

Gotive Sales Channels Policy

Marketing Description

Partnership That Suits You

In this document, the Gotive Sales Channels are described with purpose to present basic expectations and criteria for Gotive Sales Channels partner selection. Actual relationships between Gotive and partners are – after mutual agreement to enter into such relationship – precisely specified and ruled by mutually agreed contractual terms and condition.

We are here to work with you to determine which level of partnership matches your business model the best. No matter which level of partnership you choose, we offer unwavering support to help you achieve higher goals, grow your business and maximize your profitability.

Gotive Sales Channels Structure

Gotive sales channels structure (Fig. 1), the interaction with and influence from the external sources on the structure as a whole (Fig. 2), and the geographical/ target market specification of Gotive partners is depicted graphically on this page (Fig. 3).

Following pages describe the basic characteristics of the individual sales channel elements.

Fig. 1: Gotive Sales Channels Structure

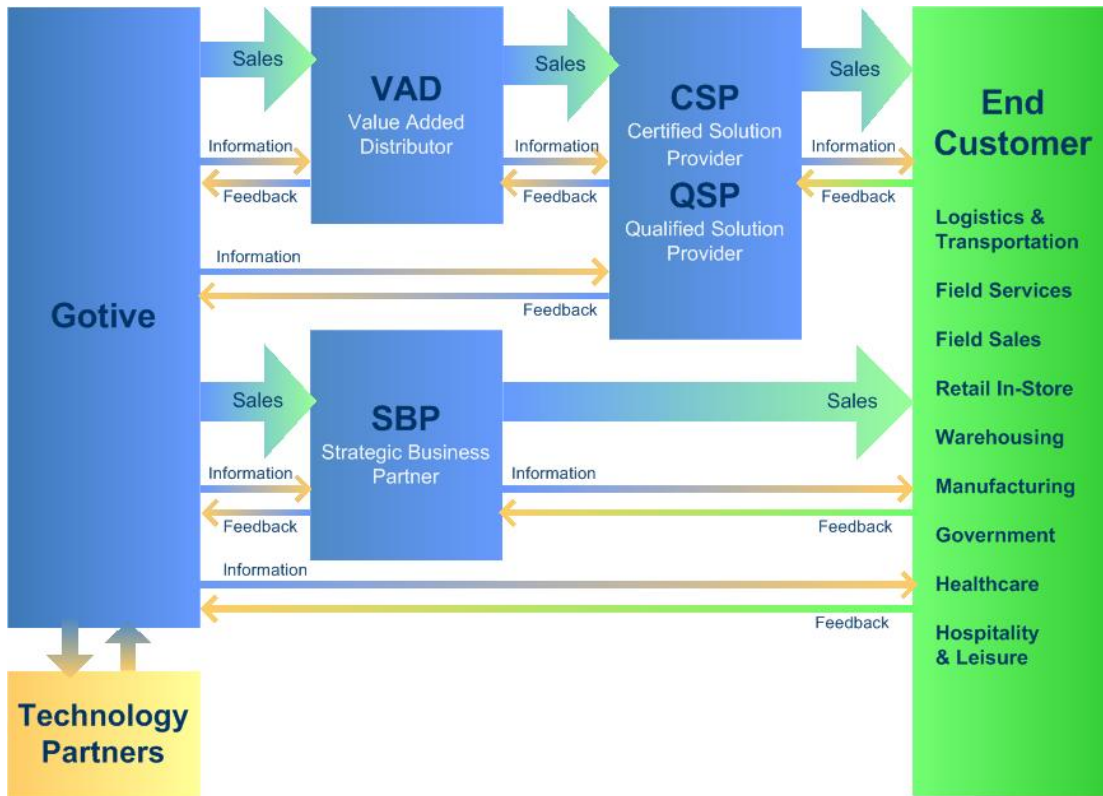


Fig. 2: External Influence on Gotive Sales Channels Structure

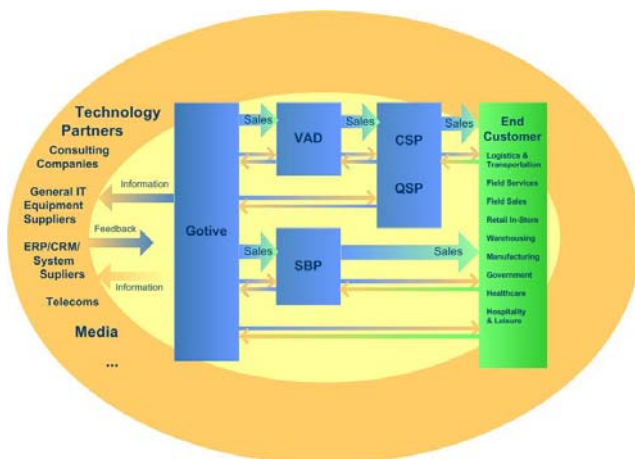


Fig. 3: Geographical/ vertical market specification of Gotive partners

Gotive Partner	Geographical Markets	Vertical Markets
VAD	territorial	any vertical market(s)
SBP	international	specific vertical market(s)
CSP	NA	specific vertical market(s)
QSP	NA	specific vertical market(s)

Value Added Distributors

Value Added Distributors (VADs) distribute and support some or all Gotive products that are commercially available to Gotive partners. VADs focus on reselling Gotive products and do not generally market and resell products that compete with Gotive products.

The Value Added Distributor is an authorized company representing Gotive and focusing on delivering products to target markets via their established infrastructure of existing solution partner network.

Gotive distribution network is based primarily on carefully selected regional partners. These companies identify business opportunities, combining their sales, marketing and technical skills with Gotive sales and marketing guidelines and with their own valuable knowledge about the local markets, in order to provide their customers with the best of Gotive products and services.

VADs may also be responsible for training resellers as well as providing value-added services to business partners, including technical advisory services, multi-platform evaluation and demonstration centre, post-sales technical support, technical training, and financial services.

There can be more than one VAD appointed in one country or region.

Value Added Distributor requirements:

Legal Conditions

Acceptance of **Standard Terms and Conditions**

Signed **Gotive Contract on Business Cooperation** (Contract on Business Cooperation covers all the points in this document in more detail, and more)

Annual net revenue commitment*

Discount

Value Added Distributor buys products and services from Gotive with a discount applicable on published and current partner list prices, as defined in the *Contract on Business Cooperation* addendum. The discount structure can be updated by Gotive based on sales achievements of the VAD in the preceding financial period.

Opportunities strategy

Value Added distribution opportunities should support Gotive's strategy to extend the availability of Gotive products into the target as well as new markets, as well as Gotive's strategy to utilise and further endorse VADs' value added capabilities. VADs do not generally offer solutions made in-house – i.e. they don't compete with their business partners, who are solutions providers.

Communication & cooperation

Value Added Distributor is the major communication point between the Gotive and the partner network/customers in the region, while at the same time Gotive takes active and personal part at important business meetings, presentations and events. Gotives dedicated Area Sales Managers cooperate daily with VADs in their general sales efforts.

May 2007

Status Reports

Value Added Distributors are required to provide quarterly revenue reports with information about current pipelines and active engagements. The Partner may need to provide information pertaining to point of sales, so that Gotive can recognize revenue from sales of hardware to the end-user or customer.

Minimum Trained Sales & Pre-sales Staff

Value Added Distributors dedicate a qualified number of sales and pre-sales personnel to Gotive products to provide quality account management services to their designated resellers. VAD must ensure that these individuals are trained within 90 days of signing the *Gotive Contract on Business Cooperation*. In addition, the VAD must ensure that these individuals have all the time up-to-date product knowledge about Gotive major products, product updates and new releases.

Marketing

Value Added Distributors carry out marketing & PR activities to publicly promote Gotive products, solutions and services in their designated region. Marketing & PR cooperation guidelines are explained in Gotive „*Marketing Partnership Program*“ addendum.

Technical Support

Value Added Distributors mediate or provide direct Technical Support. Gotive recommends that at least one technical specialist is Gotive Product Certified within the organization.

(1) DIRECT TECHNICAL SUPPORT FROM VAD: VADs needs to comply with *Gotive criteria for Gotive Authorized Support Centre*, additionally, devoted personnel is then regularly informed and trained for new products and services.

(2) TECHNICAL SUPPORT FROM GOTIVE: Gotive provides Technical Support directly from the company base in Bratislava, Slovakia.

* Revenue targets vary by geographic regions. See achievement level requirements for requirements by region.

Solution Providers

Solutions Providers (SPs) are qualified system integrators, and subject matter experts believed by Gotive to have sufficient knowledge and experience to implement Gotive products into final solutions. SP focus on providing solutions running on Gotive products. SPs buy products from VADs.

*There are two levels of registered Gotive solution providers: **Qualified Solution Providers (QSPs)** and **Certified Solution Providers (CSPs)**.*

A Solution Provider's core competency is integration business in the rapidly growing convergence market, and has expert staff to understand customers' business requirements, analyze business processes, and design and build a comprehensive communication infrastructure for solutions, part of which are Gotive products.

Alongside with the Gotive policy of working with regional Value Added Distributors, Gotive very highly prizes active relationships with Solution Providers. Gotive offers special partner program for registered Gotive solution partners (QSPs and CSPs) to nurture this kind of relations, which are crucial to understand and follow the real businesses and needs of the partners in order to put together all parts of the final solution with ease and precision, and thus supply the clients with the best possible products and services.

Achieving registered Qualified Solution Provider or Certified Solution Provider status at Gotive indicates that a partner organization has developed solutions-driven marketing and sales organizations targeted at medium to large enterprises and selected vertical markets.

There can be more than one SP appointed in one country or region.

General requirements for both QSPs and CSPs:

Legal Conditions

Acceptance of **Standard Terms and Conditions**

Conformity with **General Requirements for registered Gotive Solution Providers**

Availability of a successful, running & publishable **business case with Gotive products**.

QSP can apply for next level partnership – **CSP**.

Role of Solution Providers in Gotive Sales Channel Policy

Solution Providers are responsible for providing services to business partners at any level of custom-made or customized solution(s) running on Gotive products, to customers using Gotive products as part of their enterprise solution, including project consulting services, sales advisory services, technical advisory services, multi-platform evaluation and demonstration centre, post-sales technical support, technical training, and financial services.

Opportunities strategy

SP's opportunities should support Gotive's strategy to extend the availability of Gotive products into the target as well as new markets, as well as Gotive's strategy to utilise and further endorse VADs' value added capabilities.

Communication & cooperation

Solution Provider communicates daily with their dedicated VAD and end-user, while at the same time Gotive receives all relevant information and takes active and personal part at important business meetings, presentations and events. Gotive's allocates an Area Sales Manager to assist with any SP's sales efforts.

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Status Reports

Solution Providers are required to provide VAD and Gotive with monthly reports with information about current pipelines and active engagements. The Partner may need to provide information pertaining to point of sales, so that Gotive can recognize revenue from sales of hardware to the end-user or customer.

Minimum Trained Sales & Pre-sales Staff

Solution Providers dedicate a qualified number of sales and pre-sales personnel to Gotive products to provide quality sales and technical account management services to their customers. SP must ensure that these individuals are trained and have all the time up-to-date product knowledge about Gotive major products, product updates and new releases.

Marketing

Solution Providers carry out marketing & PR activities to publicly promote Gotive products, solutions and services. Marketing & PR cooperation guidelines is explained in Gotive „Marketing Partnership Program“ addendum. Registered Solution Providers are updated on all important product/technical/support/marketing topics. Registered Solution Providers are presented at Gotive Solutions Marketplace – web-based directory of solutions and providers available to global Gotive prospective and existing customers.

Additional requirements for CSPs:

Legal Conditions

Conformity with **Gotive Requirements for Certified Solution Providers**

Signed Gotive Contract on Business Cooperation

(Contract on Business Cooperation covers all the points in this document in more detail, and more)

Annual net revenue commitment*

Discount

CSP have in return contractual partnership with Gotive, granting them agreed discount structure from the VADs.

Communication & Cooperation

CSPs are working closely with both Gotive and appointed VADs during the initial project stages.

Marketing

Same like QSP + CSPs have priority position on Gotive Marketplace

Technical Support

Solution Providers mediate or provide direct Technical Support. Gotive recommends that at least one technical specialist is Gotive Product Certified within the organization.

(1) DIRECT TECHNICAL SUPPORT FROM VAD: SPs needs to comply with *Gotive criteria for Gotive Authorized Support Centre*, additionally, devoted personnel is then regularly informed and trained for new products and services.

(2) TECHNICAL SUPPORT FROM GOTIVE: Gotive provides Technical Support directly from the company base in Bratislava, Slovakia.

* Revenue targets vary by geographic regions. See achievement level requirements for requirements by region.

Strategic Business Partners

Strategic Business Partner can be

- a global (or European) no. 1-5 player in a particular vertical consolidated market. The partner brings strong marketing, product market acceptance and publicity benefits. The partner operates locally and/or internationally.
- an OEM partner - manufacturer or/and solution provider offering made-to measure Gotive products under its own name. The partner operates locally and/or internationally.

The relationship between Gotive and a Strategic partner is governed by a contract.

For more information contact sales@gotive.com

Position of End-customers in Gotive Sales Channels Policy

End-customers are an inevitable source of information on the real use of the products and information crucial for product development. For this reason, Gotive considers very important to talk to the end-users pre- as well as post-sales, however, always underlining the presence and role of Gotive partners - the actual sales/consultation/maintenance relationship is provided via partner(s) forming Gotive Sales Channels.

Gotive carries out marketing and PR activities to address end-customers in order to assist all its sales channels in their business efforts via general brand appearance.

End-customers

- are – upon interest - updated from Gotive on all important product/ technical/ support/ marketing topics
- are – in consonance with the relevant Gotive Sales Channel partners – regularly addressed by Gotive Area Sales Managers in order to
 - check the project status
 - ask for feedback during the evaluation, testing and roll-out phase of the project
 - ask about satisfaction of the customer with the product during its real use, etc.
- are – upon agreement – contacted by Gotive with purpose to publish their brand names as reference and to create case studies

The relationship between Gotive and an End-customer is non-contractual and it has a significant bidirectional information value.