

***DATAMAX* | ONEIL**
VALUED PARTNER

PROGRAM GUIDE

This document is designed to provide important information on two dimensions of reseller participation: Reseller Category and Reseller Membership Level.

Reseller Categories

Welcome to the new 2008 Valued Partner Program (VPP) for Datamax, O'Neil and Datamax O'Neil Printer Supplies partners. Under the new program, partners have been assigned a reseller category based on their business model and other qualifying requirements. Your category is listed in your Welcome Letter that accompanies this program guide. The following chart provides the definition for each partner category. Please keep in mind that these are not rankings, they are business model descriptors.

AVP Authorized Valued Partner

BVP Business Valued Partner

SVP Solution Valued Partner

Business Model:

- Base level of VPP for resellers that will engage with Datamax/O'Neil and agree to basic VPP policy requirements.
- Includes resellers classified by Venture Development Corporation (VDC) as "Dealer/Distributor".
- Provides a complete range of IT hardware to customer base by including AIDC products.
- Value proposition is based on broad IT product selection, ease of procurement and ordering efficiencies based on contract relationships with procurement departments or easy access via a transactional web site.
- Offer limited or no AIDC product knowledge and implementation support for new AIDC end-users.
- Provides limited AIDC knowledge, implementation support and professional services to end users.
- Offer and sell label and/or receipt printers in the same manner as IT products (quoting and fulfilling is core competency).
- Business model based on transactional vs. consultative selling.
- Generate customer inquiries and sales leads with own marketing resources, but may accept sales leads from AIDC manufacturers.

*** Includes low-revenue Datamax/O'Neil resellers that do not meet a minimum revenue threshold to qualify for Business Value Partner (BVP).**

Requirements:

- No minimum printer purchase
- Submit monthly end-user sales details (details forthcoming).

Business Model:

- Resellers that address horizontal application markets, usually compliance and/or generic AIDC applications, classified by VDC as a "Value-Added Reseller" (VAR), covering a fairly broad range of industry markets and provide 75% solutions for end-users including hardware, software and peripherals with some level of professional services.
- Specialize in AIDC products in cross-industry application solutions or integration
- Value proposition based on good product knowledge and solutions selling capabilities to a broad range of customers that may benefit from AIDC application solutions.
- Practice flexible product sales policies to serve many classes of end-user organization.
- Provide web and telephone AIDC product knowledge support to end-users.
- Offer AIDC product application consultation in horizontal applications.
- Sell label printers as point products to meet compliance requirements or legacy printer replacements.
- Media is offered in most transactions.
- Offer significant after-sales professional services and technical support capabilities in horizontal applications, including complex systems integration.
- Have ability to consult with new end-users and to provide professional services to implement a horizontal AIDC application solution.
- Have face-to-face/consultative selling capacity along with low-cost transactional selling capability. May have a telephone-based solutions sales capability with a nationwide sales territory.
- Highly value the customer inquiries and sales leads from AIDC manufacturers.

Requirements:

- Requires minimum \$10,000 2007 purchase of Datamax or O'Neil printers
- Submit monthly end-user sales details upon request (details forthcoming).

Business Model:

- Specialize in solution offerings specific vertical markets, classified by VDC as Systems Integrators reselling hardware, peripherals, software, support and services to provide 100% solutions for end-user customers.
- Includes Independent Software Vendors (ISV) that bundle hardware or peripherals with their published software to make a total solution into targeted vertical markets.
- Sell and support pre-engineered hardware/software system solutions that solve specific application problems in targeted vertical markets.
 - Have project-oriented sales capabilities (extensive product knowledge and application solutions delivery experience).
 - Focus on providing specific end-user solutions, usually in core business process improvement, providing a clear ROI as the purchase motivation.
 - Will be aligned with one or more industry/vertical markets.
 - Offer significant after-sales professional services and technical support capabilities.
 - Typically author and publish vertical business improvement software applications as the core of the application solution and may be a mixed-model Independent Software Vendor and a hardware reseller.
 - May also sell media as an ongoing consumable.
- Employ a consultative sales model and have limited transactional selling capability. May be a combination of face to face and telephone sales.
- SVPs generally do not value manufacturer-provided sales leads unless they fall into targeted market areas.

Requirements:

- No minimum printer purchase
- Submit monthly end-user sales details upon request (details forthcoming).

Membership Level Qualifications

Under the 2008 Valued Partner Program, partners that have been categorized as Business Valued Partner (BVP) or Solution Value Partner (SVP) can be assigned membership levels of Silver, Gold and Platinum. To receive a membership level designation means you have met established milestones in the following areas:

- Revenue level
- Percentage of revenue growth
- Overall percentage of Datamax/O'Neil revenue
- Sales collaboration

Most partners will have a different membership level for each business unit, simply because the amount of sales activity and observed brand performance differs from business unit to business unit. The more commitment you demonstrate via your sales performance, the more Datamax and O'Neil will reciprocate by the level of benefits we will commit from a sales and marketing perspective. Please note that benefits listed below are immediately available, all additional benefits will be developed by the third quarter of 2008.

Membership Level Benefits

Silver

Gold

Platinum

<p>Recognition in Valued Partner Program</p> <p>Direct communications from Datamax/O'Neil</p> <p>Full access to web-based sales, marketing and technical support tools on the Partner Center</p> <p>Participation in our end-user demonstration printer program</p> <p>Sales leads eligibility</p> <p>Use of Silver Valued Partner designation</p>	<p>Recognition in Valued Partner Program</p> <p>Direct communications from Datamax/O'Neil</p> <p>Full access to web-based sales, marketing and technical support tools on the Partner Center.</p> <p>Participation in our end-user demonstration printer program</p> <p>Listing on 'How to Buy' section of Datamax/O'Neil websites</p> <p>Sales leads eligibility</p> <p>Use of Gold Valued Partner designation</p> <p>Sales product training on-site annually</p> <p>Field sales support from regionally-based dedicated account manager</p> <p>Revenue Growth Incentive eligibility</p> <p>Market Development Funds eligibility</p> <p>End-user opportunity joint sales calls</p>	<p>Recognition in Valued Partner Program</p> <p>Direct communications from Datamax/O'Neil</p> <p>Full access to web-based sales, marketing and technical support tools on the Partner Center</p> <p>Participation in our end-user demonstration printer program</p> <p>Listing on 'How to Buy' section of Datamax/O'Neil websites</p> <p>Sales leads eligibility.</p> <p>Use of Platinum Valued Partner designation</p> <p>Sales product training on-site quarterly</p> <p>Field sales support from regionally-based dedicated account manager</p> <p>Revenue Growth Incentive eligibility</p> <p>Enhanced Market Development Funds eligibility</p> <p>End-user opportunity joint sales calls</p> <p>Product Roadmap consultation</p> <p>Joint Solutions Development.</p>
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Datamax and O'Neil greatly appreciate the support of the reseller community as well as your interest in participating in the 2008 Valued Partner Program. We hope that we have been able to clarify the areas of participation and the derived benefits of our new program. Within the next few weeks, we will provide additional information about this program, so watch your mailbox. If you have any questions in the meantime, please email VPP@datamaxcorp.com or call 1-800-816-9649 to speak to a Valued Partner Program representative.



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