

# TotalMobile Partnership Programme



*People...Profit...Partnership*

## Why Partner With TotalMobile?

In short, to increase your revenue and profitability, by helping your customers to effectively mobilise their workforce. TotalMobile delivers significant productivity improvements (20 - 40%), helps improve customer service, strengthens compliance and reduces carbon footprint.

By partnering with TotalMobile you will be able to deliver these significant benefits to your customers now without major investment.

## Benefits

As a TotalMobile partner your company can participate in the growth of interest in Mobile Working technologies. In addition to benefiting from an alliance with a recognised leader in the sector, you also profit by working with a partner you can trust, one you can rely on to respond to your needs and those of your customer. Our Partnership Programme enables you to:

- Generate new revenue and profit opportunities
- Differentiate your business and solutions by leveraging leading applications and best practices
- Fill a gap in your solution set with industry leading Mobile Application capabilities
- Add value to existing customers and increase their RoI from your solutions and services
- Increase customer loyalty
- Extend existing solution and service offerings
- Expand your reach in new or existing markets
- Replace the need to develop in-house mobile solutions and focus on your core products and skills
- Prevent other mobile providers introducing your competitors into your customer base

## Who Participates?

Those organisations who want to bring would-class mobile working solutions to their customers:

- Independent Software Vendors (ISV's)
- System Integrators
- Value Added Resellers
- BPO Providers
- Management Consultancies

## Features

TotalMobile's partners enjoy access to a comprehensive set of resources and activities which ensure that the benefits are realised and that a strong and mutually beneficial partnership is built. Features include:

- Joint Business Planning
- Education and Training
- Product White Papers
- TotalMobile Partner Certification
- Online TotalMobile Partner Directory Listing
- Joint Research and Development
- TotalMobile Licenses
- Co-ordinated Lead Generation Programmes
- Sales and Marketing Collateral
- Sales Implementation and technical Support
- Invitations to TotalMobile Partner Events
- TotalMobile Professional Services
- Customer Support



## Activity Tracks

The Partner Programme involves four parallel tracks of activity.

### Relationship Track

Develops a clear understanding of mutual expectations via:

- Mutual exchange of company introductory information
- Detailed Partner Programme introduction
- Product Demonstrations
- Agreement on joint business objectives

This Relationship track lays a foundation of understanding and trust which underpins the partnership.

### Commercial Track

Develops agreement on the commercial and legal terms of the partnership, including:

- TotalMobile licenses
- Contract terms and conditions
- Training and support levels

Signature of the Partnership Agreement formally launches the business partnership.

### Technical Track

Creates a detailed understanding of technology capabilities and requirements and demonstrates the technical feasibility of the partnership. The track can include:

- Product Architecture
- Technical Proof of Concept (PoC)
- Training courses
- Demonstrations
- Evaluation licenses
- Collaborative development

The Technical Track overcomes any technical barriers to the partnership and fully demonstrates the potential of the TotalMobile Solution.

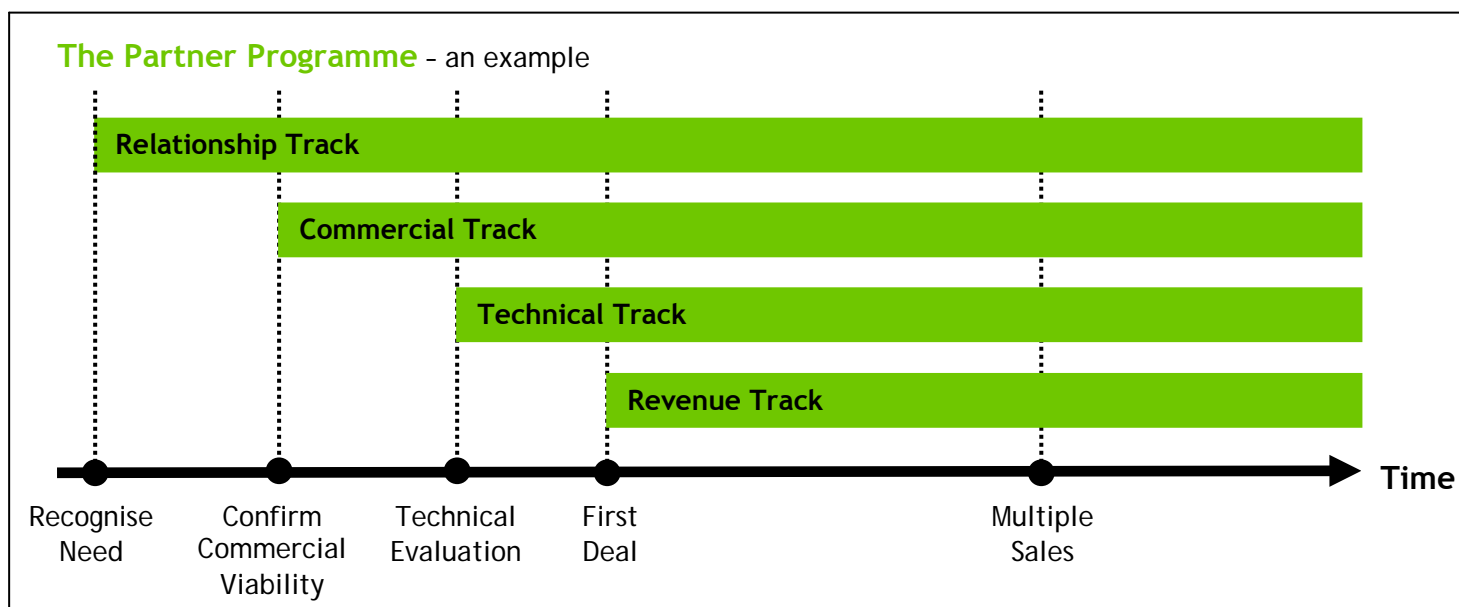
### Revenue Track, Sales

Establishes the mutual objectives of the partnership and implements ongoing processes to boost revenue.

Includes:

- Sales pipeline reviews
- Joint sales & marketing
- Joint opportunity development

The Revenue Track launches and supports mutual revenue growth.



## Partnership Packages

TotalMobile's Partnership Programme is structured at three levels, each tailored to meet the needs of the differing partner relationships we maintain.

### Advance:

Partners seeking increased revenue and margin through the sale of the TotalMobile Mobility Solution, or products and solutions in which TotalMobile is incorporated, join our Partnership Programme at the Advance level.

### Advance Plus:

Advance Partners who achieve higher levels of TotalMobile related sales are eligible for Advance Plus status and entitled to additional benefits.

### Alliance:

Partners who achieve Advance Plus level partnership status and who play a significant role in influencing the sale of TotalMobile solutions into key accounts are recognised as Alliance partners and receive the highest level of benefits in the Partner Programme.

## The Partner Programme - Package Summary

	Advance Partner	Advance Plus Partner	Alliance Partner
Joint Business Planning	✓	✓✓	✓✓✓
Co-ordinated Lead Generation Programmes	✓	✓✓	✓✓✓
Education and Training	✓	✓✓	✓✓✓
Sales and Marketing Collateral	✓	✓	✓✓✓
Product White Papers	✓	✓	✓✓✓
Sales, Implementation and Technical Support	✓	✓✓	✓✓✓
TotalMobile Partner Certification	✓	✓	✓✓
Invitations To TotalMobile Partner Events	✓	✓	✓✓✓
Online TotalMobile Partner Directory Listings	✓	✓	✓✓✓
TotalMobile Professional Services	✓	✓✓	✓✓✓
Joint R & D		✓✓	✓✓
Customer Support	✓	✓✓	✓✓✓
TotalMobile Licenses	✓	✓✓	✓✓✓

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