

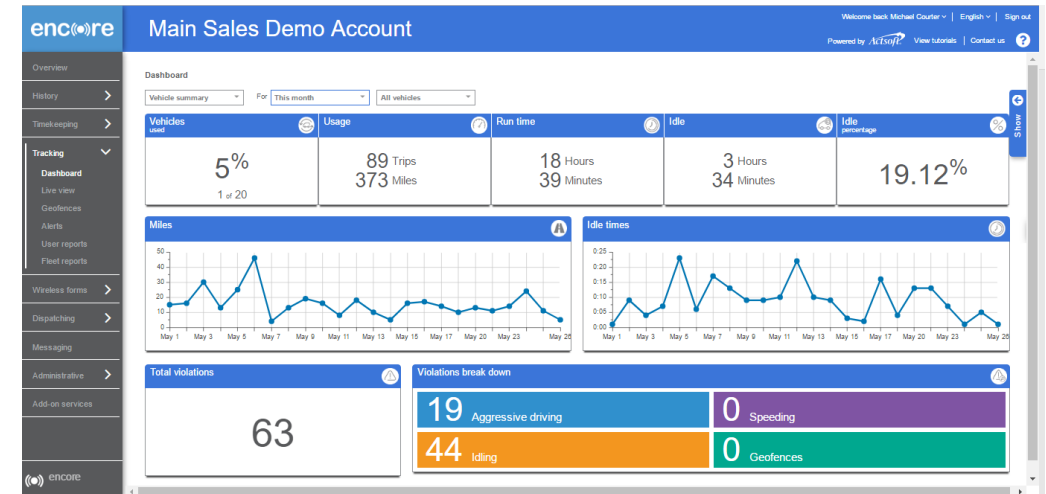


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Reseller Program

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.



Encore: A Comprehensive Mobile Operations Management Platform

Get More. Do More. Save More.

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

Workforce Management

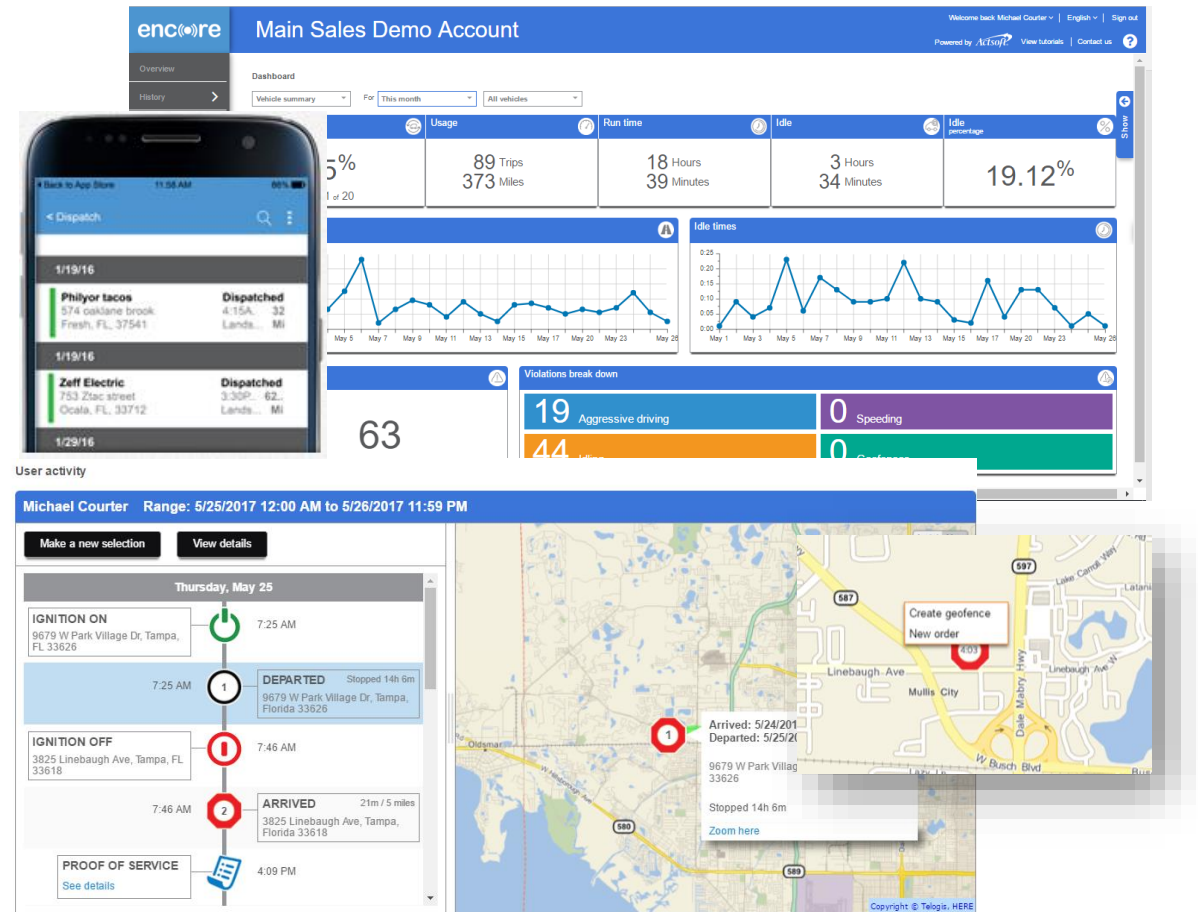
- Mobile Forms
- Work Order Management
- Time & Attendance
- Barcode Scanning
- Smart Device GPS Tracking
- Intra-Company Text Messaging
- Manager App View

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



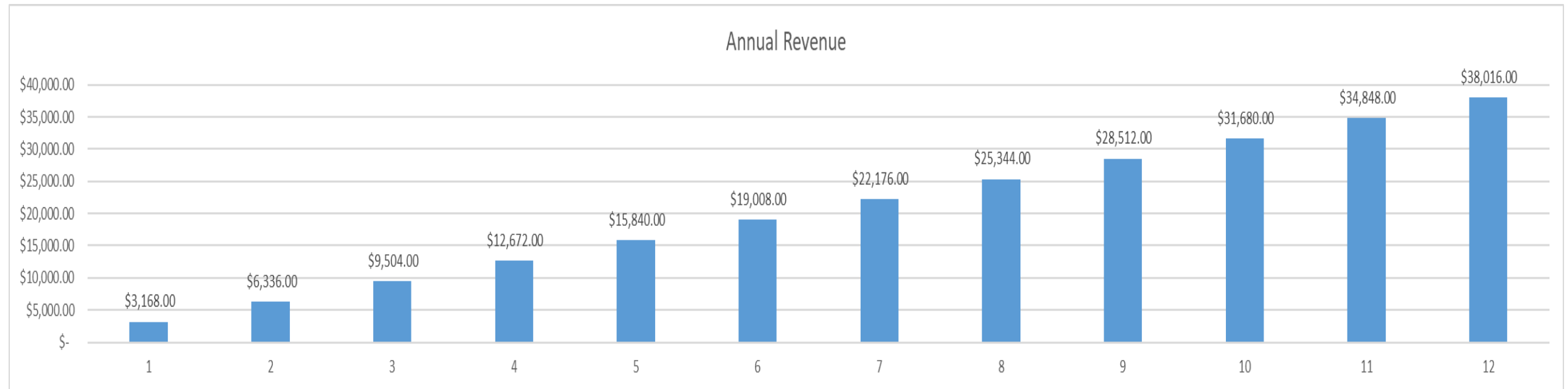
Recurring Revenue Model – Why Be an Actsoft Reseller Value Proposition

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.



Reseller Onboarding Process

Reseller Onboarding Process



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 trainings, 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

Required Trainings

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	TBD - 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 with the sales trainer a time to provide sales 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 where 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 has received product, sales, and support training, they will receive training 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.”

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.

Reseller Resources

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

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?

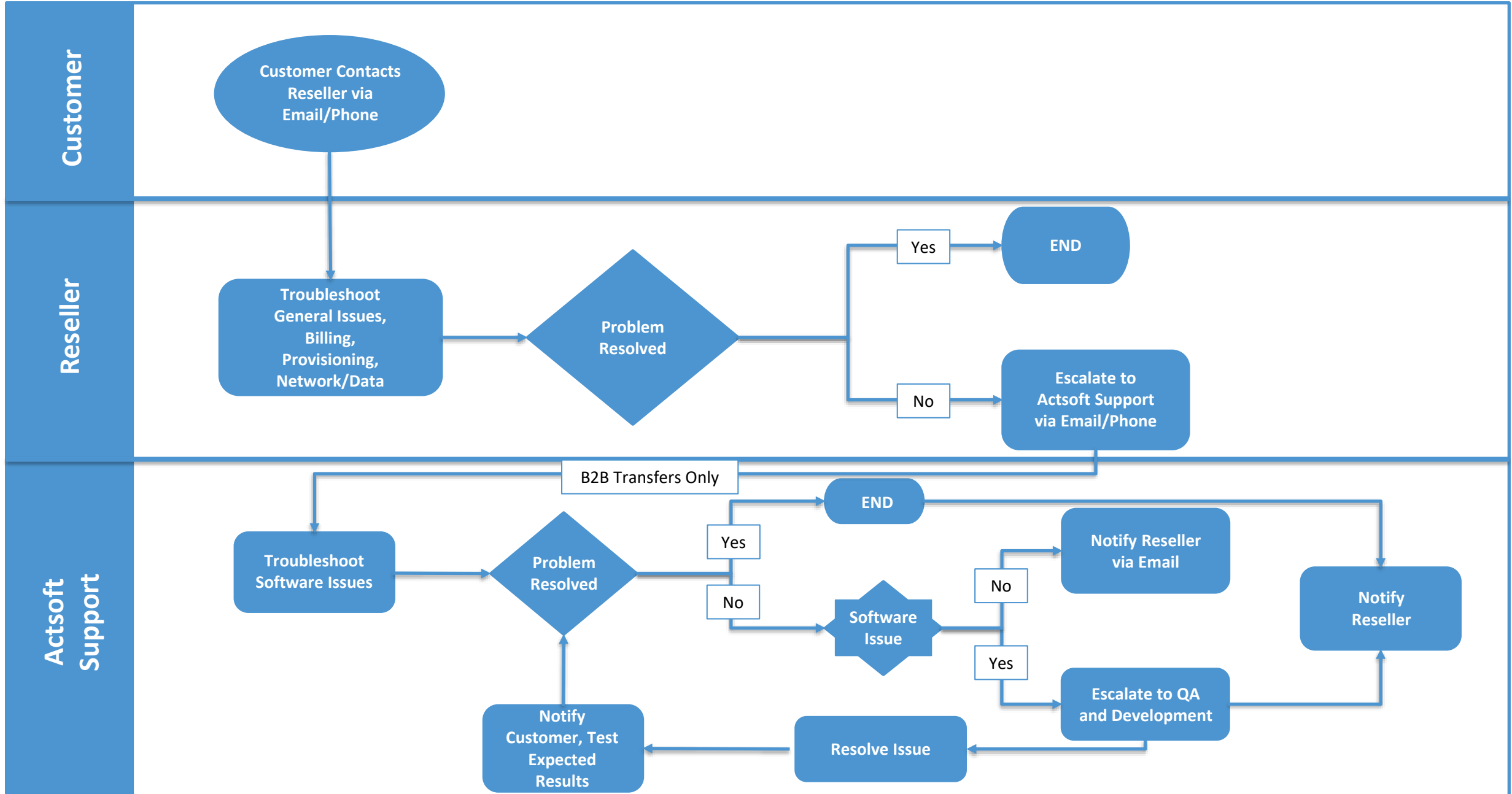
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Reseller Tech Support Process

Reseller Support Process



Resellers Tech Support Process

Tier 1 Support Process

- The customer contacts the partner via phone or email when they encounter any general, billing, provisioning, and network/data issues.
- The partners support team will provide Tier 1 Support, leveraging the [Support Triage Document](#).
- If the reseller is unable to resolve the Tier 1 Issue, they will escalate to Actsoft support via Support@Actsoft.com, or by calling (813) 936-1511.
- Actsoft's support team will provide Tier 2 Support, according to the [SLA Guidelines](#) found on the Reseller Agreement.
- All escalations will need to include all required details following the [Tier 2 Escalation Template](#) in order to keep track of all relevant incident information.
- Before submitting a Tier 2 Ticket, the partner is required to define the priority of the ticket following the [Escalation Priority Guidelines](#).

Tier 2 Support Process

- Actsoft's support team receives an escalation email or phone call from the partner, based on our support communication guidelines.
- The support team member documents the escalation details, following our existing support process.
- The support team will prioritize all tickets based on their priority levels, in order to meet the established [SLA Guidelines](#).
- The support team will determine if any issue needs to be escalated to development, following our existing support guidelines.
- After the support team resolves the issue, they will notify the customer and partner following the [Closure Notice Template](#).
- The support team manager will review the monthly response and resolution times with each partner.

Tier 1 & Tier 2 Definition

Partner provides Tier 1 support

Onboarding & Training

- Tutorials, Product Training & Onboarding

Technical Support

- Account setup, provisioning, billing, configurations, basic app usage questions, finding in-app tutorials and training videos, purchasing licenses, application tier changes, device troubleshooting, downloading app, web portal usage, reset passwords, new admin user, how to login, device not tracking, and app troubleshooting
- Track issues for identifying bugs, support issue trends, and predictive resolutions.
- If the issue cannot be resolved, the partner can escalate the issue as a Tier 2 issue.

Actsoft Provides Tier 2 & 3 support

Tier 2 responsibilities include (but are not limited to):

- Isolating and analyzing of root cause; investigating web portal, supporting systems, app, and devices; troubleshooting; performing debug log analysis; and conducting technical Q&A.
- Implementation of code fix or workaround.
- Document issue resolution.
- Notification process to all stakeholders.

Tier 2 Escalation Requirements

Tier 2 Escalation Process

Email Address for Actsoft CX US

- support@actsoft.com

Subject Line for Escalation Emails

- {Reseller Name} Escalation

Telephone Number for Tier 2 Escalations

- U.S. (813) 936-1511

Tier 2 Escalation Template

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
- 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.)

Tier 2 Priority Level Detail

Priority 1: Critical Service Affecting

Description

- ❑ Total outage or critical performance degradation of the product or service provided by Actsoft and complete loss of core business functions. Affects majority of users and there is no possible alternative or workaround.
- ❑ Causes critical business, security, or regulatory impact or loss of goodwill for the partner's customer.
- ❑ Partner has performed initial triage and confirmed that it is not a network issue.

Example

- ❑ Total loss of service across all enterprise users due to technical platform equipment or software failure.
- ❑ Total non-availability of an enterprise application due to hardware or software failure/error.
- ❑ Server completely unavailable.
- ❑ Data center outage.

Priority 2: Major Service Affecting

Description

- ❑ Partial outage or major performance degradation of the service and loss of non-core business functions.
- ❑ Affects a significant proportion of users and there is no acceptable alternative or workaround.
- ❑ Causes major business, security, or legislative impact or loss of goodwill for the partner's customer.
- ❑ Incidents with a Priority 3 which impacts > 20 customers.
- ❑ Partner has performed initial triage and confirmed that it is not a network issue.

Example

- ❑ Total loss of service for some enterprise users due to technical platform equipment or software failure.
- ❑ Intermittent availability or unacceptably slow response time of one or more enterprise applications across an organization due to hardware or software failure.
- ❑ Partial data outage.
- ❑ An error that affects a significant proportion of any user profile and there is no acceptable alternative or workaround.

Priority 3: Minor Service Affecting

Description

- ❑ Minor performance degradation of the service or minor limitation to business functions.
- ❑ Has minor impact on a small number of users or a workaround is available.
- ❑ Causes minor business, security, or legislative impact or loss of goodwill for the partner's customer.
- ❑ Causes little or no limitation to the functionality for a single partner's customer or multiple partner customers.
- ❑ Non-service affecting and business impact for the partner's customer is negligible.

Example

- ❑ Intermittent availability of service for a small number of users due to technical platform equipment or software failure.
- ❑ Slow response time of one or more enterprise applications across an organization due to software or hardware failure.
- ❑ Technical platform server dips below response KPI.
- ❑ Incident is not service affecting and impacts functionality to a single partner's or a rarely used device.
- ❑ Partner's customer device type and where business impact is negligible.

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