

Dynamsoft Partner Program

Reseller Program Guide

The Dynamsoft Partner Program is designed to build a collaborative ecosystem of resellers who deliver Dynamsoft's industry-leading document capture, barcode scanning, and computer vision SDKs to end customers. This guide outlines the program structure, partner obligations, Dynamsoft commitments, and the benefits available at each tier.

1. Program Overview

Dynamsoft partners with solution builders - ISVs, OEMs, Systems Integrators, and Resellers who need high-performance data capture SDKs that perform in demanding conditions. The Reseller tier of the program is focused on partners who actively market and sell Dynamsoft licenses to end-customer organizations.

Partners are recognized at several levels based on commitment and performance:

GOLD <i>Top Tier</i>	SILVER <i>Growth Tier</i>	BRONZE <i>Starter Tier</i>
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Partner level determines the benefits, discount rates, and support resources available to the reseller.

2. Partner Onboarding

Becoming a registered Dynamsoft Reseller involves four steps:

- Apply - Complete the online application describing your company and target solutions.
- Discuss - A Dynamsoft Partner Manager will schedule an introductory call to assess fit and discuss goals.
- Evaluate - Dynamsoft provides no-obligation technical support throughout the 30-day SDK evaluation period.
- Agree - Execute the Reseller Partner Agreement and agree the licensing model suited to your business.

3. Partner Levels & Benefits

The table below summarizes the criteria and benefits at each partner level.

Criteria	Gold	Silver	Bronze
Annual Revenue Commitment	> \$30k	>= \$10k	< \$10k
Dedicated Partner Manager	Yes	Yes	—
Portal Access	Yes	Yes	Yes
Sales Enablement	Priority	Standard	Standard
Flexible Licensing	Yes	Yes	Yes
30-Day Trial Tech Support for Customers	Yes	Yes	Yes

Note: If a reseller has not sold any products in the past 24 months, they may lose their authorized reseller status.

4. Reseller Obligations

4.1 Sales & Marketing Commitment

Reseller shall use commercially reasonable efforts to market and resell Dynamicsoft products within the agreed territory or market segment. This includes:

- Maintaining knowledgeable sales staff capable of positioning Dynamicsoft products.
- Actively promoting Dynamicsoft solutions through the reseller's marketing channels.
- Meeting or working toward mutually agreed annual revenue targets (applicable to Bronze and above).

4.2 Technical Support

Reseller shall have no obligation to provide technical support or product support to end users. All product support obligations remain with Dynamicsoft, which shall provide end users with direct access to its support resources, including:

- Dynamicsoft's online documentation and developer resources.
- Dynamicsoft's customer support team reachable via multiple support channels, including phone, email, and live chat.
- 30-day no-obligation evaluation support for new end-customer prospects.

4.3 Compliance & Representation

Reseller shall:

- Represent Dynamicsoft products accurately and only in accordance with current marketing content at <https://www.dynamicsoft.com/>
- Not modify, alter, or misrepresent product capabilities to end customers.
- Promptly refer any technical or licensing queries from end users to Dynamicsoft support channels.

5. Dynamicsoft Commitments to Resellers

Dynamicsoft commits to supporting reseller success through the following:

5.1 Sales Enablement

- Provision of up-to-date product collateral and demo environments.
- Pre-sales technical assistance and solution scoping support for qualified opportunities.

5.2 Technical Resources

- Full documentation, SDKs, and developer toolkits for all products.
- Trial license support for end-customer evaluations.
- Priority technical escalation path for Gold-tier partners.

5.3 Flexible Licensing

- Dynamicsoft will work collaboratively with resellers to fit licensing models to the reseller's business and end-customer requirements.
- Creative license structuring available for high-volume or complex deployment scenarios.

6. Discount Structure

Discount rates are applied to Dynamicsoft list pricing and are determined by the reseller's partner level at the time of order.

License Type	Gold	Silver	Bronze
New Licenses	30%	20%	15%
Unlimited Licenses	10%	5%	5%
Renewals	10%	10%	10%
Direct Orders	5%	5%	5%

Discounts are subject to the terms of the executed Reseller Partner Agreement. Discount rates may be reviewed annually. 5% discount for direct orders received from Dynamicsoft.

7. Contact & Next Steps

To apply to the Dynamicsoft Partner Program or to discuss upgrading your existing partner tier, contact us:

[Partner Program Web Page](#)

[Partner Agreement](#)

[General Inquiries](#)

Partner Manager Contact: reseller@dynamicsoft.com