

Infonic Document Management

Partner Program

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[Infonic](http://infonic.com)
8 Copperhouse Court
Caldecotte Business Park
Milton Keynes
UK
MK7 8NL

info@infonic.com
www.infonic-document-management.com

INFONIC PARTNER PROGRAM

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1. INFONIC AND DOCUMENT MANAGEMENT OVERVIEW

1.1 Infonic Corporate Overview

Infonic's head quarters and primary software development laboratories are in the UK with sales offices in the USA and Singapore, and sales agents in Hong Kong and Germany.

Infonic's unique software helps global organisations capture and share business information more effectively.

Infonic Document Manager improves workflows for the world's largest logistics businesses. Infonic Geo-Replicator improves Microsoft SharePoint access for users at the edge of military, commercial and aid organisations. Infonic Sentiment Analysis helps power the world's largest trading information systems.

The company's software solutions support workers across global markets, including government, maritime, military, finance, legal, pharmaceutical and educational organisations.

Infonic's customers are supported by a team of experienced technical staff who ensure that our products are effectively integrated and supported within each client's organisation.

We pride ourselves on a commitment to delivering immediate value to our customers through innovative, realistic and practical solutions to their business information problems.

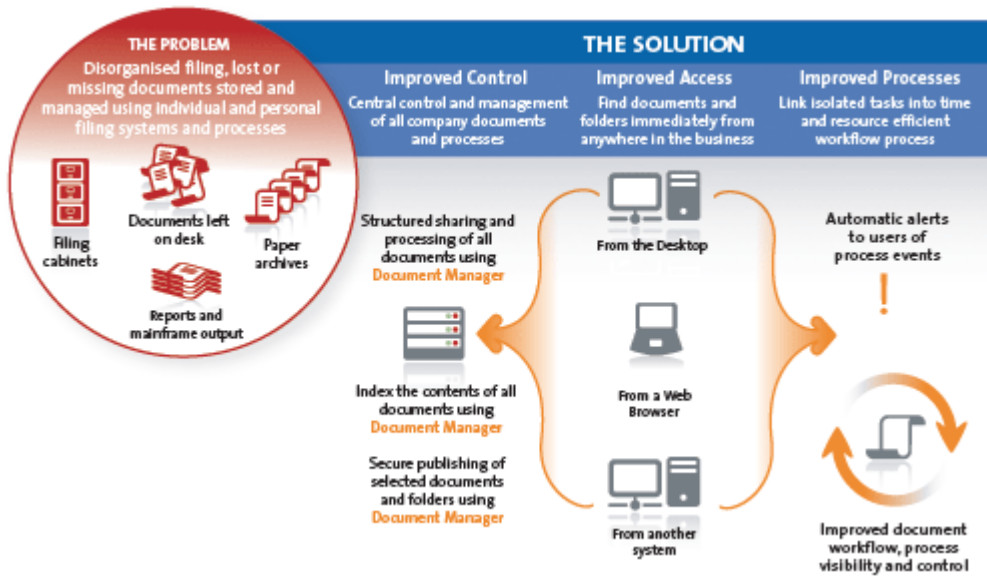
1.2 Infonic Document Management

Infonic's unique Document Management software offers very easy implementation and high scalability all at a unique low price.

- Integration is easy. The Infonic document management interface can be quickly configured to operate with your existing Oracle, SAGE, JD Edwards, Exchequer and SAP systems. Integration between the document management system and all your business application systems for Payroll, Accounts Payable, HR records management, Proof of Delivery, Vehicle Records and Document Image Processing is deliverable.
- Implementation is fast. Implementing a document management system triggers a range of issues relating to legacy archives. These issues can be greatly eased by using Infonic's scanning bureau to pre-load your historical documents into the new document management database. Your document management system can "go live from Day 1" with a fully indexed and searchable archive, enabling your users to be more productive immediately.
- Scalable Document Management. Infonic's document management software can be implemented initially in one department, with tens of users, and then seamlessly

rolled out across the whole organization to hundreds or thousands of users in multiple locations without any software changes.

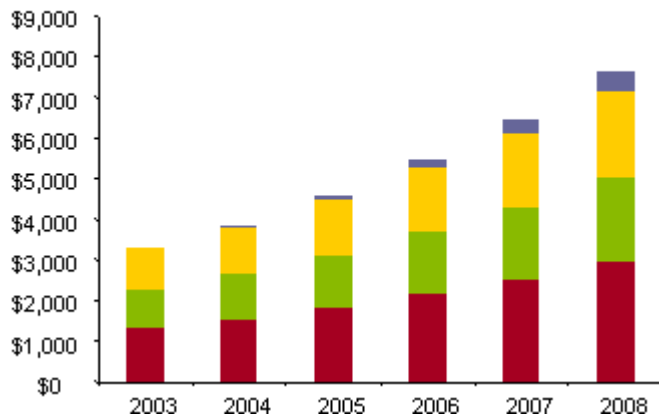
- Pricing is flexible. Our document management pricing model extends from small departments up to the largest enterprises, allowing licensing costs to be controlled. Flexible licenses for concurrent usage allow for low costs in large and diffuse organizations. Our modular document management software architecture means that any functionality not required need not be purchased.
- Zero capital outlay option. In addition to our standard document management software license, we offer a variety of alternative hosting options including in-house and externally hosted/ASP document management solutions. The ASP model also allows us to offer customers a monthly pricing structure for all document management elements, which eliminates capital costs.
- You only buy what you need. Our modular document management software architecture means that any functionality that you don't require need not be purchased. There are a number of separate document management modules including workflow, web interfaces and eCopy MFD solutions that can be added at later stages to your core Infonic system.



2. MARKET OPPORTUNITY

The Global Enterprise Content and Document Management market is estimated to be in excess of \$7Bn in 2008. This market represents a dynamic and rapidly expanding opportunity for vendors and solutions providers with CAGR between 2003 -2008 of 18.1%.

■ Software Licenses ■ Maintenance ■ Professional Services ■ Hosted Services



Enterprise Content and Document Management Global Market 2003 – 2008

Interestingly the main areas of growth appear to have been in the small and medium business sectors with CAGR of 39.9% and 26.3% respectively.

More and more companies are choosing to have their enterprise content and document management solutions hosted by a third party. The main drivers being the perceived advantages of using operating expenditure to fund a hassle free service model rather than investing in capital expense and the associated inherent costs and difficulties in managing hardware. Also there is a growing move towards the management of risk and disaster planning and many companies prefer to have business critical documents hosted remotely with DR plans and sites in place.

Another key driver towards the growth of this market is the rise of government legislation regarding data retention and the wave of compliancy requirements that are being gradually enforced on companies globally.

Enterprise Content and Document Management is today high on a CIO's list of must haves.

3. PARTNER PROGRAM OVERVIEW

The Infonic Document Management Channel Partner Program is designed to enable Infonic Document Management partners to achieve the highest levels of success through selling Infonic Document Management solutions.

Infonic is committed to ensuring the long-term growth and success of its partners.

Whether you are a distributor, reseller or managed services provider, partnering with Infonic Document Management gives you the differentiation to beat competitors and the business issue solutions that you need to meet customer demands.

The Infonic Document Management Channel Partner Program offers benefits and discounts to support your business, whether you're looking to enhance your solution portfolio, drive sales of existing technology or develop new services with exciting potential for long term customer retention.

Channel integrity is paramount to Infonic Document Management, not just in terms of channel development model but also in the way pricing, margin and pre-sales support and engagement is handled. Infonic Document Management commit to a sustainable and profitable channel model that will foster long and beneficial partnerships.

4. PARTNER PROGRAM STRUCTURE

Take advantage of a wealth of knowledge and practical assistance for growing your business with Infonic Document Management. Three program categories are available – Reseller, Specialist Integration Partner (SIP) and Managed Service Provider (MSP). For Infonic Document Management Resellers three accreditation levels are available - Silver, Gold and Platinum.

4.1 Infonic Document Management Silver Partner

Infonic Silver Partners have access to the Infonic Document Management SMB portfolio only. Following training and accreditation Infonic Silver Partners are expected to in the most part to be self sufficient in selling and supporting SMB solutions. As an Infonic Document Management Silver Partner, you will obtain direct access to valuable business development resources for selling, marketing and supporting Infonic Document Management products.

4.2 Infonic Document Management Gold Partner

Infonic Gold Partners have access to the Infonic Document Management SMB and Enterprise Solution portfolios. As an Infonic Document Management Gold Partner, you will obtain direct access to valuable business development resources for selling, marketing and supporting Infonic Document Management products. Benefits include training for your sales and technical staff, marketing resources and access to the Infonic Document Management partner resource centre.

4.3 Infonic Document Management Platinum Partner

Infonic Platinum Partners have access to the Infonic Document Management SMB and Enterprise Solution portfolios but are expected to focus on Enterprise solutions. As an Infonic Document Management Platinum Partner, take advantage of increased benefits of greater product discounts, qualified sales leads, distribution account management, the ability to provide Proof of Concept programs, and access to market development funds.

4.4 Specialist Integration Partners (SIP)

Infonic Document Management Specialist Integration Partners are either third party software solution vendors or their leading partners. Integration partners offer specialist software integration between Infonic Document Management and their own solution. In addition to the integration of software these partners will offer pre-sales and post sales support and well as specialist implementation services where required.

4.5 Managed Service Provider (MSP)

Contact us for more details on the Infonic Managed Services opportunity.

5. PARTNER BENEFITS

Channel Partner Benefits	Partner Level			
	Silver	Gold	Platinum	SIP
Access to SMB Solution	Yes	Yes	Yes	Yes
Access to Enterprise Solution	No	Yes	Yes	Yes
FOC Accreditation Program	Yes	Yes	Yes	Yes
FOC Short Sales Training Program	Yes	Yes	Yes	Yes
FOC Short Technical Training Program	Yes	Yes	Yes	Yes
Lead Registration Program	No	Yes	Yes	Yes
Lead Generation Campaigns	No	No	Yes	Yes
Included on Partner Locator	No	Yes	Yes	Yes
Password Access to Partner Portal	Yes	Yes	Yes	Yes
Eligible for Marketing Development Fund	No	No	Yes	Yes
Access to Infonic Reference Program	No	Yes	Yes	Yes



6. PARTNER COMMITMENTS

Channel Partner Commitment	Partner Level			
	Silver	Gold	Platinum	SIP
Quarterly Sales Development Plan	No	No	Yes	Yes
Quarterly Marketing Plan	No	No	Yes	Yes
Revenue Targets	No	Yes	Yes	Yes
Bi-monthly Sales Forecast	No	No	Yes	Yes
Minimum Accredited Sales Staff	n/a	2	3	3
Minimum Accredited Technical Staff	n/a	2	3	3
Demonstration Capability	Web	Live	Live	Live
Installation Capability	SMB	Yes	Yes	Yes
Workflow Consultancy Capability	No	No	Yes	Yes
Partner Web Link to Infonic	Yes	Yes	Yes	Yes
Infonic Solution on Website	Yes	Yes	Yes	Yes

7. CONTACT US

For further details regarding becoming an Infonic Channel Partner, or for more information about the Partner Program please contact:

Infonic House
8 Copperhouse Court
Caldecotte
Milton Keynes
UK
MK7 8NL
Email: info@infonic.com
www.infonic-document-management.com
+44 1908 366 388.

James Adie
EMEA Channel Director
Infonic
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