



Certified Partner Program

What is the PC-PoS Certified Partner Program?

Thank you for your interest in the Pc-PoS Certified Partner Program (CPP). You are receiving this document based on our mutual discussions which have highlighted a strong cultural fit between our organizations and a firm commitment to approach retail solution selling from a fresh new perspective based on a strategic partnership with a strong ROI and a mutual value add to the overall solution.

- A relationship where the interdependent value drives the ROI
- A relationship where dedicated resources strengthen the mutual commitment
- A relationship guided by a strategic plan

Pc-PoS is seeking a select number of strategic partnerships that share these guiding principals.

Pc-PoS' Certified Partner Program is designated for these select few resellers who in return deserve special treatment, rewards and benefits for their efforts in selling, promoting and creating enterprise solutions including the DigiPoS Retail Blade. Our carefully designed program includes all the benefits of sales, marketing and support.

To become a part of this strategic group, you must be able to meet the program requirements. This will insure that we give maximum exposure to partners that are serious about being successful partnering with Pc-PoS. The program qualifications are listed below.

Once you have reviewed the detailed information on our Reseller Program, we hope you will agree that we provide the support and incentives required by our solution partners and demanded by our customers.

Pc-PoS Certified Partner Program

Pc-PoS Certified Partner Program is about partnering and bringing Solutions and Customers together with the ROI benefits of the Pc-PoS family of retail products. Our goal, with your support, is to deliver complete end to end solutions to our customers. The Certified Partner Program is for resellers and integrators that are committed to developing, marketing and selling their solutions together with DigiPoS POS products including the Retail Blade, Dynamic Blade and Retail Core. In return, we have designed the program to help you in all these areas. Some of the benefits of the Certified Partner Program include Co-Op Marketing funds based on sales, Sales Support, Marketing and Lead Referral. To find out more about the benefits of the Retail Blade Certified Partner Program please see the CPP Benefits Attachment.

Overview of CPP Benefits

Pc-PoS provides service and support in the following areas:

Marketing Support

Pc-PoS offers a variety of marketing and lead generation activities to help drive awareness for your company's success. Activities include website promotion, event support and collaboration, joint press releases, and marketing development funds to support direct mailings, joint advertising, and solution literature.

Sales Support

Partners of the CPP will receive the tools and training they need to sell our joint solutions. Sales leads will be provided directly to the business partner in warranted situations and the Pc-PoS Corporate Sales Team will be available for joint sales calls. Partners are also eligible for discounts on Pc-PoS evaluation hardware and accessories.

Technical Support

Partners will have access to our partner hotline, dedicated to serving you Monday to Friday, 9 AM to 5 PM EST. Technical support is also available through our Partner link on our website.

Why Partner with Pc-PoS?

Pc-PoS is a global company with sales and offices worldwide. We provide our partners with valuable services and support to help you reach new customers and explore new opportunities. Together, we believe we can create and deliver a powerful, POS and store solution for the Retail market.

Here are a few reasons why Pc-PoS is a key POS solutions partner:

Superior Product

Digipos Retail Blade is unmatched in its engineering qualities including:

- First to introduce blade technology at POS
- Unmatched serviceability
- Simple All-in-One cable management
- Unparalleled remote diagnostics
- Retail specific powered serial ports
- Unique liquid cooled processors
- Lowest Total Cost of Ownership in the POS Market

Digipos Dynamic Blade

- Unmatched serviceability
- Simple All-in-One design
- Dual mode operation – POS or Kiosk
- Add-on BacPac peripherals include:
 - Biometric Reader
 - 32 Key Pad
 - MSR
 - 8 Key Software Bridge
- True Zero footprint design

Digipos Retail Core

- Small form factor. The individual unit measures 9.25" x 8.25" x 2.375".
- Operation as a completely sealed unit with no moving parts.
- Fanless. All heat is exchanged through innovative external heat sync dispersal.
- Locking I/O ports. For secure connectivity.
- Complete flexibility. Via the addition of Retail specific features in the Retail Core Extender.
- Low cost, modular PSU. For easy swap out as and when required.
- Only pulling 15 Watts of Power

DigiPoS PH-8000-C

- Designed for Retail
- Low cost
- Low power consumption
- Comprehensive I/O

- Launching Q4 2008

Experience in the Retail Market

Pc-PoS is experienced in the retail pos market. Not only did we pioneer Retail Blade technology at the Point of Sale, we have been supplying retailers with best of breed solutions in retail for over 11 years, with a strict focus on Point of Sale.

Commitment to Retail POS Sector

Pc-PoS has an extensive product roadmap and dedicated resources to provide innovative solutions to the retail POS sector. In addition to our current Blade Architecture POS, Thin Client and Server products, our future plans include a new form of delivering unprecedented Cost of Ownership and Return on Investment hardware + software solutions to the Retail market.

Comprehensive Solutions Provider

Pc-PoS is more than a distribution company - we are a solutions provider. We are aggressively forming key strategic alliances with Microsoft, Intel, Linux and best in class software vendors and System Integrators. We invite you to join the Certified Partner Program and become a part of the Pc-PoS team.

Who is Eligible to Join the Certified Partner Program?

This program targets companies who, together with Pc-PoS, can provide a turn-key solution for the corporate marketplace. The following solution providers are eligible to become partners:

- System Integrators
- Enterprise Resellers
- VAR's (Value Added Resellers)

Tiers

Based upon yearly purchases from PC-PoS, each Certified Partner will be afforded specific price points. These prices are based upon the Manufacturers Suggested Retail Price (MSRP) minus a percentage discount. The discount amount is determined by overall sales to the partner throughout the fiscal year. The more product that is moved, the more of a discount to the partner. As the partner moves up through the tiers, the new discount applies to product purchased. As the next tier is entered, they are able to qualify for other incentives including Coop dollars and sales contests.

The following grid shows the breakdown.

	Tier I	Tier II	Tier III
Annual Gross Sales	\$1M +	\$250K- \$1M	0 - \$250K
Discount off MSRP	50%	43%	38%
Demo Discount *	60%	55%	50%

* Limited to 3 of each product type

Partner Requirements

In evaluating strategic partners, Pc-PoS examines several criteria including level of commitment and contribution to Pc-PoS and its solutions. Partners will be re-evaluated annually to review performance and ensure a fair selection process. Only those companies that meet the decision criteria will be invited to join the Pc-PoS Certified Partner Program. Criteria vary by partner category. Following are several examples:

Strategic alignment: The CPP Partner must have a retail specific solution, strategy or add significant value to the Pc-PoS Product line.

Customer/Prospect Base: The CPP Partner must identify a customer or customers that are willing to deploy associated Pc-PoS products to. This can include a retail type or company criterion.

Program Commitment: The CPP Partner must meet the annual minimum product commitment.

Sales and Support Capability: The CPP Partner must be able to support Pc-PoS solutions to their customers.

Program Minimums

To qualify for the full CPP program partners must meet a minimum requirement as documented below.

How do I join the Pc-PoS Certified Program?

To become a CPP Certified Partner, please complete the CPP Application Form attached to this document.

Technical Contact

Members of the CPP Program must undergo product training with the Pc-PoS technical team on all specifications and configurations of the Pc-PoS/DigiPoS product range.

Pc-PoS Certification courses have been developed to deliver System Device product training to authorized Pc-PoS business partners.

What information is in Pc-PoS Training and materials?

- The courses focus on information you need to effectively sell Pc-PoS POS technology and products, indicating all the benefits of each product.
- Level 1 Technical Phone Support courses focus on information you need to effectively support Pc-PoS solutions

Some provide extremely concise, yet timely product and competitive analysis information.

Sales Contact

Members of the CPP Program must undergo product training with the Pc-PoS sales team on all specifications and configurations of the Pc-PoS/DigiPoS product range.

Why should you use Pc-PoS?

- educated salespersons are successful
- successful salespersons are profitable
- educated customers are loyal
- knowledge boosts productivity
- one stop for all your product knowledge leaves more time to sell/support
- Knowledge has its rewards!

Marketing Contact

Members of the CPP Program will work with Pc-PoS marketing team on development of joint marketing initiatives of the Pc-PoS/DigiPoS product range.

Use Pc-PoS Marketing Resources to:

- prepare for sales calls
- prepare promotions
- Troubleshoot issues or service calls
- bring your new employees up to speed quickly and at little-to-no cost

Pc-PoS Certified Partner Program – Benefits

Sales Incentives

Co-op Marketing Rebate Program

With the CPP Program, you can earn a greater margin for your sales efforts. The more you sell the higher the Co-Op Marketing rebate. Pc-PoS offers CPP partners 1% of the total of their sales back to the partner to be used towards Advertising, show participation, joint literature development and case studies.

Sales Literature, Kits and Tools

CPP Resellers will have access to our Pc-PoS product literature and white papers, sales kits and sales tools to be able to sell your solutions on Pc-PoS hardware.

Special Discounted Product “Start Up” Kit

The Pc-PoS “Start Up” kit includes a discount for our award winning Pc-PoS products. The products may be used for demonstration and evaluation, for you and your customers. These “Start Up” kits offer CPP partners up to 3 kits per product at up to 60% off the list price.

Access to Training & Sales Tools on the Pc-PoS CPP Partner Website

Pc-PoS Certified Partners will have access to a variety of sales information, tools, on-line literature, photography and on-line technical support.

Priority CPP Inside Sales Support

When you need sales support, need some literature or if you just need a quick question answered about the Retail Blade and the other Pc-PoS products, as a CPP Partner you have priority access to our inside sales support team.

Pc-PoS Joint Sales Calls

When you need special assistance to close that sale, Pc-PoS' Sales support is available to help with joint sales calls in order to demonstrate the Retail Blade and Pc-PoS' wide range of retail specific solutions.

Marketing & Lead Generation

CPP Priority Lead Referrals

Leads are the life line to getting sales and Pc-PoS website and direct marketing efforts get you those customers. As a CPP Partner you get the priority leads, tracking and processing that you deserve to help in your sales efforts.

CPP Partners are featured on the Pc-PoS Website

Each quarter, we feature a different solution on our Pc-PoS CPP Website home page. If selected to be featured for a particular quarter, corporate customers will get first look at your solution with the Pc-PoS solutions.

Participation in Pc-PoS Sponsored Trade Shows

As one of our Retail Blade Certified Partners, you may have the opportunity to demonstrate your solution at one of the trade shows the Pc-PoS team participates in.

Technical Support

CPP Support Hotline

Get priority access to our technical sales or sales support hotline for your sales, technical and professional services needs.

Inside Technical Programming Support

Our team of dedicated hardware and software engineers within our Technical Development Group can help you make sure your solution gets up and running. Have access to the most talented resource of hardware and software engineers across the globe.



Certified Partner Program

Pc-PoS Certified Partner Program - Application Form

Company Information

Company Name: _____

Headquarters Address: _____

City / Town: _____

State / Province: _____

Country: _____

Company Description: _____

Annual Revenues: _____

Number of Employees: _____

Date Founded: _____

Public ? _____

Home Page URL: _____

D&B # _____

Company Information

Primary Contact

First Name: _____ Last Name: _____
Title: _____ Department: _____
Ph. Number: _____ E-mail: _____
Primary Role: _____ Fax #: _____

President/CEO

First Name: _____ Last Name: _____
Phone: _____ Fax: _____
E-mail: _____

Marketing Contact

First Name: _____ Last Name: _____
Phone: _____ Fax: _____
E-mail: _____

Sales Contact

First Name: _____ Last Name: _____
Phone: _____ Fax: _____
E-mail: _____

Technical Contact

First Name: _____ Last Name: _____
Phone: _____ Fax: _____
E-mail: _____

Industry Focus

Industry Focus: _____

Target Markets: _____

What Solution have you created (POS, Back Office, Merchandising, Windows, Linux etc.)

What are you working on?

What type of product / solution are you interested in from Pc-PoS?

What other POS Hardware vendors do you currently work with?

- IBM NCR Wincor Dell Epson
 PC Cash Drawer Ultimate PosiFlex Micros Other

What Operating System do you presently support?

- MS Windows 95/98 MS Windows 2000 MS XPE/WEPOS
 Linux DOS Other _____

Does your solution support Java? Yes No
 Do you attend Trade Shows? Yes No
 If so please list which shows: _____

Do you Advertise in Trade Publications? Yes No

Market Performance

Number of lanes sold Last Year: _____
 2 Years Ago: _____
 3 Years Ago: _____

		Last Yr	2 Yrs Ago	3 Yrs Ago
% lanes sold by Manf:	Pc-PoS:	_____	_____	_____
	NCR:	_____	_____	_____
	WINCOR:	_____	_____	_____
	IBM:	_____	_____	_____
PC Cash Drawer:	_____			
	Other:	_____	_____	_____

Next Years forecasted lanes sold: _____
 Forecasted lanes on Pc-PoS: _____

References

Please list three (3) customer references.

Company Name: _____
Description of services provided: _____
Contact Name: _____ Title: _____
Phone: _____ Fax: _____
E-mail: _____

Company Name: _____
Description of services provided: _____
Contact Name: _____ Title: _____
Phone: _____ Fax: _____
E-mail: _____

Company Name: _____
Description of services provided: _____
Contact Name: _____ Title: _____
Phone: _____ Fax: _____
E-mail: _____

Signature: _____ Date: _____

I agree that the information provided in this application to be true and the best of my knowledge and that by signing this document I have acknowledged that I take full responsibility on behalf of my company of the information presented.

Please fax back or scan to a PDF, your completed and signed application to: Pc-PoS – Certified Partner Program – 905.332.9233

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