

SIMPLY DIFFERENT



ORF FUSION

PARTNER PROGRAM OVERVIEW





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ORF PARTNER PROGRAM

With the launch of ORF 5, Vamsoft has introduced a partner program to help and assist dedicated ORF resellers in building the market. With the ORF Partner Program, resellers will be able to progress through the program gaining additional benefits along the way.

The ORF Partner Program is a flexible system of benefits that tries to provide services for many types of resellers:

- Small scale local resellers
- Systems integrators
- Automated webshops
- Dedicated Value-added resellers
- Global distributors

The Partner Program is flexible enough to allow the potential partner control over the aspects of the program, taking into consideration the company size and reach, market size and operational parameters.

Two distinct program branches are available depending the level of commitment the Partner is able to make:

- ORF Partner
- Small Business Partner

Both programs are outlined in the following pages.

ORF PARTNER



WHO IS IT FOR?

Suitable for value added resellers and large systems integrators who are able to reach a diverse list of clients from SMBs to large enterprises and institutions.

In this program branch, partners are able to achieve higher discounts as they progress in their sales. There are 4 discount tiers where partners will be able to attain a progressively larger discount margin as well as other benefits.

BENEFITS

- Access to the whole product range
- Able to attain larger discounts down the line
- Access to localized or personalized marketing materials
- Access to priority support on customer service issues

STRUCTURE

The target sales figures are the cumulative sales of the last 4 consecutive quarters based on end user prices. Each quarter, the partner's sales are assessed and if the targets are met for the next tier, the partner will receive all the benefits for the next quarter.

After each 4 quarters, the sales performance is reviewed and if the sales targets are not met, they will be reseeded to the tier that is in line with the actual sales performance. This means that a partner can move up the tiers each quarter but only move down after each year.

SMALL BUSINESS PARTNER

WHO IS IT FOR?

Suitable for small scale resellers and local systems integrators who cater to local businesses and mostly SMEs.

Those partners who regularly serve small scale clients and local businesses will find the Small Business Program to better suit their needs. The program offers these partners a flat-rate discount (that is higher than the two lowest tiers of the ORF Partner category) on all sales throughout their lifecycle.

This creates a transparent and calculable system for pursuing their sales goals.

Companies enrolling in the Small Business Program will be limited to the sale of ORF Fusion for up to 100 users.

BENEFITS

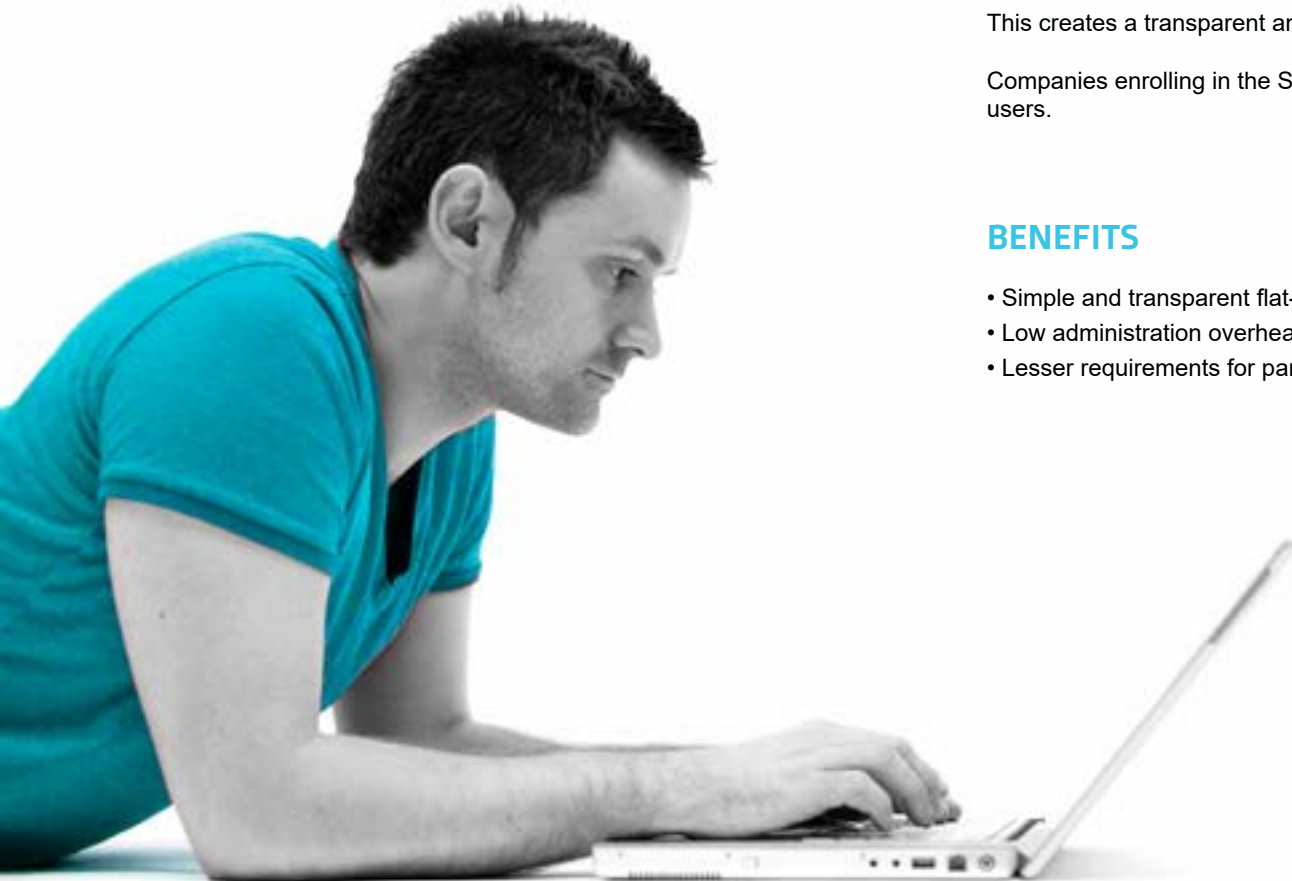
- Simple and transparent flat-rate discount
- Low administration overhead
- Lesser requirements for partner status

IN A NUTSHELL

Flat-rate discount on all sales

Limited to the sale of:

- ORF Fusion up to 100 users



ORF PARTNER SERVICES



MONTHLY BILLING

ORF Partners will be eligible for monthly billing where all sales will be collected and billed after the end of each month. This removes the burden of having to take out a credit card for each transaction.

MARKETING COLLATERAL

All ORF sales and marketing brochures are available through the Partner Portal to download electronically. ORF Partners can request the brochures to be personalized with their company data and logo.

TRADESHOW/CONFERENCE SUPPORT

In order to increase the visibility of ORF in respective regions, Vamsoft will provide support for partners who would like to showcase ORF in regional trade shows or conferences. Vamsoft will be happy to discuss requirements on an individual and case-by-case basis.

DOWN THE LINE

Down the line ORF would like to provide the outstanding service it has done in technical support. Such services will include:

- regular technical webinars
- technical training for dedicated ORF representatives
- demo videos for features and common issues

If you have any other ideas on how we can make Your job easier, tell us and we will try to incorporate those ideas into our portfolio.



BECOMING A PARTNER



HOW DO I BECOME A PARTNER?

There are a number of ways you can register for the program.

You can:

- register on ORF's website at <http://vamsoft.com/r?partner-signup>
- contact us directly on one of our coordinates below
- meet us at one of the trade shows that we attend
- visit us at our HQ if you happen to be in town.

We have tried to make the registration process as smooth as possible and we also understand that business processes differ from place to place and business to business. This is why there are two different ways of registration.

- 1 You can register online, accept the stock agreement and start selling
- 2 You can ask for a copy of the agreement, review it and propose the changes that you think would be better suited for your business model.

As always, we try to remain flexible in creating a partnership that benefits you and ORF as well.

STILL HAVE QUESTIONS?

Feel free to drop us a line and we will address any issues that you might have.

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