



Brownstone Technology Solutions

A Professional Partnership Founded in Trust and Service

SERVICE

QUALITY

INNOVATION

Table of Contents

Introduction	3
Partner Types and Eligibility	3
Partner Levels	4
BTS Affiliate Benefits	4
BTS Reseller Benefits	5
BTS Reseller Specific Support Services	5
BTS Systems Partner Benefits	6
BTS Systems Partner Specific Support Services	7
Marketing Support	7
Training Support	8
Enrolling in the BTS Partner Program	8
Benefits Summary	9
BTS Partner Program Agreement Sample	10

Introduction

Welcome to the BTS Partner Program. We appreciate your interest in working with BTS to provide your clients with outstanding products and services. This Partner Program Guide is designed to provide you with information regarding the Partner Program, the benefits, and the terms of the agreement.

The BTS Partner Program is divided into two partner types with four levels of benefits. The goal of the Partner Program is to make superior products and services available to our partners, enabling them to create and capitalize on revenue opportunities from their client base.

BTS provides a comprehensive training and support system to ensure that all our partners have the tools and resources they need to successfully sell BTS products and services.

We look forward to working with you in a mutually rewarding relationship.

Partner Types & Eligibility

- Affiliate - affiliates are partners who refer business to BTS either by personnel introduction or website links. Affiliates earn commission on all customers they send to BTS. Commission levels are based on the affiliate's partner level. All potential affiliates must complete an application in order to receive commissions.
- Reseller – Resellers are partners who purchase products from BTS and sell them to their clients. Resellers do not sell, install, or train clients on BTS point-of-sale, video surveillance, and industry specific integrated **systems**. Resellers are not required to maintain certain levels of expertise. To be a reseller, the potential partner:
 - Must be in the business of providing computer services.
 - Must have an appropriate resale permit in the state(s) in which they operate.
 - Must complete an account application.
- Systems Partner – Systems Partners are partners who are qualified to sell BTS point-of-sale, video surveillance, and industry specific integrated systems in addition to all other products and services offered by BTS. Systems Partners must maintain certain levels of expertise, and must obtain installation and/or training certification to provide those services as part of the sale. To be a Systems Partner, the potential partner:
 - Must be in the business of providing computer services full time.
 - Must have experience in the POS, VSS, or integrated systems market; or
 - Have one staff member who is network certified; or
 - Be a Microsoft Certified or Gold Partner.
 - Must have an appropriate resale permit in the state(s) which they operate.
 - Must complete an account application.

Partner Levels

The BTS Partner Program features four different levels of membership. Each partner organization will qualify for a single membership level based upon its prior purchases from BTS for the preceding 12 months. Once a partner level is reached, it will be valid for 12 calendar months unless the organization reaches the next higher partner level.

- Registered Member – the organization has registered for partner status through the BTS Partner Portal located on our website. This membership level is an introductory and allows the new partner to obtain additional information on BTS and the Partner Program while they are being processed for Silver status as either a Reseller or Systems Partner.
- Silver – once an organization has been processed and accepted, it will be assigned to the Silver level of the partner program as one of the two specific types of partner. Silver partners will then have access to a variety of services, discounts, and support plans.
- Gold – once partners have established a history of sales performance with BTS, they will be granted Gold Partner status and will enjoy increased benefits as well as increased discounts on products and services.
- Platinum – our most loyal partners who establish a history of excellent service as well as a substantial sales history will be granted Platinum Partner status. Platinum Partner will enjoy the highest level of benefits, including deep discounts, new revenue generating opportunities, substantial marketing assistance, and the highest level of technical support.

BTS Affiliate Benefits

- Increased Revenue - Increase revenue by providing a variety of products offered by BTS including point-of-sale system hardware, video surveillance system hardware, custom computers, custom servers, hosting solutions and a variety of other hardware, software and services.
- Affiliates earn commissions on all clients they refer to BTS. Commission levels range from 3% to 10% depending on the partner level of the affiliate.

BTS Reseller Benefits

- Increased Revenue - Increase revenue by providing a variety of products offered by BTS including point-of-sale system hardware, video surveillance system hardware, custom computers, custom servers, hosting solutions and a variety of other hardware, software and services.
- Hardware and Support Discounts - Receive discounts of 5% to 30% off wholesale prices on all hardware, software, hosting services, and support services offered by BTS. Discounts are based on the partner level achieved.
- Technical Support - BTS provides free or reduced fee technical support to our resellers based on partner level achieved.
- Training – BTS provides training opportunities for our resellers in order to obtain BTS Systems Partner status.

BTS Reseller Specific Support Services

Resellers are provided with technical support for all BTS hardware based on their partner level as follows:

- Silver Partner – Fee based support between 8am and 6pm Pacific Standard Time with increased fees for support provided after hours.
- Gold Partner – Free support between 8am and 6pm Pacific Standard Time with fee based support for after hours.
- Platinum Partners – Free support 24/7 (restrictions apply on after hour calls).

BTS Systems Partner Benefits

- Increased Revenue - Increase revenues with all the benefits of the reseller program plus provide a variety of products offered by BTS, including Point-of-Sale Systems, Video Surveillance Systems, and Integrated Solutions for Restaurants and Bars, Hotels and Motels, and Retail establishments. BTS Systems providers may substantially increase revenue by providing full package solutions in the point-of-sale and video surveillance markets, including software, hardware, installation, training and support.
- New Client Lead Generation - Receive sales leads for potential new clients directly from BTS. Systems Partners are eligible to receive standard and qualified leads in their local geographical area based on their partner level and appropriate certifications.
- Deep Software Discounts - Receive discounts of 10% to 50% off wholesale prices on all Alliance POS software. Discounts are based on the partner level achieved.
- Hardware and Support Discounts - Receive discounts of 5% to 30% off wholesale prices on all other hardware, software, hosting services, and support services offered by BTS. Discounts are based on the partner level achieved.
- Certified Installer Program - BTS has established a certified installer program for the Alliance Point of Sale and BTS Video Surveillance Systems. Certified partners may increase their revenue by providing installation services with Point of Sale and Video Surveillance Systems.
- Certified Trainer Program - BTS has established a certified trainer program for the Alliance Point of Sale and BTS Video Surveillance Systems. Certified partners may increase their revenue by providing training services with Point of Sale and Video Surveillance Systems.
- Technical Support - BTS provides 24/7 technical support to our Systems Partners for point-of-sale and video surveillance software related questions. BTS also provides free or reduced fee technical support based on the partner level achieved for all other products and services offered.
- Training – BTS offers a wide variety of both fee based and free training for our Systems Partners.

BTS Systems Partner Specific Support Services

- Systems Partners are provided with technical support for all BTS hardware based on their partner level as follows:
 - Silver Partner – Fee based support between 8am and 6pm Pacific Standard Time with increased fees for after hours.
 - Gold Partner – Free support between 8am and 6pm Pacific Standard Time with fee based support for after hours.
 - Platinum Partners – Free support 24/7 (restrictions apply on after hour calls).
- Installation & Training Support – Systems Partners are provided with full installation and training services and support until they are certified to perform these services on their own.
- Software Support & Update Agreement (Client Level) – All software support and update services are provided to the client by BTS at this time. Platinum Partners may apply to BTS to provide direct software support to their clients.

Marketing Support

BTS provides a variety of marketing support plans to our partners. The following is a summary of support provided:

- Listed on Partner Website – all BTS Resellers and Systems Partners are listed on the BTS website partner locator so that potential clients can locate local partners.
- Joint Marketing Programs – Platinum level Partners may be invited to participate in joint marketing programs that might include trade shows, direct advertising, association memberships, and other marketing activities.
- Marketing Materials – all Partners are provided with a variety of marketing materials for use in their sales efforts. Marketing materials may be reproduced in accordance with the Terms of Agreement of the Partner Program.
- Lead Generation – Partners may be provided with leads at the discretion of BTS. Leads will be provided to partners based on their partner level. Leads are generated from marketing events such as trade shows and web marketing.
- Proposal Generation and Sales Assistance – BTS provides assistance in proposal generation for Systems Partners, and support for questions related to closing of sales.

Training Support

BTS provides a variety of training programs to our partners. The following is a summary of these programs:

- Web-based Sales Training – BTS provides web-based sales training at no cost to all our partners.
- Web-based Product Training – BTS provides web-based product training at no cost to all Silver, Gold, and Platinum partners.
- Onsite Sales Training – BTS can provide on-site sales training for a fee to all partners and for greatly reduced fees to Gold and Platinum Partners.
- Certified Installation Training/Certification – BTS provides fee-based training to all Systems Partners so they can obtain Certified Installer status. This status allows Systems Partners to install the systems they purchase from BTS, and retain the associated fees.
- Certified Trainer Training/Certification – BTS provides fee-based training to all Systems Partners so they can obtain Certified Trainer status. This status allows Systems Partners to provide training services related to BTS systems and retain the associated fees.
- Other Training Discounts – BTS provides a variety of other training programs at substantial discounts to all our partners. Discount levels may be based on Partner level and type.

Enrolling in the BTS Partner Program

Enrollment in the BTS Partner Program is simple. Visit our website at <http://www.brownstonets.com> and click on the Partner link located in the center of the page. Enter the Partner Portal and complete your application today.

Benefits Summary

BTS Partner Program Benefits Summary by Level

Benefit Description	Platinum	Gold	Silver	Registered Member
General Benefits				
Partner Portal	X	X	X	X
Monthly Partner Newsletter	X	X	X	X
Participation of Advisory Council	X			
Online Ordering	X	X	X	
Dedicated Account Manager	X	X	X	
Discounted Pricing	Level 3	Level 2	Level 1	Wholesale
Marketing Benefits				
Listed on Partner Website	Priority	X	X	
Joint Marketing Programs	X			
Marketing Materials	X	X	X	X
Lead Generation	X	X		
Qualified Lead Generation	X			
Sales Cycle Assistance	X	X	X	
Proposal Generation	X	X	X	
Technical Benefits				
Web-based support	X	X	X	
Free 24/7 Phone Support	X			
Fee Based 24/7 Phone Support		X	X	X
Participation in Beta Testing	X	X		
Participation in Product Dev. Focus Groups	X	X		
Training/Certification Benefits				
Free Web-Based Training for Sales	X	X	X	X
Free Web-Based Training by Product	X	X	X	
Onsite Sales Training	X	X		
Certified Installer Training/Certification	X	X	X	
Certified Trainer Training/Certification	X	X	X	
Free Conference Attendance	X			
Discounted Conference Attendance		X	X	

BTS Partner Program Agreement Sample