

GenPOS
THE LOGICAL CHOICE FOR POS HARDWARE

Partner Program



eclipse
OVERSHADOW YOUR COMPETITION



Summary

- Welcome to the partner program
- Partnership levels
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- Partner commitments
- Additionnal information



Welcome

A word from the president

« The GenPOS/Eclipse reseller-partner program exists for two reasons: To protect your Business, and to increase your Profitability. It is our commitment to you, our customer and partner, to thank you for your trust and your continued support over the years to our mutual success.

From now on, only authorized Eclipse Partner Resellers will have access to our price list, or be authorized to buy and sell Eclipse products. This is a major change to the way that we do Business, as we now fully protect our channel and our Valued Partners from competitors who do not qualify for access to the Eclipse product line.

With this program, we are introducing tiered pricing based on four partnership levels: Bronze, Silver, Gold and Diamond. The program proposes a variety of benefits based on your partner level, such as discounts on the MSRP, training, bid pricing, bid protection through bid registration, etc. Our goal always remains to provide you with the best of breed products at the best price point on the market, and we hope that you will use this new program's advantages to its maximum potential to benefit your business.

We, the whole team at GenPOS, thank you for the trust that you have placed in us for the past 25 years, and rest assured that our commitment towards you is steadfast and dedicated to continue delivering us mutual success for many years to come. »

Paul Boucher
CEO / President



Partnership Levels

The GenPOS-Eclipse™ partner program exists to support our reseller channel across Canada and the US. It is based on a four-tier structure, with each level offering increasing benefits.



Bronze Partner

As a Bronze-level partner, your yearly purchase volume with GenPOS stands between \$15K and \$30K of Eclipse™ products. This level differentiates you from non-authorized resellers, and clearly demonstrate your authorized status. As a Bronze partner, you get 15% discount off our MSRP price-list.



Gold Partner

The third level in the program demonstrate your superior expertise with Eclipse™ products and solutions. As a Gold-level partner, your yearly purchase volume with GenPOS reaches over \$100K and up to \$500K. This commitment gives you a 25% discount over our MSRP, and access to all of the lower level's benefits as well.



Silver Partner

Silver level, the 2nd tier in our program, lets you benefit from a 20% discount on the MSRP. To reach and maintain this level, your Eclipse™ yearly purchases reach \$30K and up to \$100K with GenPOS. Further to your special pricing, you also benefit from registered price protection on bids. As a Silver-level partner you are also recognized as having expertise with the Eclipse™ brand of products.







Diamond Partner

Diamond-Level is the highest symbol of recognition for the elite of our GenPOS expert reseller partners. You benefit from all advantages of our program, including 30% discount over our MSRP. Diamond-level reseller-partners have achieved the highest volume commitment with GenPOS, with yearly purchases upwards of \$500K. These elite partners have access to special bid pricing and opportunity registration protection on special projects, as well as benefitting







Partnership Advantages

Advantages	Unauthorized Resellers				
Logo recognizing your partnership level	X	✓	✓	✓	✓
Training on Eclipse™ solutions	X	✓	✓	✓	✓
Special pricing and rebates, tier-based	X		✓	✓ ✓	✓ ✓ ✓
Opportunity registration, bid pricing and bid protection	X		✓	✓	✓
Priority lead assignment for your region	X			✓	✓
Possible access to exclusive products and OEM.	X			✓	✓



Partner Commitment

Engagements				
	15K-30K	30K-100K	100K-500K	500K+
Yearly purchase volume with GenPOS				
Show your partner logo on your web site	✓	✓	✓	✓
Offer the complete line-card of Eclipse™ products	✓	✓	✓	✓
Maintain your purchase level, and work with your account manager to reach the next level	✓	✓	✓	✓
Offer 1st line tech support to your customers	✓	✓	✓	✓
Opportunity and bid registrations to benefit from price protection		✓	✓	✓
Advertise Eclipse™ products on your web site		✓	✓	✓



Additional Informations

Don't hesitate to call your dedicated GenPOS account manager to discuss the best strategy to help you reach the next level, and benefit from better discounts and be more profitable. Also keep in mind our other day-to-day programs, also built to help you be more profitable and increase your margins with Eclipse™ products from GenPOS:

- **30/30 Demo Program** - (Benefit from a 30 day evaluation period to test our products, and benefit from a 30% rebate off the Bronze-level pricing if you decide to keep the products.)
- **BYOB Rebate Program** - (Build Your Own Bundle – Get a \$50 instant rebate when you combine the purchase of qualified peripherals with your purchase of an Eclipse™ All-in-one system.)

If you haven't done so already, make sure you're registered to our reseller newsletter by clicking this link on our web site: <http://eepurl.com/quMf1>

Call us today to learn more about our Authorized Reseller-Partner program !



Thank you !

Thank you for your support, year after year.