



Saving the planet... One meeting at a time.™

Channel Partner Program

We all know how difficult it is to compete and make a profit in today's market. However, with the **myVRM Partner Program**, you can gain a new level of differentiation and capitalize on a market that is rapidly growing every year.

myVRM is the missing piece to your conferencing solution sale. Because each customer's communication system can be very complex, it is nearly impossible to manage the system efficiently. With myVRM, the Versatile Resource Manager, you now have a simple, yet powerful, solution for scheduling, managing, and tracking meetings.

Our myVRM Partner Program is structured to help you successfully deliver profitable video conference scheduling solutions to your customers.

You will find our Partner Program to be:

- **Flexible** Designed to match your individual business model and objectives
- **Generous** Offering support and rewards that scale to the commitment level of each partner
- **Profitable** A profitable investment that offers superior revenue and margin opportunities, including custom solution design and subscription based services

As an authorized myVRM solution provider, you become eligible to participate in a program that includes sales incentives, lead generation programs, sales assistance, training and technical support.



We make it easy for you to sell myVRM

myVRM Marketing and Sales

myVRM sales and marketing programs will help you differentiate your business, build closer relationships with your customers and increase sales. Our authorized partners have access to the following:

Marketing Kit

myVRM partners are provided with a fast-start kit that includes comprehensive information to help you quickly understand, promote and sell myVRM products and services. The kit includes brochures, case studies, a PowerPoint® presentation, sales tips, price list, artwork and photography, ad slicks, email templates, posters and other marketing materials. In addition, you can customize many of our documents with your company's information to create co-branded collateral material.

Development and Co-op Funds

myVRM works with its partners to identify and target prospects. We then provide market development and co-op funds to assist you in your marketing efforts. Funds can be used for regional and vertical-market advertising campaigns, trade shows and end-user events. Currently, co-op funds are accrued at the rate of 1% of total sales.

To obtain market development funds, you need to submit a proposal for consideration to myVRM's marketing director.

Webinars

myVRM provides its partners with an easy to use, turn-key webinar that will help you educate customers to the benefits of our products and services. This online presentation can be used for customer demonstrations, events and trade shows. It is available 24x7 and is updated on a regular basis.

Online Partner Portal

myVRM partners gain 24x7 access to an exclusive extranet portal that contains product and pricing information, downloadable marketing materials (including co-branded collateral), email blasts, photography and artwork, as well as, presentation and training materials.

Sales Support

myVRM offers its partners direct access via phone and email to sales staff for help with sales strategies, meetings, system design and trade shows. **There is no charge for sales support.**

Contact us at sales@myvr.com or call 516.935.0877.

Sales Training

myVRM provides the sales training and expertise our partners need to close more business. We recommend that presidents/owners, sales directors, sales staff, sales/customer support personnel, marketing directors, sales engineers and any other personnel who are involved in customer sales and support attend.

myVRM training programs are available to our authorized partners and their customers:

- Regional training classes are scheduled on a regular basis. Classes are typically one day in length, providing:
 - o Detailed myVRM overview
 - o System demonstration and hands-on demo training
 - o Pre- and post-sale configuration instructions
 - o Competitive analysis
 - o Common objectives and how to overcome them
- One-on-one training may be conducted for your company on-site or at the myVRM offices on an as-requested basis.

Lead Generation

myVRM partners are rewarded with sales leads from our national and regional advertising campaigns. Our advertising schedule to date includes:

Proposals

myVRM assists partners with generating quotes, RFIs, RFQs, RFPs. In addition to providing you with standard verbiage for proposals, our sales staff is available to provide consultative assistance during the development of quotes and proposals.

Sales Incentives

myVRM partners who actively identify, develop and close sales opportunities earn rebates, SPIFFs and other volume discounts.

Objectives and sales incentives are established on a partner-by-partner basis, considering each partner's size, markets and geographies served, etc.

myVRM Technical Support

Authorized myVRM partners receive ongoing technical support, including at no charge:

- Full support and upgrade packages available
- Priority access to myVRM technical support staff
- Exclusive access to an extensive knowledge database
- Access to pre-sales technical support by phone and email

myVRM Product Demonstration and Evaluation Systems

myVRM offers demonstration and evaluation software to assist our partners and familiarise your customers with myVRM products and services. A special one-time-only discount of 50% is available for the purchase of your not-for-resale demonstration system. The demonstration software is exactly the same software as a customer system. It is intended for use by your staff to learn, sell and demonstrate the myVRM system. You may also use the system to schedule and manage your in-house videoconferencing resources.



COMPANY HEADQUARTERS

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