

Reseller Marketing Levels Policy

Policy Objective

In an effort to promote resellers who distinguish themselves as being committed to (and successful in) promoting Xorcom solutions, we have established two distinctive categories: “**Authorized Reseller**” and “**Premium Authorized Reseller**”. Each qualified reseller (those that meet the criteria listed below) will receive the logo associated with their status, as well as an official certificate from Xorcom attesting to our business partnership. In addition, a dedicated Web page with the authorized reseller’s contact information will be published on the Xorcom Web site.

Authorized Reseller Criteria

- Must have purchased a Xorcom system for internal use: either a “Not for Resale” demo kit, or a CXR2000 (or higher) model
- Must have purchased at least one system for resale in the last 6 months*
- Must have performed at least one successful install at a customer site in the last 6 months*
- Xorcom must be well-represented on the reseller Web site (the Xorcom Extranet contains easy-to-implement content for this purpose)
- The relevant Xorcom distributor must provide approval



Premium Authorized Reseller Criteria

All criteria mentioned above, plus:

- Total of 5 different customer installs in last 6 months*
- At least one case study published on the Xorcom Web site in the last 6 months



Process for Maintaining the Policy

In order to keep the statuses current, we will issue form letters to our partners at the beginning of each half year (April 1 and October 1), as follows:

Letter to Distributors

This letter will contain a list of all currently mentioned authorized resellers (those that appear on our Web site in the “Certified Reseller” – soon to be “Authorized Reseller” – page of the “How to Buy” section). It will be directed to the specific distributor in whose territory the reseller is active. The distributor will be encouraged to add or delete partners, as s/he sees fit. Response to the letter is required within 30 days.

Letter to Authorized Resellers

This letter will contain a reminder regarding the criteria to achieve/maintain different levels. Proof of compliance is required within 30 days.

* The reseller must supply contact details for the customer as well as the serial number of the product(s)