



## **Partnering Programs with VALLOY Inc.**

VALLOY Inc. is pleased to offer various partnering opportunities to companies that provide digital printing solutions. VALLOY's digital printing solution is a challenge faced by all small, medium and large companies in various digital printing industry. To address the needs of this market VALLOY has developed several Partnering Programs designed to compliment and supplement the specific business models of our partners including:

1) Value Added Resellers (VAR); 2) Regional Distributor; and 3) Strategic Partnerships.

The overall goal of our program is to maximize market coverage while minimizing channel conflict. To achieve this goal, VALLOY is committed to providing superior products, collateral, and training to help our Partners maximize their sales and service offerings.

VALLOY is always looking for talented Partners who possess the experience and capabilities to provide high value Digital Printing products, services and solutions. We invite you to preview our products for evaluation.

### **We provide our Partners with the following:**

- Products and Technical Training:
  - 1 copy of software product for free evaluation and self-training.
  - 5 copy of demo version software for customer evaluations and demonstrations at minimum package manufacturing cost.
  - Membership to access all technical information at product homepage.
  - Free technical training for engineers of partners remotely or onsite at VALLOY headquarter office.
  
- On-site and Remote Sales Support:
  - Internet based presentations and product demonstrations
  - Sufficient amount of Sales tools like brochures and leaflets.
  - Marketing activities including shows, speeches, press releases, win-back events and press/web promotions.
  - Localization of product in different language and design.
  
- Comprehensive Technical Support:
  - Unlimited phone/email support.
  - Access to Online knowledge base.
  - FTP downloads
  - Delivery of new drivers, patches, profiles and other utilities
  
- Our commitment to technology leadership and superior Partner and Customer services

## **Value Added Reseller Partnership**

The Valued Added Reseller (VAR) program partnership is the most comprehensive type of partnership with VALLOY. A VALLOY VAR is granted a non-exclusive right to market, distribute and resell licenses of VALLOY's software products to end user Customers. To qualify, a prospective VAR must have related basic technical knowledge like color calibration, a minimum of one calibration device and a minimum of one employee that have satisfactorily completed the VALLOY Certification Training. VARs are required to provide, without charge, first line technical support for all VALLOY's software products. VARs may also provide, with or without charge, installation and other value added services.

VALLOY generates a substantial number of sales leads each month which are distributed to VARs based on a each Partner's business model, geographic location and capabilities. VARs receive generous product discounts of 40% - 48% off of MSRP. VARs are also designated as Service providers by up-selling, cross-selling, upgrade and technical services of VALLOY's product and service line.

### **Requirements to become and retain the status of a VALLOY VAR are as follows:**

- Be an established business, with verifiable trade references, actively engaged in the reselling and support of software products
- Have experience in and demonstrate a technical knowledge of one or more of the following markets: Digital Printing Software and Hardware; Media for Digital Printing, Press or Prepress solution, Graphical design or photograph.
- Be capable of providing the following support to your customers/prospects:
  - First line technical support
  - Installation, operation and training support
  - Demonstration of features/functions and benefits of VALLOY's Products

### **How do you become a VALLOY Value Added Reseller (VAR)?**

1. Submit information of company profile, current market section (geographical and industrial) and related experience, business model, main references or activities.
2. Reconciliation of Terms and Conditions
3. Execute the VALLOY Valued Added Reseller Agreement
4. Successfully complete VALLOY Certification Training

## **Regional Distributor Partnership**

The Regional Distributor program partnership is the most responsible type of partnership with VALLOY. A Regional Distributor is granted a Exclusive right to market, distribute and resell licenses of VALLOY's software products to authorized VARs. To qualify, a prospective VAR must have enhanced technical knowledges and sufficient employees for effective marketing, localization and support. Regional Distributors are required to provide, without charge, enhanced technical support and training for all VALLOY's software products to VARs on behalf of VALLOY. Regional Distributors are required to report sales activities, market information, promotional plans and other related information to VALLOY monthly.

VALLOY generates a substantial number of sales leads each month which are distributed to Regional Distributor based on a each Partner's business model, geographic location, listed number of VARs and capabilities. Regional Distributors receive generous product discounts of 52% - 60% off of MSRP. Regional Distributors are also designated as Service providers by up-selling, cross-selling, upgrade and technical services of VALLOY's product and service line.

### **Requirements to become and retain the status of a Regional Distributor are as follows:**

- Be an established business, with verifiable trade references, actively engaged in the marketing, distribution and channel management of software products.
- Have experience and significant market coverage in the territory with digital printing related software or devices.
- Be capable of providing the following support to your VARs and customers:
  - Enhanced technical support and training
  - Promotion, Event, Press release, shows, speeches or other marketing activities in cooperation with VALLOY
  - Localization of Products and Sales tools

### **How do you become a Regional Distributor?**

1. Start with VAR agreement for minimum of first 3 months.
2. Prove sufficient marketing and sales activities.
3. Reconciliation of Terms and Conditions
4. Execute the VALLOY Regional Distributor Agreement
5. Successfully maintain the Regional Distributorship with fulfilling conditions as Regional Distributor each year.