

TANGO Business Partner Program

"STRATEGIC PARTNERING"

Take advantage of our experience, solutions and expertise!

Welcome to the Geoplus TANGO Business Partner program.

Finally, a tool that lets you to grab your share of the exploding *Geomatics solutions* market ! Geoplus' **Vision** Series will help you expand your current portfolio while optimizing your customers' productivity.

As a Geoplus **TANGO** Business Partner, you share not only our vision of Geomatics as **the** opportunity of the future but also our commitment to become the Market leader. We, in turn, provide you with an unmatched and comprehensive portfolio of Geomatics solutions and applications that will provide your customers with real, bottom-line benefits.

We also pledge to support you with a channel program that includes:

- training;
- technical support;
- sales tools and support;
- on-line services;
- marketing,
- and incentive programs,

all designed explicitly for the exploding Geomatics market.

NOW is the time to position yourself effectively to compete in this great market.

PROGRAM OVERVIEW

The Geoplus **TANGO** Business Partner Program is a 100% skills-based program. Its goal is to ensure high quality products, service and support to end-user customers while enticing the highest benefits for both the Business Partner and Geoplus. There are three level of participation:

- Lead Partner
- Authorized Distributor
- Certified Partner

Accreditation at each level is based on our Business Partner’s technical and commercial skill-set, particularly in the areas of CAD/AEC and the GIS market. Here is a brief overview of the three partnership levels:

1. Lead Partner:

Through a well-defined registration process, the **Lead Partner** provides Geoplus with qualified customer leads. We then carry on with follow-up stages of the sales cycle (presentation, proposal, support, etc.). Our **Lead Partners** are given Protection rights on qualified customer leads. This level of participation is ideal for companies such as equipment dealers, that are already positioned in the marketplace but don’t necessarily focus on Surveying and Civil Engineering software solutions.

2. Authorized Distributor:

We are constantly receiving leads from our web site and have an active lead generation program. At this level, we refer all our direct leads/prospects contacts back to you. As a Business Partner, you retain responsibility for your own marketing and sales in your geographical territory. However, the more active our **Authorized Distributors**, the higher the sales discount. Therefore, very dynamic sales efforts translate into considerable profits.

3. Certified Partner:

The **Certified Partner** not only sells and installs the Geoplus **Vision** Series , but also trains its customers on how to use the solutions and offers *1st and *2nd level support. Geoplus always supplies *3rd level support directly to the Certified Partner. To be considered as a fully **Certified Partner**, you must be an Authorized Distributor for at least 12 months, then follow a progressive training program with the Geoplus team of experts.

Each level carries its own technical and commercial accreditation requirements and receives a level of benefits and support from Geoplus that reflects how a company partakes in meeting those requirements

PROGRAM REQUIREMENTS

Business Partner Level	Lead Partner	Authorized Distributor	Certified Partner
Dedicated Vision Sales Expert (applications)	-	-	1
Certified Geoplus Vision Sales Representative	-	1	2
Certified Project Manager for implementation	-	-	1
Certified Support staff – LAN skilled	-	-	1
Account review	-	Monthly	Monthly
Marketing Plan - Territory	-	Yes	Yes
Minimum annual sales quota (net to Geoplus)	-	\$50K	\$100K +
Scheduled Regional Product demo in the first 6 months	-	Min 3	Min 3
Use marketing collateral	-	Yes	Yes

PROGRAM BENEFITS

As a **TANGO** Business Partner, you also benefit from a full range of Geoplus support programs:

Sales Support - Our proactive approach to sales support, either directly or via our accredited Distribution Partners, insures that you will receive all the support you need to close sales opportunities and take full advantage of a growing market.

Marketing Support -We provide complete and dynamic programs and tools for generating leads and building awareness; marketing (CO-OP) funds; Direct Marketing "toolkits"; literature and collateral; rewarding incentive programs; communication event, and more.

Training - Geoplus training courses are designed to minimize your staff's "down-time". Our product and sales training provide your sales representatives with all the sales and technical skills they need to professionally service customers. The *Certified* Geoplus product and sales training usually takes place at our offices. Other arrangements can be made upon request.

Technical Support - Our state-of-the-art technical support via telephone and email is help you can count on to keep your customers loyal and happy.

Portfolio Access - The more experienced and skilful your organization is, the greater your access to Geoplus Vision Suite and associated applications.

Business Partner Level	Lead Partner	Authorized Distributor	Certified Partner
Limited use of Geoplus logos	-	Yes	Yes
Access to Geoplus sales tools	Yes	Yes	Yes
Start-up Marketing Kit	-	Yes	Yes
On-site sales assistance (demo stage)	Yes	Yes - first 3	Self sufficient
On-site sales assistance (closing stage)	Yes	Yes - first 3	Self sufficient
Joint use Case studies	-	Yes	Yes
Marketing Co-op Program	-	Yes	Yes
Geoplus Sales Conference	-	Yes	Yes
Product Discount (Licenses and Modules)	8-10%	20-30%	30-40%
Revenues on Installation Services	-	-	Yes
Revenues on Training and Support Services	-	-	Yes

See our web site under "Solutions".

Business Partner Profile Application

Thank you for your interest in the Geoplus **TANGO** Business Partner Program. The information you provide in this application will be used to determine which marketing and sales support levels Geoplus can currently commit to your company.

This application is the source for our Business Partners' database. If your company is accepted into the **TANGO** Business Partner Program, information about your company will be used only by Geoplus executives and other pertinent employees. Based on the information* contained in this application, the **TANGO** Business Partner Program will also represent your company to corporations and distributors on a global basis.

**This enrolment application requests some sensitive information; such information will be treated with utmost confidentiality by Geoplus.*

Optional Information to Support your Application

The following information is not mandatory, but including it with your completed enrolment application helps our Business Partner Program staff evaluate the possibility of strategic partnering with your company.

BUSINESS PARTNER PROFILE

Company Information

Company Name	
Street address	
City	
State	
Country	
Phone	
E-mail address	
Web Site	
When was your company founded?	
Is your firm private or public?	

Contact Information

	Name	Title	Phone	E-mail
Primary				
Marketing-Sales				
Engineering				
Installation				
Support				

General Company Description

Annual Gross Sales	
Under \$500,000	\$5 to \$10 Million
\$500,000 to \$1 Million	\$10 to \$50 Million
\$1 to \$5 Million	Over \$50 Million

Sales Projections	
Current Year	
Next Year	
In Three Years	

Numbers Of Employees	
Company Total	
Marketing-Sales	
Technical	
Support	

Company's Mission Statement

Please describe why you want to establish partnership with Geoplus

Geographical coverage

Products and/or Services – Check products and services sold by your company in the CAD/AEC/GIS industry.

Please identify at least three CUSTOMERS whom we may contact

Company	Contact	Phone

Company	Contact	Phone

Company	Contact	Phone

Please identify at least three SUPPLIERS whom we may contact

Company	Contact	Phone

Company	Contact	Phone

Company	Contact	Phone