



Dynamsoft Reseller Program

#668 - 1771 Robson Street Vancouver,
British Columbia, V6G 1C9, Canada

1-877-605-5491 (Toll-Free), 1-604-605-5491

<http://www.dynamsoft.com>

Dynamsoft Reseller Partner Program Benefits and Requirements

Dynamsoft Reseller Partner Program Benefits		Gold	Silver	Authorized
Lead Generation & Sales Assistance				
Volume Discount	Back-end rebates available for achieving volume requirements. Higher authorization levels receive greater discounts.	✓	✓	
Partner Locator	Reseller lookup, prioritized by region and certification level (higher qualified resellers listed first (along with their level of authorization) to reward commitment).	✓	✓	✓
Joint Promotions	Participate in joint regional promotions including promotional emails, ads, events, etc. Easy-to-use portal allows you to view any accrued Co-op (with ticklers to ensure you don't allow it to go unused).	✓	✓	
Effective Communications				
Monthly newsletter and e-mails	This is not spam, but valuable information requested by our partners. Includes special announcements, applicable alliance deals, updated Q&A and new sales tools.	✓	✓	✓
Partner program manager	You can contact partners@dynamsoft.com if you need to know anything about the Partner Program, have any problems or suggestions.	✓	✓	✓
On-line Portal Resource				
Market information	Learn market trends to determine which verticals to target, what they prefer and more.	✓	✓	✓
Sales Tools	As available, you can access PDF product slicks, sample ad and e-mail templates, white papers, PowerPoint presentations, configuration guides, and case studies.	✓	✓	✓
Brand Usage	Review branding guidelines, logo usage and leverage the Dynamsoft brand to enhance your image.	✓	✓	✓
Personalized portal	View all your leads. Later, you will be able to view rebates, leads, registered accounts and personal information within your own personalized portal.	✓	✓	✓

Dynamsoft Reseller Partner Program Benefits		Gold	Silver	Authorized
Tech & Sales Support & Training				
FREE Training	Get up to speed on the product, sales approach and installation within the self-paced FREE training. Many of these feature streaming video.	✓	✓	✓
Pre-release Evals	Don't be the last one to try out the new products. Order an eval to test and get up to speed with new products "before" they hit the street. Notification of availability and a request form is available within the on-line Partner portal.	✓	✓	

Dynamsoft Reseller Partner Program Requirements		Gold	Silver	Authorized
Lead Generation & Sales Assistance				
Register at Dynamsoft Reseller Website	Must register on Dynamsoft's Reseller Partner Program website and complete the application.	✓	✓	✓
Qualify as a Seller	Must qualify as a seller with a) face-to-face selling, b) have outbound sales reps, c) sell complementary products and install/ integration capabilities.	✓	✓	✓
Develop Business Plan of Action	Submit a quarterly business plan of action with assistance from the Dynamsoft Reseller Partner Manager to allocate Co-op and MDF and orchestrate joint promotions. Templates available.	✓	✓	
Quarterly Sales Target	Highest level Partners are required to reach predetermined sales targets to obtain higher margins and additional benefits. Check with the Dynamsoft Reseller Partner Program Manager for details.	✓	✓	
Credit Application	Required if you request a direct purchase relationship with Dynamsoft.	✓	✓	✓