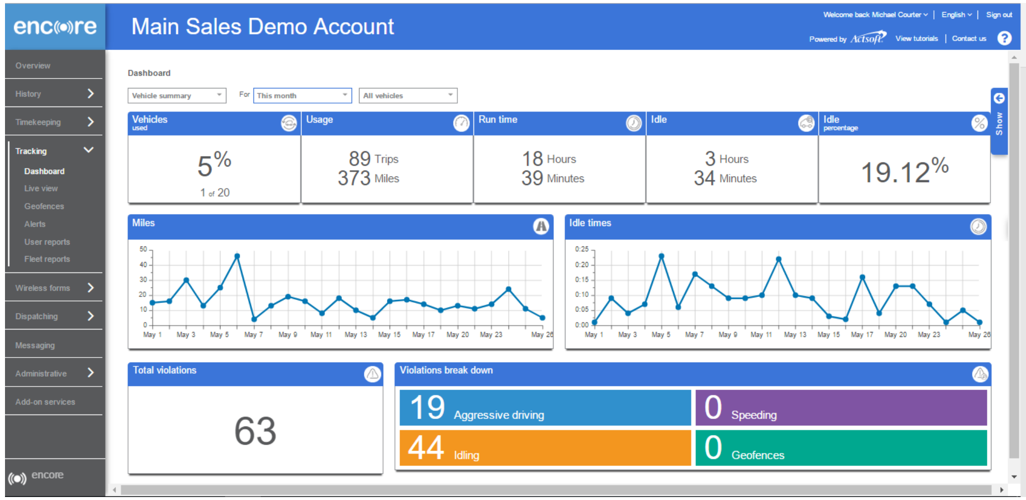
encore
Reseller Program

encore
Powered by Actsoft

By offering Actsoft to your customers, they can:

- Build a base of customers and recurring revenue stream.
- Have better business conversations with customers about their operations.
- Have a way of putting smart devices and data plans to work.
- Drive more revenue per customer.
- Drive higher revenue and commissions.
- Increase business within your customer base.
- Reduce churn and drive longer lifetime value.



Powered by Actsoft

Encore: A Comprehensive Mobile Operations Management Platform

Get More. Do More. Save More.

The only solution enabling companies to digitize paper-based processes, and track and manage their entire mobile operation from a single app.

Workforce Management

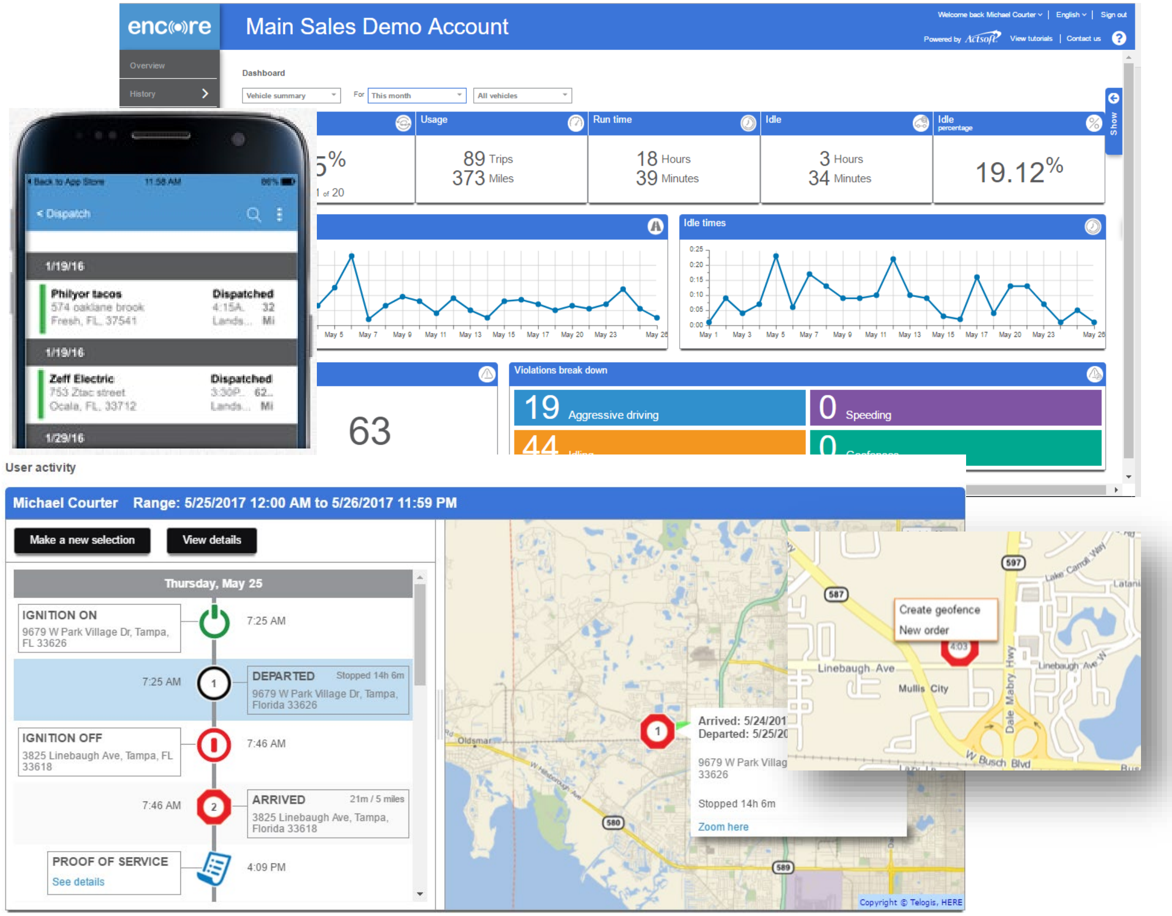
- Mobile Forms
- Work Order Management
- Time & Attendance
- Barcode Scanning
- Smart Device GPS Tracking
- Intra-Company Text Messaging
- Manager App View

Vehicle Tracking

- Plug-and-Play AVL Tracking Devices
- Driver Behavior and Scorecards
- Idle Time Monitoring & Reporting
- ELD & Diagnostics

Asset Tracking

- Short- and Long-Term Deployment Options
- Dynamic Tracking Based on Movement
- Breadcrumb Trails, Movement Alerts, and Time at Geofence Reporting



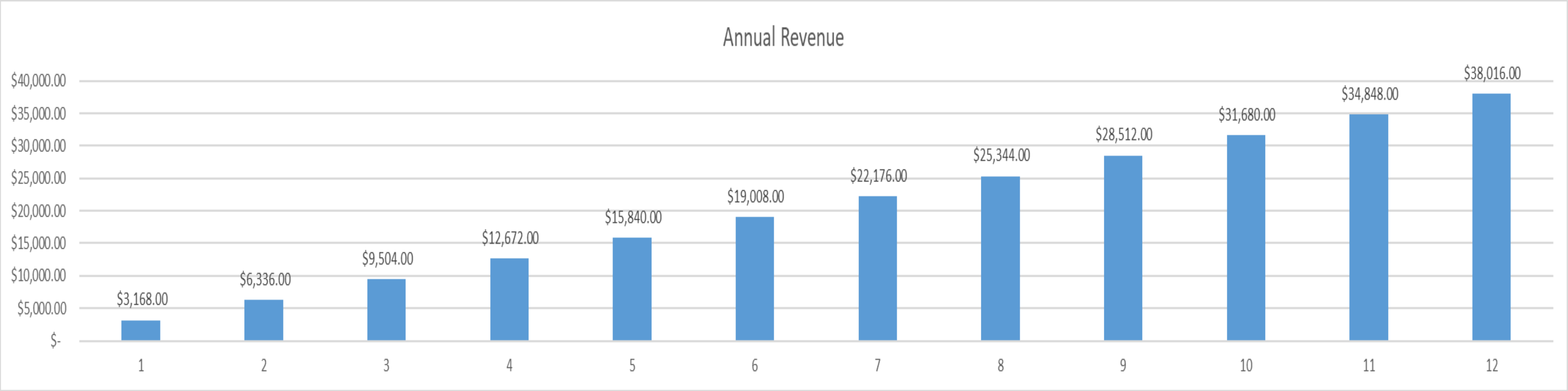
Powered by Actsoft

Recurring Revenue Model – Why Be an Actsoft Reseller – Value Proposition

By being able to sell the Encore product to your customers, you can increase monthly revenues.

Revenues will incrementally increase as your customers grow.

Ultimately, you can build a business that keeps working for you.



Model based on a minimum sale of 500 licenses per year.

encore Powered by Actsoft

Reseller Onboarding Process

Reseller Onboarding Process

Step 1 Qualify	Step 2 Prepare	Step 3 Train	Step 4 Execute	Ensure Success
• Add Reseller to CRM • Introductory call with NICM • Sign NDA • Explore Reseller Program and benefits • Submit reseller application • Review expectations • Submit Reseller Agreement and Certificate	• Provide demo account details • Add sales order form to their demo account • Provide Welcome Kit that includes Sales, Support, and Marketing information • Schedule trainings	• Product training • Sales training • Support training • Process training	• Start selling the product • Offer pre-sales support for deals over 25 units	• Monthly meetings regarding product updates • Engage with the reseller channel manager on new opportunities • Review the sales funnel and learn how to identify potential customers • Identify current sales channel challenges • Provide ongoing support for large opportunities • Recalibrate sales strategies in order to grow the sales channel

New Reseller Onboarding Detail

- All potential resellers will go through the National Indirect Channel Manager (NICM).
- The NICM will contact the reseller to get some basic background knowledge and provide limited information on the program.
- The NICM will log the reseller in Dynamics.
- If the reseller is viable, the NICM will provide an NDA.
- Once the NDA has been signed and returned, the NICM will provide a detailed overview of the program and pricing model.
- The NICM/sales admin can submit a request to create a demo account (optional).
- If the reseller decides to move forward, the NICM will submit their application for review by the leadership team.
- Leadership will approve or deny the application.
- The accounting director will activate the reseller in Dynamics and configure their billing profile in NetSuite.
- When the reseller is marked as qualified, the reseller channel team will automatically be notified to start the onboarding process.
- The NICM will reach out to the reseller to let them know that they have been approved and will then coordinate the product/sales/tier 1/onboarding/process training, based on current business needs.
- Trainings will be conducted, and each trainer will update in Dynamics as they are completed.
- Once training is completed, the sales admin will load the sales order form to the reseller's demo account and walk the partner through submitting a test form.
- The reseller can then start selling our product.

All required documents will be uploaded to the reseller profile within Dynamics.

Reseller Training Process

encore

Powered by Actsoft

Required Training

Objective

We will provide all approved resellers with training in order for them to effectively sell and support our product.

- Everyone who sells our product needs to understand what they are doing, based on their role.
- They need to know all Encore features, how the product works, and how to position and use it.
- When working with a customer, they should be confident about our product's capabilities.

Upon completion of each training, the reseller's profile will be updated within Dynamics.

Training Sessions

Training Items	Responsible
Product Training	NICM, Sales Support Team, Sales Trainer
Sales Training	NICM, Sales Support Team, Sales Trainer
Customer Onboarding Training	Customer Projects Team
Tier 1 Support Training	Support Manager
Process/Procedure Training	Sales Admin

Product Training

Product Training Outline

- Once a partner has been approved, the NICM will schedule a time to provide the reseller with product training.

Product Training Session 1

- Intro to Encore
- GPS Tracking (handsets)
- Wireless Forms
- Messaging

Product Training Session 2

- Work Order Dispatching
- Timekeeping
- Fleet & Asset
- APIs

Product Training Format

- Product training will be provided over two 90-minute instructor-led sessions.
- Each session will be broken out by feature set.
- There will be PowerPoint slides discussing capabilities and benefits.
- The instructor will then go into the product for a live overview and training of how to set up and use the feature.
- After the session, each trainee will be asked to perform certain tasks in their demo account to show they understand the topics covered.
- The trainer will verify and provide certification.

Sales Training

Sales Training Outline

- Once a partner has completed the product training, the NICM will coordinate a time with the sales trainer to provide training on how to position the product.
- Partners will need to pass the course before they can schedule the next training session.

Training Items
Preparing and Conducting the Meeting
How to obtain ROI
Closing Techniques
Keys to a Successful Discovery Meeting
“Pitch Me” Sessions

Sales Product Training Format

Trainer: Sales Trainer (based on business needs)

- Sales training will be provided over one 90-minute, instructor-led session.
- Each session will be broken out by sales skills.
- There will be PowerPoint slides discussing each skill.
- After the session, each trainee will be asked to perform a mock discovery call during which they can practice how to pitch the product using the skills learned in the program.
- The trainer will verify and provide certification.

Customer Onboarding Training

Onboarding Training Outline

1. Once a partner receives product, sales, and support training, they will be trained on how to properly onboard their customers.
2. The training will include what key customer information is required for a successful onboarding.
3. Once the reseller has gone through the onboarding training, the trainer will update Dynamics that it has been completed.
4. This will notify the sales admin to schedule the last training session.

Training Items
Onboarding Best Practices and Discovery
Onboarding a Forms Customer
Onboarding a Dispatching Customer
Onboarding a Timekeeping Customer
Onboarding a Fleet or Asset Customer

Onboarding Training Format

Trainer: CX Team member assigned by the CX Manager

- Onboarding training will be provided over three instructor-led web meetings.
- Training will consist of 30-minute sessions for each type of onboarding, spread out between three meetings.
- Reference material, including recordings for use after training, will also be used to "train the trainer."

encore

Powered by Actsoft

Tier 1 Training Process

Tier 1 Training Process

1. Once a partner has been approved and received product/sales training, they will need to receive support training according to the **Tier 1 Training** outline.
2. The NICM will notify the Support Manager and coordinate a time based on business needs
3. Once the reseller has gone through the Tier 1 support training, the trainer will update Dynamics that it has been completed.
4. The reseller can now be trained on how to properly onboard a customer.

Training Items
General Support Training
Device Training
FAQ Review – Show FAQs – Walk through scenarios
Q&A Session

Tier 1 Training Format

Trainer: Support team member assigned by the Support Manager

- Support training will be provided over one 90-minute, instructor-led session.
- Each session will be broken out by support-specific skills.
- There will be PowerPoint slides discussing each subject.
- After the session, each trainee will be asked to perform a mock support call where they can practice how to troubleshoot the product using the skills learned in the program.
- The trainer will verify and provide certification.

Order Process Training

Order Process Training

1. The order process training will cover the requirements to add or remove billable licenses.
2. Once the reseller has gone through the order processing training, the trainer will update Dynamics that it has been completed.
3. This will notify the NICM of the training completion.

Training Items
Review Sales Order Form
New Account Process
Billing Changes Process
Hardware Process
Submit a test Order
Order Processing Timelines
Accounting – Sample Invoice and Payment Process

Order Processing Training Format

Trainer: Sales Admin

- Order processing training will be provided over one 90-minute, instructor-led session
- Each session will be broken out by order process.
- There will be PowerPoint slides discussing each order process.
- After the session, each trainee will be asked to submit a mock order until completion.
- The trainer will verify and provide certification.

encore Powered by Actsoft

Reseller Resources

Powered by Actsoft

Qualifying a Reseller Process

Onboarding Collateral

- NDA
- Reseller Application
- Reseller Agreement
- Sales Order Form
- Success Stories
- Reseller Value Proposition
- Brand Guidelines

Support Resources

- CX Welcome Kit
- Support Triage Document
- Recommended Client Onboarding Process
- Device Installation Guides

Reseller Discovery Call

- Product Slicks
- Product Sales Deck
- Email Blast Templates

Reseller material will be available on this landing page: actsoft.com/resellerkit

encore
Powered by Actsoft

New Account and Changes Process

How do resellers submit new orders?

1. The reseller will submit the order form through their Encore demo account.
2. Submitting the request will trigger an email to be generated and sent to resellers@actsoft.com.
3. Dynamics will receive the email and create a queue item.
4. The sales admin will confirm that they have all the required information.
5. The sales admin will enter lead/opportunity into Dynamics and tag the reseller.
6. Actsoft's standard order processing procedures will kick in.
7. Once order processing makes the billing changes, they will notify the sales admin as well as the main contact associated with the reseller.

How do resellers submit cancellations?

1. The reseller will submit the order form through their Encore demo account.
2. Submitting the request will trigger an email to be generated and sent to resellers@actsoft.com.
3. Dynamics will receive the email and create a queue item.
4. The sales admin will confirm that they have all the required information.
5. The sales admin will enter lead/opportunity into Dynamics and tag the reseller.
6. Actsoft's standard order processing procedures will kick in.
7. Once order processing makes the billing changes, they will notify the sales admin as well as the main contact associated with the reseller.

Reseller Tech Support Process

Resellers Tech Support Process

Reseller Support Models

Standard Reseller	Responsibility
Tier 1 Support	Actsoft Tech Support
Tier 2 Support	Actsoft Tech Support

Value Added Reseller (VAR)	Responsibility
Tier 1 Support	VAR
Tier 2 Support	Actsoft Tech Support

Reseller Support Contact Information

support@actsoft.com

U.S. Phone: (813) 936-1511

Hours: Monday–Friday 8 a.m.–6 p.m. (EST)

Reseller Support Notes:

All Resellers:

All incidents reported to Actsoft Tech Support must include the required information. Please refer to the “Required Information for Incident Reporting” guidelines (following) to ensure that all necessary details are accurately reported.

VAR Tier 1 Support:

Please refer to the **Support Triage Document** as a resource for handling common issues and resolutions.

Reporting Issues to Actsoft Support

Required Information for Incident Reporting

Email Subject Line: {Customer Name} {Brief Description of Issue}

A. Partner Issue Priority Level

B. Partner Issue Ticket Number

C. Customer Information

- ❑ Company Name
- ❑ Customer Contact Name
- ❑ Contact Information
- ❑ Phone Number
- ❑ Email Address
- ❑ Customer Geographical Location

D. Issue Description

- ❑ Date/time issue occurred
- ❑ If date/time of first occurrence is unknown, provide date/time issue was reported
- ❑ First discovered
- ❑ Include any additional identified examples of issue occurring
- ❑ Features affected
- ❑ All symptoms experienced
- ❑ All troubleshooting steps performed prior to escalation
- ❑ Date/time debug logs were submitted (if applicable)

E. Date of Original Report

- ❑ Date that issue was first reported to partner

F. Platform Experiencing Problems (Device or Web)

For Device Issues:

- ❑ Device make and model
- ❑ Firmware version
- ❑ App version
- ❑ Number of users affected

For Web Issues:

- ❑ Browser type affected (IE, Firefox, Chrome, etc.)
- ❑ Browser version (Internet Explorer 11.0.9600.18283, Chrome 49.0.2623.112 m, Firefox 45.0.1, etc.)

encore

Powered by Actsoft