

# Ceelox CSP Program.

Introducing the new  
Ceelox Channel Partner Program.



The CSP program has been created to support a robust partner community with training, marketing and promotional opportunities helping to drive success and profitability for our partners. The partner portal is filled with key collateral to help you achieve your sales goals. In the portal, you and your team will be able to register and track deals; request Market Development Funds; post your events and success stories. Supporting our partners in the near and long term, CSP helps you build a sustainable revenue stream for years to come.

## Partner Discounts:

- ➔ **Ceelox Platinum Partner**
  - 300k - 18 Month Revenue Commitment\*\*
  - 30% off MSRP on all Ceelox Software and Ceelox Vault Drives
  - 15% off Fingerprint Scanners
  - 15% off Annual Maintenance
- ➔ **Ceelox Gold Partner**
  - 200K - 18 Month Revenue Commitment\*\*
  - 25% off MSRP on all Ceelox Software and Ceelox Vault Drives
  - 15% off Fingerprint Scanners
  - 15% off Annual Maintenance
- ➔ **Ceelox Silver Partner**
  - 100k - 18 Month Revenue Commitment\*\*
  - 20% off MSRP on all Ceelox Software and Ceelox Vault Drives
  - 15% off Fingerprint Scanners
  - 15% off Annual Maintenance

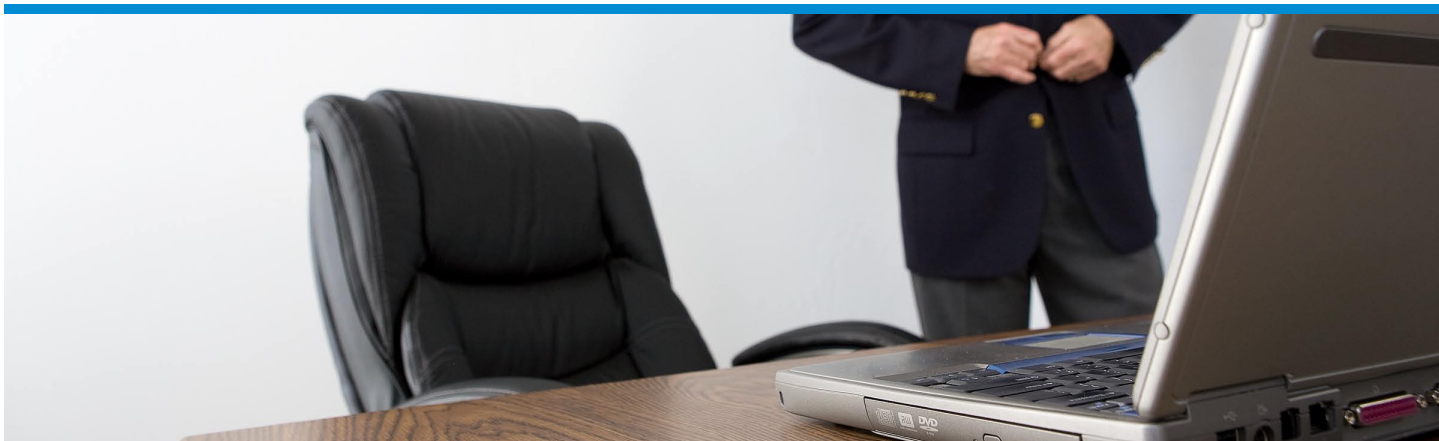
\*\*18 months to meet your initial annual revenue commitment, thereafter it becomes an annual commitment

Our primary objective was to create and maintain partnerships for one reason - to increase your sales revenue earnings with the best overall profitability ratio. The CSP is a program designed to build incremental sales opportunities, generate additional revenue streams, and create greater profit potential. The CSP equals more money in your pocket!

The CSP program offers partners everything from business development and marketing plans to case studies and opportunity management services. Our approach is to contribute time, unique skills and knowledge into a collective resource pool. Working as a cohesive unit, we all benefit from new revenue streams, skills and competencies. Teamwork leads to success!

## Program Overview.

Our program provides channel partners with a single source to Ceelox resources and information to assist with marketing, sales and technical support. Program participants are independent companies with proven expertise who have committed to selling, supporting and/or integrating Ceelox products, services and solutions on a local, national or international scale. The program clearly outlines our commitment to our channel partners through a variety of productive and profitable program elements.



### Program Benefits

The Ceelox CSP program offers many partner benefits designed to drive your success.

Sales Support

### Lead/Referrals

Driving a large volume of high quality leads, Ceelox captures, qualifies, and distributes partner leads.

### Webinars

Ceelox webinars allow partners to present to hundreds of people at once for sales presentations, technical training and more.

### Pricing Tools

Ceelox provides our partners with customer benefit tools, including quantified case studies and total cost of ownership calculations from a wide range of industries.

### Account Management

The Ceelox sales partner team works in conjunction with your Field Sales Teams to achieve a common sales goal and promote awareness.

### Certification Program

The CSP program is designed to identify those partners who are performing well and deliver quality service to their customers.

### Increased Revenue and Gross Profit Margin

The Ceelox partner program was designed to provide additional financial incentives and sales tools for continued reseller revenue growth and market expansion.

### Spiffs

Ceelox offers a variety of periodic additions to the partner compensation program to motivate our partners such as an immediate bonus for a Ceelox solutions sale.

### Not For Resale Product Samples

Available to all Ceelox partners, Not for Resale product samples provide our partners with an opportunity to test and utilize Ceelox products.

### Sales and Marketing Support

Working with our partners to reach their specific target markets, Ceelox creates customized messaging incorporating the partners' value proposition. Focused on generating qualified opportunities for the partners, Ceelox helps track the lead progress and campaign ROI within a customized lead portal.

### Deal Registration

Using a comprehensive CRM for deal registration, partners register deals and gain program benefits such as additional margin and deal protection. With the CSP deal submission and approval process, partners can reach new markets and customers- driving sales.

### Partner Web Portal

The new Partner Portal provides partners with a host of sales and marketing tools, including product collateral, presentations and online training classes, as well as, self-service MDF management and online deal registration.