

ImageWare Channel Partner Program

Overview

The ImageWare Channel Partner Program is designed to expand the distribution of ImageWare products through key distributors worldwide. There are two types of Channel Partners, Value-Added Distributor/Resellers (VADs), and Value-Added Resellers (VARs). VADs provide first level support to customers while VARs do not provide support. Additionally, VADs and VARs who purchase at least \$40,000 annually may purchase directly from ImageWare while those who purchase less than \$40,000 annually will purchase from another VAD or VAR.

ImageWare VADs and VARs are an extension of the ImageWare sales team and viewed as valued members of the ImageWare family. ImageWare VADs and VARs are compensated with an industry leading discount level pricing schedule and sales and marketing support.

How to become an ImageWare Channel Partner

As a manufacturer of imaging software for photo identification, access control, biometrics, and law enforcement, ImageWare is generally seeking VADs and VARs that are established and selling into those markets with complimentary products such as printers, security surveillance and monitoring cameras. Please call ImageWare at 800-842-4199 and ask for the sales representative in your area to discuss your particular requirements. Or go to www.iwsinc.com/BecomeaPartner.cfm and complete the online form.

Sales & Marketing Support

Dealer Web Site

ImageWare has a password-protected location on our Web site that is dedicated to the support of our Channel Partners. This site contains a variety of items including logos, brochures, images, downloads, release notes, sales and marketing materials, etc.

You may access this site at: www.iwsinc.com/ChannelPartners.cfm

If you need a password, or have forgotten your password, please contact your ImageWare Sales Representative.

ImageWare Web Site

All Channel Partners that purchase directly from ImageWare will have their names and contact information listed on the partner page of the ImageWare Web site. To discuss your requirements, please contact your ImageWare Sales Representative.

Leads

All leads that IWS receives for EPI Suite will be distributed evenly to all Channel Partners.

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Collateral

ImageWare makes both high and low-resolution PDFs of all data sheets available on the Channel Partner Web page. All PDFs are print-ready and do have a section where Channel Partners can include their contact information.

Demo - Not-For-Resale (NFR) Software

Demonstration software (NFR) is available for ImageWare VADs and VARs. This product is a full version of the for sale product, except that all output created will have the word SAMPLE in outlined format printed across it.

Tradeshaw Kits

ImageWare may provide tradeshow kits containing printed data sheets, tabletop signs, evaluation CDs, and display boxes for approved tradeshow. To receive a tradeshow kit, please contact your ImageWare Sales Representative and request a kit. Please allow 2-3 to process kit requests.

Marketing Tools

ImageWare will make available new marketing creative that Channel Partners may use to promote their sale of ImageWare products. These materials can include: direct mail, direct email, posters, signage, images, box shots, ad slicks, software selection guides, etc.

The artwork for these marketing tools is available on the Channel Partner Web site.

If you need assistance adding your contact information to any of the artwork available on the Channel Partner Web site, please contact your ImageWare Sales Representative or email sales@iwsinc.com. We can also assist with making minor, mutually agreed upon changes to existing artwork.

If you have specific marketing tools that you would like to see created, please email sales@iwsinc.com or get in touch with your ImageWare Sales Representative.

Public Relations

ImageWare will assist all Channel Partners with their public relations needs. This includes: writing, media outreach and the creation of case studies and success stories. If you have a sale that you would like to promote, please contact your ImageWare Sales Representative or email pr@iwsinc.com, and we will assist you with any mutually agreed upon public relations activity.

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Sales Tools

Product brochures, white papers, and presentations are available from the Channel Partner Site. Currently available are:

- Brochures – EPI Suite 6.3 Lite, Classic & Pro
- Brochure – EPI Suite 6.3 Feature List
- Presentation – Reseller Presentation
- Presentation - What's New in EPI Suite 6.3
- White Paper - EPI Suite Security
- White Paper - Selecting ID Software

Market Development Funds (MDF)

ImageWare does not at this time offer an MDF program. Instead, we have elected to provide our Channel Partners with an industry leading discount. However, if you have a significant opportunity or special promotions that you feel require our participation, please contact your sales representative.

Newsletter

ImageWare plans to develop and announce an ImageWare Newsletter in the near future which will contain channel specific information.

Channel Partner Training

Product training can be arranged with your sales representative.

Technical Support

ImageWare provides technical support Monday through Friday from 8 am to 8 pm Eastern Time to its Channel Partners who in turn provide first line support to their customers. You may reach Technical Support by calling 819-772-7600. Extend support can be arranged upon custom request. Please contact your ImageWare Sales Representative for information.

Upgrades

Upgrades are new product releases that contain new features. In most cases, ImageWare provides an upgrade to newer versions for a charge. For instance, EPI Suite 5.0 and 5.5 users can upgrade to EPI Suite 6.0. Additionally, EPI Suite Lite users can upgrade to Classic, etc.