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# South River Technologies

## *Certified Reseller* Channel

### Partner Program Definition

The entry point of SRT's Certified Reseller Channel Partner Program offers partners the opportunity to begin to receive benefits and credibility in the marketplace contingent upon your commitment and level of expertise. Partner Tier Resellers deliver sales support and offer superior customer service. As a South River Technologies ("SRT") Partner Tier Reseller, you are eligible to purchase software at discounted prices; and you will receive sales support.

#### *Reseller Channel Partner Benefits*

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With each level of certification, you benefit from increased sales margins and a greater level of SRT support, including access to technical support, productivity tools, online training, marketing resources and sales promotions.

At the entry point into the Certified Reseller Channel Partner program, a Partner can receive the following benefits:

#### *Program Highlights*

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- Volume Discount  
Partner Tier Reseller Channel Partners purchase directly from SRT at a **15% discount** off of the published retail pricing. Pricing requires minimum purchase order quantities.
  
- Annual Program Fee  
The Annual Program Fee for partners approved to participate at the Partner Tier level is \$49.00. The non-refundable fee must be paid within 45 days of receiving approval into the SRT Partner Tier program. Upon receipt of the fee, Partner Tier Reseller Channel Partners will be eligible to place orders and purchase the discounted NFR kit.

- ❑ Not For Resale (NFR) Software  
Partner Tier Reseller Channel Partners are eligible to purchase Not for Resale software at a 40% discount off our advertised retail prices. This software is to be used to assist the Channel Partner with becoming familiar with the technical capabilities of SRT's applications. Please contact the Channel Programs Office for more details on the specific titles available.

## ***Sales and Marketing Support***

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- ❑ SRT Technical Support  
SRT will provide Technical Support to Partner Tier Reseller Channel Partners via email and online forums. Additional subscription based support programs are available.
- ❑ SRT Channel Marketing Support  
SRT will provide limited assistance in developing approved demand creation activities as well as market-awareness programs to create market recognition.
- ❑ SRT Reseller Success Story  
Partner Tier Reseller Channel Partners may be featured in customer success stories on the SRT Web site.
- ❑ Reseller Locator  
SRT will provide limited listings of Partner Tier Reseller Channel Partners in response to direct inquires, conditional upon having correct information. Partner Tier listings will appear as secondary partners on the information provided to end uses. Partner Tier listings may be omitted if higher tier resellers service the particular geographical or vertical market.
- ❑ Marketing/Sales Tools And Support  
SRT will make electronic marketing and sales tools available to support Partner Tier Certified Reseller Channel Partner sales activities in achieving program requirements.
- ❑ Certified Reseller Web Access  
Partner Tier Resellers will have access to a password-protected Reseller Channel Partner website to request marketing materials, schedule training, request tech support, obtain demo and internal use software, learn of seminars and workshops, obtain business intelligence, obtain additional sales tools, and order collateral.

- ❑ SRT Product Announcements  
SRT will periodically provide notice of new product releases, prices changes and promotions.
- ❑ Reseller Channel News  
SRT will update Reseller Channel Partners, on a regular basis, with SRT general and product announcements, training availability, and new promotions and incentives.
- ❑ Reseller Logo  
SRT will provide Partner Tier Resellers with approved electronic product and company logos and guidelines to display on marketing collateral and on Reseller web site.
- ❑ Leads  
As an approved Partner Tier Reseller Channel Partner your contact information will be provided to qualified regional sales leads in markets where no higher tier partner is available. SRT reserves the right to distribute leads based on reseller abilities and geographical markets.

The Partner Tier Reseller Channel Partner point of contact must notify the Program Director if they do not wish to make their contact information available to interested end users.

- ❑ Collateral  
Partner Tier Reseller Channel Partners will have access to available white papers, business case studies, demo scripts, presentation material, and other collateral to support their marketing activities.
- ❑ Purchasing of Licenses  
Partner Tier Reseller Channel Partners may purchase software licenses from available wholesale distribution partners or directly from SRT via an online order submission web page, email or fax.

## ***Training and Education***

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- ❑ Basic Technical Training  
Partner Tier Reseller Channel Partners can receive one SRT Technical training seat at 15% off of the published retail pricing each year. The second seat is available at a 50% discount. Additional training seats are available at special discounts.
- ❑ Advanced Technical Training

Partner Tier Reseller Channel Partners are entitled to receive one Advanced SRT Technical training seat at 15% off of the published retail pricing each year. The second seat is available at a 50% discount. Additional Advanced Technical Training seats are available at a special discount as the training becomes available.

□ Training CD/ Web Access

Partner Tier Reseller Channel Partners will have access to self-paced CD/Web based training at a 15% discount as it becomes available. The training material enhances the training concepts learned during the Technical Training.

## ***Technical Support***

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□ Technical Support Incidents

Partner Tier Reseller Channel Partners will be permitted unlimited web support via the Reseller Web Support portal.

Partner Tier Reseller Channel Partners may purchase a telephone support contract at 15% off the retail price.

□ Technical Support Package

Partner Tier Reseller Channel Partners are expected to provide first and second level tech support to their customers SRT will provide third level support via internal application engineers that can communicate with your product engineers directly. SRT can also provide augmented support to your customers according to SRT's published support program.

## ***Reseller Requirements***

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Following are the ***requirements*** to reach the Partner Tier within the Reseller Channel Partner program:

□ Reseller Application & Program Agreement

Potential Partner Tier Reseller Channel Partners must complete the Reseller Application. In addition, the Reseller Channel Partner Agreement must be reviewed and signed by a Partner Tier agent and SRT.

□ Complete/Updated Reseller Profile

The Reseller Channel Partner Profile must be completed and updated annually in order to ensure ongoing certification and the associated benefits.

- ❑ Communication Access  
Partner Tier Reseller Channel Partners are required to have a published active web site with current sales contact information. All Partner levels are required to minimally have access to electronic mail, internet connection, and fax and to provide the requested contact information (within the original application and ongoing Reseller Profile).
- ❑ SRT Reseller Logo On Reseller Website  
Partner Tier Reseller Channel Partners are requested to display the approved SRT logo on their applicable web sites and appropriate marketing materials. This logo should be linked to either [www.SouthRiverTechnologies.com](http://www.SouthRiverTechnologies.com) or to the Partners' internal pages referencing the availability of SRT applications.
- ❑ Annual Re-Qualification  
Resellers must submit a re-qualification form, updated Reseller Profile, and other relevant information dictated by the current Reseller requirements on an annual basis.
- ❑ Credit Application  
Partner Tier Reseller Channel Partners who choose to purchase licenses by means other than credit card must submit credit references. These references include one bank reference and three current trade references. Credit approval must be received prior to submitting purchase orders to SRT.

Partner Tier purchases are eligible for NET 15 terms on purchases of \$500.00 USD or more.

- ❑ Financial Stability  
Partner Tier Reseller Channel Partners purchasing licenses directly from SRT must demonstrate financial stability and must maintain a good credit standing.

### ***Sales and Marketing Requirement***

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- ❑ Yearly Performance Targets  
Partner Tier Reseller Channel Partners are not required to maintain or achieve an Annual Revenue Commitment (ARC).
- ❑ Minimum Order Value  
The minimum order value for discounted reseller orders is \$150.00 USD. If you cannot meet the minimum order value, your order

must be processed through our online shopping cart. Shopping cart orders will be discounted at the lowest level (5%) by applying a documented code to your shopping cart order.

## ***Training***

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- Technical Training – CURRENTLY UNDER DEVELOPMENT  
SRT's technical training program is currently under development and not generally available. When the training program becomes generally available, existing partners will have the opportunity to review the program and elect whether or not to participate.

Once the training program does become available, participation will be optional for new Partner Tier Reseller Channel Partners and the following program description paragraphs will apply.

- Basic Technical Training  
Partner Tier Reseller Channel Partners are **requested, but not required**, to have at least one individual complete approved SRT basic technical training each year. Training can be completed in a variety of ways: on-site at your location (with associated costs), at a scheduled SRT class at a SRT training facility, via web based delivery, or CD-ROM materials (as they become available) or other methods that must have prior approval by SRT.
- Advanced Technical Training  
Partner Tier Resellers are **not required** to have at least one individual complete approved SRT advanced technical training every other year. Training can be completed as described above. Certification tests must be passed in order to retain the Partner Tier Certified Reseller Channel Partner level.
- Sales Training  
Partner Tier Resellers may attend SRT approved sales and marketing training annually. Approved training materials are available from SRT. Training is available through web-based applications, classroom lecture, or CD-ROM materials (as they become available), allowing you, in coordination with SRT, to select a method most convenient to your organization.

### ***Technical Support***

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- Support Level  
Partner Tier Reseller Channel Partners are requested to provide first level tech support to their customers. First level tech support is defined as email support for installation and deployment issues.

### ***Demonstration Requirement***

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- Demonstration Facilities  
Partner Tier Reseller Channel Partners should have the ability to demonstrate SRT products in a complete end-to-end solution either on the customer's site, at the reseller's facilities, or at an existing deployment.
- Reseller Level Approval  
To be eligible for nomination as a Partner Tier Reseller, you must meet the requirements listed above. Nomination is at the sole discretion of SRT.

### ***For More Information***

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- Channel Programs Office  
For more information please contact our Program Office directly.

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