Partner Program

The OnPage Partner program is comprised to two types of partners, those that refer business to OnPage and would be compensated if the prospect signs with OnPage as follows:

* 15% commission on sale price with residual commission for renewal.

The other type of partner is one that resells thru co-branding OnPage’s services with the partner buying the licenses from OnPage and selling to client under their banner and contract and OnPage would bill partner, this type of partner would receive up to a 45% discount based on volume of business. (see below for volume discounts)

* 50 licenses 20%
* 100 licenses 25%
* 200 licenses 30%
* 300 licenses 35%
* 400 licenses 40%
* 500 licenses 45%

The following are guidelines to assist in understanding where a company might fit in the OnPage partner program and the requirements for a company to partner with OnPage.

Before sending or providing any contract paperwork the following documents are required:

1. NDA signed, and returned to OnPage
2. Channel Partner application form filled out and returned electronically. (Attached)

CAUTION:

It is important to receive the Partner application and ensure there is no partner conflict such as:

1. too many partners in one region stumbling into one another
2. too many with the same vertical focus
3. Lack of client base
4. Financial issues

The Lead referral program is based on the premise that the partner has an existing customer base that has a need for Incident Management, Mass notification or in the healthcare arena pager replacement and are inquiring about the service. The partner does not have the resources nor wants to sell our service but is willing to either provide OnPage a list of customers that can be contacted or pass leads onto OnPage thru the [leads@OnPagecorp.com](mailto:leads@OnPagecorp.com) email address. Ideally a warm introduction by the partner typically provides a much more qualified opportunity. The lead referral program will pay the partner 15% of the annual fee of any deal that is signed by OnPage from a lead provided to OnPage. All deals would be sold by OnPage and contracted on OnPage paperwork.

1. Lead Referral Partner

|  |  |
| --- | --- |
| Qualities | Description |
| Industry Based | Help us penetrate verticals:   * + Insurance   + HealthCare   + Finance   + Etc. |
| Knowledge of Incident management/Mass notification | Company must have a general understanding of Incident management |
| Related Services | The Company should have services that complement the OnPage Solutions such as:   * Co Lo provider * Reseller of Technology * Business Continuity Consulting Services * Industry experts i.e. Finance, Insurance, Healthcare, etc. * Managed service provider |
| Size of the company | 20 plus employees |
| Client Base | Company should have a client base focusing on the SMB Market place  Must have at least 50+ clients  Provide client list for Marketing |
| Targets | Accept yearly revenue targets or number of client signings |
| OnPage | Will provide compensation for signed accounts of 15% of annual fee  OnPage will do all marketing based on client providing list  OnPage will provide Marketing services, branded marketing, white papers, articles, partner portal etc. |

The reseller program makes assumptions that the partner knows the industry and has staff dedicated to selling this service without the involvement of OnPage sales staff. OnPage contracts with the reseller with a reseller agreement defining the terms of the partnership and what each company’s responsibilities are. Once that is in place contracting of services is done on an individual customer basis via a Quote document. The reseller is to provide the customer name which will be identified on the Quote document and the Quote will define the services OnPage will provide and pricing for the services minus the discount per the Partner agreement. The reseller will contract with the end customer using their paperwork and pricing as in many cases the reseller will bundle theirs services and OnPage’s into one agreement with their customer.

1. Reseller Partner

|  |  |
| --- | --- |
| Qualities | Description |
| Knowledge of Incident Management/Mass notification | Company must have a background understanding of Incident management/mass notification and how it can be used  Provide dedicated resource to sell and promote services |
| Related Services | The Company should have services that complement the OnPage Disaster Recovery Solutions such as:   * Datacenter * Co-location Provider * Managed Services Provider * Cloud provider * Reseller of Technology * Business Continuity Consulting Services * Web hosting * Industry experts i.e. Finance, Insurance, Healthcare, etc. |
| Client Base | Access to a client base for OnPage Solutions |
| Value Add | Leverage Onpage incident management tool to augment their current capabilities or for use internally |
| Investment | Invest in marketing of OnPage Solutions |
| Yearly Revenue Targets | Accept a Yearly Revenue or contract target |
| Finance | Proven financial stability |

Channel Partner Application Form

# PERSONAL INFORMATION

First Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Last Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Position Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# COMPANY INFORMATION

Company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Corporate HQ Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Country: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

State: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company Details DBA (If Applicable): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# of Locations: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## # Of Employees:

< 10

< 50

< 100

< 1000

## # Of Technical Support Personnel:

< 5

< 20

< 100

< 1000

## # Of Sales Personnel:

< 10

< 50

< 100

< 1000

## Company Annual Revenue:

< 1 Million

< 5 Million

< 25 Million

< 100 Million

Geographic Sales Footprint: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Primary Vertical: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Core Competency: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Services Offered: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Where did you hear about OnPage Channel Program?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_