

A joint venture in support of Compuprint
Business Partners and Resellers

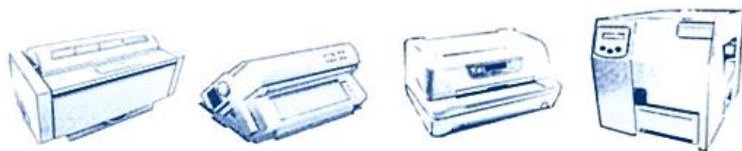
RMC
INTERNATIONAL INC.

Compuprint

Compuprint North America



2014 Channel Support Program



Who is RMC-Compuprint North America?

RMC-Compuprint North America is a joint venture between RMC International Inc. and Compuprint s.r.l. to better serve the North American Compuprint customer base.

RMC-Compuprint North America does not sell direct. It is our strategy to sell the Compuprint product line exclusively through the reseller channel. In the United States, we will continue to distribute the 4247 through PEAK Resources, Inc. Our goal is to establish Compuprint as the #1 serial dot matrix manufacturer in North America and we believe that this cannot be accomplished by undercutting our resellers, and creating channel disharmony.

We believe that we can maximize our market share against the competition through our ongoing promotion of the Compuprint product line, by providing support to our distributors and resellers, and by developing procedures and programs that improve upon the Compuprint customer experience.

Tightening the Supply Chain

RMC-Compuprint North America is the distribution hub between Compuprint's head office in Europe and the North American Distribution Channel. By warehousing a master inventory of hardware, supplies and spare parts in North America, RMC-Compuprint will tighten the supply chain – **improving availability, lead times and communication to the North American Channel.**

With a shorter supply chain to market RMC-Compuprint North America will be better able to manage marketing campaigns, reseller incentive programs, and other value added services.

New Pricing Structure

RMC-Compuprint North America will be **increasing the reseller's gross margin on the Compuprint 4247 line up from 40% to 45% across the board**, allowing resellers to make more money on each printer sold.

In the event of any price changes associated with the 2014 Channel Support Program, RMC-Compuprint North America will provide a 90-day price match guarantee, in order to give distributors and resellers the price required to close out open and ongoing business.



Sales Leads Distribution

Through its web sites, trade shows, PR activities or lead generation campaigns, RMC-Compuprint North America collects leads to generate new business. **These leads will be distributed to qualifying business partners.**

Partners are requested to provide thorough follow up in a timely manner on leads they have received. In the absence of feedback on leads, RMC-Compuprint North America reserves the right to forward the lead to another business partner and to stop providing leads to inactive partners.



Program



Sales & Tech
Phone Support



Improved Website



Sales Lead
Identification



Monthly Channel
Emails



Product Demonstration Videos

Opportunity Registration & Special Bid Pricing

RMC-Compuprint North America will continue to offer an opportunity registration process that will protect our reseller's interests by limiting Special Bid Pricing to only the Reseller(s) that worked the opportunity.

We are committed to offering our resellers flexible discounts in competitive opportunities that will allow them to win the business and keep a fair margin for themselves. A minimum opportunity of ten printers or \$20,000 dollars in revenue over a 6 month timeframe is required in order to qualify for special bid pricing.

Web-Based Marketing Programs

RMC-Compuprint North America will be investing into the following web-based marketing programs in order to give resellers the web-based tools required to help them sell the product and build their own 4247 website.

- **RMC-Compuprint North America Website:** A brand new website for the North American market for the informational use of end-users and resellers.
- **Hi Resolutions Product Images:** High quality product images of the entire product line and features to be made available on the web.
- **Product Demonstrational & Instructional Videos:** High quality product videos of the entire product line and Instructional How-To Video's for end users are to be made available on the web.
- **Monthly Channel Email Blasts:** Email blasts that notify the channel of any special promotions, news, and master inventory stock levels.
- **Reseller Marketing Templates and Aids:** Customizable marketing documents, presentations, competitive information and marketing templates that can be co-branded..

End User Incentive Programs

RMC-Compuprint North America will offer the following programs to help enable resellers overcome end user buying resistance:

- **Try 'n Buy Programs:** Enables end users to try the product in their print environment with zero risk.
- **Trade-In Programs:** Provide end users with the option of either trading in their eligible products or recycling ineligible products for free.
- **Customer Loyalty Incentives:** Backend rebate incentives and special promotions for end users to choose Compuprint over the competition.
- **Leasing Programs:** Help end users lower their total cost of ownership, and enable them to make regular repayments, which meet their cash flow and budgetary requirements.

Value-Added Services

Improved Maintenance Options

RMC-Compuprint North America will continue to offer Compuprint Maintenance Packages at the same list price and reseller discount. In addition to this, **RMC-Compuprint North America aims to offer two additional service package types to support self-maintainers and independent service providers:**

- **Advanced Exchange:** Can be used as a gateway into the service industry, and enables you to get your customer up and running the moment the exchange printer arrives. It's **better than next day service, it's next day fixed!**
- **Extended Parts Warranty:** Genuine OEM approved parts, delivered to your customer location with a fixed cost to support self-maintainers and independent service providers.

Pre/Post Sales and Level 1 & 2 Technical Support

Compuprint end users and resellers can contact RMC-Compuprint North America for Pre/Post Sales Support and Level 1 & 2 Technical Support at **1-855-762-8642 between the hours of 8:00am – 5:00pm Eastern Time.** This will be improved upon in 2014 to include all service and warranty calls with 24/7 service.

Who is RMC International?

RMC International is a major worldwide distributor of high-end and niche printing and service solutions. With over 16 years experience as an IBM Business Partner, and operations in Canada, the United States and Europe,

Improved Quality Control, Ordering Process & Warranty Management

RMC-Compuprint North America will offer single SKU ordering for the Compuprint 4247 line, allowing resellers to order both printer engine and controller/NIC card in a single SKU. This allows us to install and box test the printer to ensure functionality before it arrives at your customer location.

It is our belief that the best way to manage a warranty is to correct any potential issues before the product is sent to your customer. However, **in the event that a warranty or DOA incident occurs, it will be managed entirely by RMC-Compuprint North America, improving response and turn-around time to quickly remedy the incident.**

RMC Printer Support Lab

RMC International has over 16 years experience servicing and troubleshooting Compuprint machines in a variety of print environments. With our state-of-the-art printer support lab, RMC International can assist service companies and end users by troubleshooting and testing within the specified parameters of their target print environment.

As a courtesy to our business partners we offer sample forms testing at our lab to ensure your customer is never dissatisfied with multiform printer quality.

RMC International is a global leader in supporting resellers, service companies, maintainers, and systems engineers for all of their hardware, service, and technical needs.



Compuprint North America

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