



## Inter-Map channel partner program

Inter-Map provides a graphical, interactive information and communication system that can act as a stand-alone system or as part of a larger content management system. An online mapping tool coupled with a database that enables non-tech administrators to quickly and easily associate and update any type of information related to any single part of a map or plan thus enabling visitors to a website to observe and obtain this information instantly. It is the ideal tool for managing communication to a large audience about a fixed area such as a region or municipality, exhibition area or similar. The Inter-Map tool ensures easy modification and updating of information and user-interface that everyone can relate to.

### Why become an Inter-Map Channel Partner?

Many websites need to communicate large amounts of frequently changing data related to a particular area to a large audience. Although the most efficient and most user-friendly method of doing so would be through an interactive map of the area, this is easier said than done as such methods are known to be cumbersome both in administration and user experience. Inter-Map has created a feature-rich, robust, high performance environment for creating, editing and managing map- or plan-related information systems. Having been tested in some high-traffic websites, Inter-Map's tool is now available to you and your customers. Inter-Map can be bundled with content management systems or sold and supported as a stand-alone system.

### The programs

Inter-Map currently offers two channel partner programs; one geared to VARs (Value Added Resellers), the other to OEMs (Original Equipment Manufacturers).

Our channel partners are crucial to our success. We expect our partners to not only have sufficient market presence and commercial strength to develop and support a market for our products, but also to have the ability to and interest in providing value-added services designed to meet the needs of their local market and customer base. The Inter-Map Program provides:

- Strong margin potential
- Ongoing value-added service potential
- Sales and marketing tools (extranet with up to date documentation)
- Pre-qualified leads where possible
- Vendor sales support where possible
- Trade show support where approved
- Access to training and training material (extranet plus periodic training sessions)
- Demo programs
- Technical support (End-user support extranet w/user manual, FAQs, White Papers, Chat)

## VARs

We define VARs as organizations who sell our products and services under the Inter-Map brand to their existing and prospective client base for markup, whether as stand-alone products or bundled with their own solutions or services. Ideally, our VARs are recognized names in their target market, which can be a sector, as well as a local or international area.

VARs will agree to a confidentiality agreement upon training and will not sell competing software tools at the same time representing Inter-Map products. Requirements to be an Inter-Map VAR:

- Must have at least one programmer on staff proficient in C++, Flash and SQL databases.
- Must have one sales and marketing professional on staff
- Must agree to carry the Inter-Map tool exclusively for map- or plan related information systems
- Must agree to send key staff to one basic training class at a preset fee before sales presentations begin
- Must submit a written email report on the 1st of the month detailing activity and sales leads active
- Must sign up to be a VAR for a minimum of one year
- Must provide three references related to operation in a region upon request
- Must adhere to all Inter-Map software policies and procedures with regards to demos, redistribution, and other copies of Inter-Map products

**VAR Relationships:** VAR may not broker with other VARs outside their company representatives, known subcontractors, and dedicated sales representatives for Inter-Map. Other interested VARs must apply directly through Inter-Map.

## OEMs

Partnering in this area involves the re-branding of Inter-Map products by a Partner.

Partner organizations who re-brand Inter-Map solutions, include them in their price book and sell them using the Partner's direct sales force. Ideally, Inter-Map solutions are bundled in with existing products.

## More information

For more information, please contact [partner@inter-map.com](mailto:partner@inter-map.com). Please include your company web site or a company backgrounder in your email for review.

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