



InstallAware Reseller Program

About the InstallAware Reseller Program:

The InstallAware reseller program is designed to give resellers the tools and motivation they need to effectively sell InstallAware products. With aggressive discounts and an assortment of marketing materials to utilize at their discretion, resellers have the freedom to build their own InstallAware marketing and sales campaigns, and fully reap the benefits of large profit margins.

Key Documents: Get to Know InstallAware

[InstallAware at a Glance PowerPoint Presentation](#): Learn the basics of InstallAware.

[CodeGear Case Study](#): Learn how CodeGear effectively utilized InstallAware to consolidate 40+ setup packages into one streamlined setup project while significantly reducing integration costs.

[InstallAware NX Product Brief](#): Learn about our current product version.

[Competitive Analysis Chart](#): Discover the benefits and features of InstallAware that the competition has yet to replicate.

Reseller Discounts:

At InstallAware, we value the effort our resellers put into marketing our products. Therefore, we offer competitive discounts to our resellers who strive to market InstallAware effectively. With the right marketing and sales strategy you could save 30% on each InstallAware purchase you make on behalf of one of your customers.

Discount Rate	Requirements to Receive Discount
5% Discount Requirements	<ul style="list-style-type: none">• Agree to become an official InstallAware reseller
10% Discount Requirements	<ul style="list-style-type: none">• Feature all product editions and accessories on website• Feature all product editions and accessories in hard-copy catalog
15% Discount Requirements	<ul style="list-style-type: none">• The requirements listed above• Feature InstallAware on homepage for a 30-day period• Offer an InstallAware literature download on website (case study, press release, etc.)
20% Discount Requirements	<ul style="list-style-type: none">• The requirements listed above• Send periodic emails featuring InstallAware to your customer base
25% Discount	<ul style="list-style-type: none">• The requirements listed above• Purchase an Advertisement for InstallAware products• Create an active landing page advertising InstallAware products and drive traffic to this page
30% Discount	<ul style="list-style-type: none">• The requirements listed above• Feature InstallAware prominently on your homepage• Execute a customized campaign to exclusively sell InstallAware products

*Other discounts may apply and may be distributed based on additional criteria. Contact InstallAware with your unique marketing ideas to discuss discount options further

Review additional marketing materials by downloading the [InstallAware Marketing Kit](#) available on InstallAware.com.