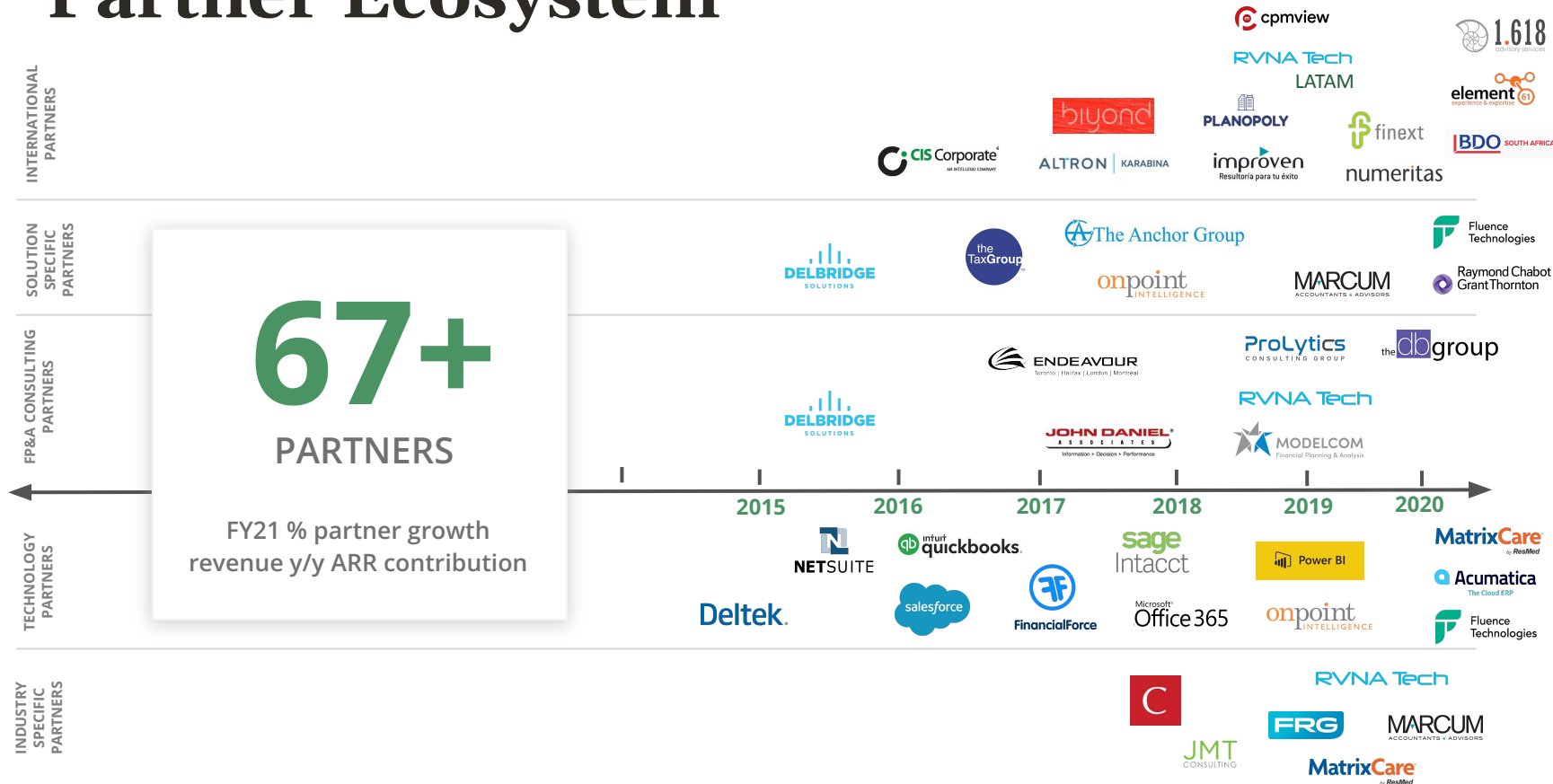
Solution Specific



International



Partner Ecosystem



Distinguished Partner

JMT Consulting

Partner Since: 20xx

Revenues: \$99.9B (Apr. 2021)

Vena Users: Lorem ipsum

Lorem Ipsum: Lorem ipsum

Integrated Systems: Dynamics AX, Sage Evolution, Xero, Great Plains

Use Cases: Month-End Close, Consolidations, Financial Reporting, Statutory Reporting, Operational Planning, Budgeting, Forecasting

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FIRSTNAME LASTNAME
Position Title

JMT
CONSULTING



Distinguished Partner

JMT Consulting

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Body Head

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Results

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Partner Program Type

Type	Description/Expectation	Contracting Entity with End Customer	Payment Flows – Add in payment terms
Referral	• Refer potential sales opportunity (lead) to Vena • Vena reviews and accepts/rejects lead • If accepted, then Vena prosecutes entire sales cycle • If deal closes, then partner receives a referral fee	Vena	• Vena bills end customer • Vena pays partner post sale on gross customer paid price
Co-Sell?	• Partner engages in sales opportunities at their discretion • Partner prosecutes sale cycle with Vena sales support • Partner provides first line support • Vena engages in renewal activities with Partner	Vena	• Vena bills end customer • Vena pays partner post sale on gross customer paid price • Partner paid for duration of contract only • Partner paid on expansion sales
Influenced	• Vena engages in sales opportunities at their discretion • Vena includes Partner in sale cycle for added value • If deal closes, then partner receives an Influence fee	Vena	• Vena bills end customer • Vena pays partner post sale on gross customer paid price • Partner paid on expansion sales? Case by case • Need to define what an expansion is that partner should be paid

Partner Program Economics

Type	Description/Expectation	Contracting Entity with End Customer	Year 1 ARR Share/ Commission	Year 2+3 ARR Share/ Commission
Referral	• Refer potential sales opportunity (lead) to Vena • Vena reviews and accepts/rejects lead • If accepted, then Vena prosecutes entire sales cycle • If deal closes, then partner receives a referral fee	Vena	•15%	•NA
Referral+	• Partner engages in sales opportunities at their discretion • Partner prosecutes sale cycle with Vena sales support • Partner provides first line support • Vena engages in renewal activities with Partner	Vena	•30%	•30%
Influence	• Vena engages in sales opportunities • Vena includes Partner in sale cycle for added value • If deal closes, then partner receives an influence fee	Vena	•15%	•NA

Better Together

We Bring the Technology. You Bring the Business Expertise.



Body Head

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Product



Service



Implementation



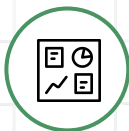
Revenue
Opportunities

European / Asia Specific Information

Appendix

Roadmap

Our Growth made possible with you.



placeholder



placeholder



placeholder



placeholder



placeholder



**Today We
are Here**

Vena Partner Program Message Framework

Vena Partner Program (Prospective Partner)



UNIQUE CAPABILITY	VENA GROWTH ENGINE (CPM, BPM, EPM)					
CONFIGURATION AND PRODUCT CATEGORY	FINANCE-LED PLANNING (FP&A)		EXTENDED PLANNING (XP&A, ICM)		BEYOND PLANNING (FCM)	
UNIQUE BENEFIT	“The Vena partner community inspires and accelerates your growth with shared knowledge, support, and a shared journey.”					
CORE CAPABILITIES	SIMPLE		SECURE		COLLABORATIVE	
PLATFORM ATTRIBUTES	VENA DOES THIS BEST BECAUSE IT’S ...					
	FAMILIAR	ACCESSIBLE	CONNECTED	HOLISTIC	FLEXIBLE	EASY

VENA DOES THESE BEST BECAUSE...

Together, we inspire the way people and businesses grow.

As a Vena partner, you are elite members of a community dedicated to connecting like-minded individuals who collectively impact how customers and businesses grow.

(VALUE) PROOF POINTS	CONNECTION	CONTRIBUTION	COMMUNITY	OFFICIAL TIER	ADVANCED TIER	DISTINGUISHED TIER
	Connecting with like-minded individuals allows partners to work toward the common goal of solving problems for each other—and for customers.	Partners are focused on the greater good, working as a team to provide solutions that help individuals and organizations grow.	Achieving mutual understanding on common ground gives partners a sense of community and the ability to exchange ideas, knowledge, insights and goals.	When you join our community as an <i>Official</i> Vena Partner, you've arrived. Gain exclusive access to a community of knowledgeable peers and Vena experts who provide dedicated support, so your business can grow and succeed.	As an <i>Advanced</i> Vena Partner, you're ready to take your business to a whole new level. Building upon the trusted relationships you share with peers and Vena experts within our Partner community, you can accelerate your success, inspiring change and igniting new business opportunities along the way.	As a <i>Distinguished</i> Vena Partner, you will achieve a unique position within our Vena Partner community. From exclusive opportunities to speak at Vena Nation week to partnering with Vena experts on go-to-market opportunities, enjoy remarkable success with Vena right at your side.

Vena Partner Program (Prospective Partner)

≤10 Words

The Vena partner community is built around sharing, support, and celebrating your success.

~30 Words

Within the Vena partner community, you're in good company with like-minded professionals, where we exchange knowledge and celebrate your successes while delivering better experiences for the customers we serve.

≥100 Words

The Vena partner community is your source for growth—for you and your business. Within our community, you can share ideas, knowledge and insights with your peers. You can simplify your journey with a program that's as thoughtful as it is personal. You can solve problems for each other and for customers. And best of all, you can celebrate each success and keep moving forward—together.

GTM Partner Message Framework

Vena Partner Program (GTM - Customers/Prospects)



UNIQUE CAPABILITY	VENA GROWTH ENGINE (CPM, BPM, EPM)					
CONFIGURATION AND PRODUCT CATEGORY	FINANCE-LED PLANNING (FP&A)		EXTENDED PLANNING (XP&A, ICM)		BEYOND PLANNING (FCM)	
UNIQUE BENEFIT	“The Vena partner community inspires and enables deeper growth that allows us to solve bigger problems for our customers.”					
CORE CAPABILITIES	SIMPLE		SECURE		COLLABORATIVE	
PLATFORM ATTRIBUTES	VENA DOES THIS BEST BECAUSE IT’S ...					
	FAMILIAR	ACCESSIBLE	CONNECTED	HOLISTIC	FLEXIBLE	EASY

VENA DOES THESE BEST BECAUSE...

Together, we inspire the way people and businesses grow.

We partner with a niche community of like-minded professionals that enables and inspires even more growth for our customers, helping them us solve bigger problems -- together.

(VALUE) PROOF POINTS

CONNECTION

Vena is connected with like-minded partners who work together toward the common goal of solving problems for our customers. Vena brings the technology and our partners bring the diverse business perspectives and best industry practices.

CONTRIBUTION

Together with Vena partners, we focus on the greater good, working as a team to provide solutions that help individuals and organizations grow.

COMMUNITY

The Vena Partner community is a mutual understanding on common ground that gives our customers a sense of community and the ability to access and exchange more ideas, knowledge, insights and goals.

Vena Partner Program (GTM - Customers/Prospects)

≤10 Words

The Vena partner community enables our clients to share more knowledge and solve bigger problems together.

~30 Words

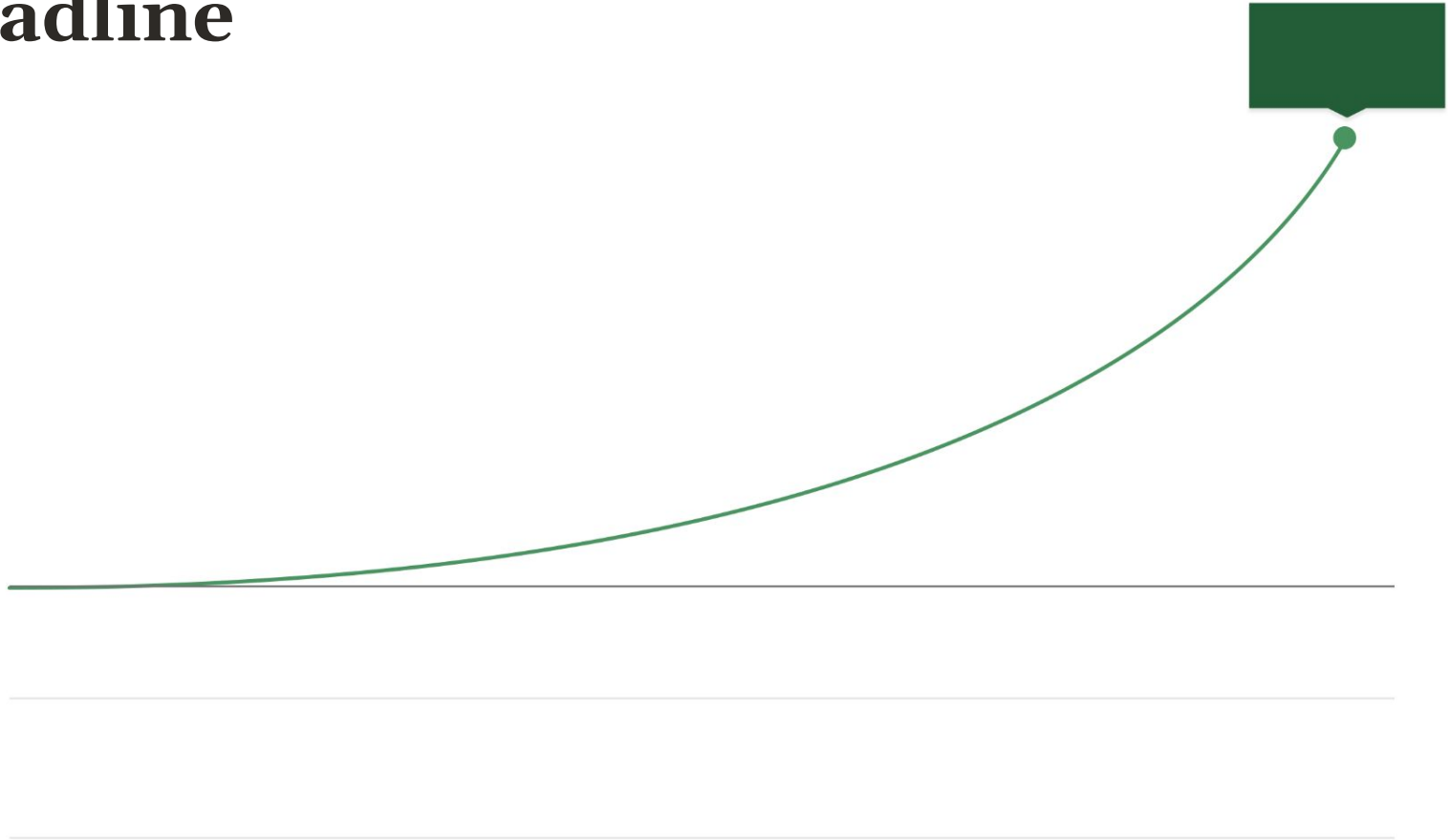
The Vena partner community is dedicated to exchanging deeper knowledge, celebrating our clients' successes, solving bigger problems and delivering better experiences for the people we serve — together.

≥100 Words

The Vena partner community is another source of growth for our clients. Within our community, we share ideas, knowledge and insights that enable our mutual customers to access deeper knowledge, tackle more niche needs and solve bigger problems together.

This program is as thoughtful as it is personal. We solve bigger problems for each other and for customers. And best of all, we celebrate each success and keep moving forward—together.

Headline



Headline

