

THE PROGRAM

Our interest is in helping your company generate revenue and offer value to your current and prospective clients using Orchid Suites™ (Orchid) software and technology.



ORCHID PARTNERS

Orchid Partners are companies or individuals who want to use Orchid's software as a service or (SAS) to meet the needs of their clients. As a Partner, you get certified, trained and supported to sell the complete suite of Orchid online-tools. You can purchase software in bulk or on a project-by-project basis at a discount. White label and co-marketing opportunities are also available.

WHY WORK WITH US?

- Reliable, full featured product.
- Proven process.
- Simple pricing with no hidden fees.
- Accept projects you were previously unable to handle.
- Significantly reduce website development time and cost.
- Sell websites at lower prices while maintaining higher profit margins.
- Speed up your sales cycle by offering phased projects.
- Generate recurring revenue from upgrades and new product releases.
- Increase your capacity without adding employees.
- Increase customer satisfaction by setting and meeting expectations.
- Access to support when you or your customer needs it.

HOW TO QUALIFY

We decide together what type of partnership or strategy will be most beneficial for everyone concerned. We consider:

- **Current Needs and Practices:**

What kind of track record do you have in selling web-based projects? What are typical concerns/issues you'd like to remedy? What type of projects have you focused on in the past and what kinds of projects could you focus on if you expanded your technology offering?

- **Vision for the Future:**

[Sales] Do you envision using Orchid for just one project or for many?

[Branding] Do you want to co-brand your solution with Orchid or present the system as your exclusive brand?

[Support] What kind of technical support might you need to sell Orchid in supporting your clients?

[Integration with Other Software]

Does your organization have a product that, if sold along with Orchid, would add value to clients?

Other:

- Annual income for your company
- Size of staff and dedicated sales staff
- Clear segment/market focus
- Quality of customer service
- Projected volume
- Commitment to aggressive business development process

HOW TO ENROLL

The following is a standard process for enrolling partners:

- 1) Introductory Meeting
- 2) View Product Demo
- 3) Review and sign an Engagment Agreement or MOU.
- 4) Brainstorm ways to work together, come up with specific opportunities.
- 5) Sign Partner Contract and Terms & Conditions.
- 6) Get logins for:
 - Demo Sites
 - Partner Center
- 7) Certify staff - in technology and sales.

"I go into meetings now feeling emboldened by our new robust technology offering." -- Micheal Stein, Members Only Software

HOW WE SUPPORT YOU

As a Partner, you are entitled to a range of sales, marketing, and technical resources designed to help you succeed. Depending on the size of your company and number of times you expect to use Orchid software in a specific year, we offer packages that suit your needs.

STANDARD

- **Partner Extranet** - A secure area of the Orchid website provides access to Partner pricing, sales tools, training documents and tutorials, issue ticketing and order tracking.
- **Technical Support** - You receive 30 days of technical support FREE on the implementation of your first project. After that, standard fees apply.

- **Training** - We offer ongoing trainings in our products and sales to enhance the initial certification. These are offered via the phone, online or onsite on specific topics. Fees may apply.

OPTIONAL (Charges May Apply)

- **Partner Website** - A sales and marketing site for your business, built and hosted on the Orchid platform.
- **Branding** - At your option, you can co-brand your solution with Orchid or present the system as your brand.
- **Sales and Project Support** - Direct, one-on-one support for the sales and execution phases of your specific projects, as needed.

PARTNER RESPONSIBILITIES

Get Certified to Use Orchid - This involves at least 6 hrs of combined technical and sales training that qualifies members of your team to feel comfortable selling and implementing Orchid.

Manage the Customer - Your relationship with the client remains primary. We will not interfere in that relationship and will aim ensure that each member of your team is adequately trained and comfortable using and selling Orchid.

Manage the Project - We support your first sale including the assignment of an implementation team consisting of a project manager, engineer, css-designer, and trainer. Advice and training on pricing, support, features, demos, and timelines is available. The objective of this process is to teach you enough to implement a project on your own.



Ordering and Billing - Partners are responsible for ordering and paying for Orchid according to the payment schedule shown at right and the billing agreement signed per customer.

Ongoing Sales and Projects - We look for opportunities for collaboration or referrals for you. You sign an Memorandum of Understanding (MOU) at the beginning of the partnership that serves as a Non-Compete agreement. Partners are expected to develop leads and service clients using Orchid as the preferred technological application where appropriate. While this relationship is not exclusive, the more partners use Orchid for client projects, the more cost effective the system becomes.

PROJECT IMPLEMENTATION

The following is a preferred procedure for specific projects. We help you on the first project, providing support with documentation, pricing and implementation. Information on aspects of billing, marketing, support and ordering can be found in the Partner Support Center (PSC) on the Orchid Partner website at www.orchidforpartners.com

- 1) Partner determines how the Orchid software fits client needs.
 - Access sales material and other supporting documents in PSC such as detailed descriptions of functionality, quote generator, etc..
 - Demo product onsite or online.
 - Conduct *high level needs assessment* (template provided) to identify what standard Orchid products and services are required.
- 3) Partner submits *questions* to Orchid in writing.
- 4) Partner generates *a non-binding quote* giving client ranges for products and services.
- 5) Partner collects detailed *functional requirements where needed*.
- 6) Partner establishes *timeline, final pricing and billing arrangement* with Orchid, gets sign off before submitting to client.
- 7) Partner submits *final estimate, project plan and schedule to client*. Client signs off and all parties receive copies.
- 8) Client is invoiced and payment submitted to Orchid Suites according to the following schedule:
Upon Sign-Up:
 - 50% of software (Job can't start w/o payment.)
 - 100% of first month subscription and support fees.
 - 50% of estimated services.**30 Days from Sign-Up:**
 - Balance of software and services.
- 9) Website set-up and implementation process begins. An Orchid Suites Project Manager (PM) is assigned to assist Partner with all aspects of implementation on first project.
- 10) Final product tested and approved by client.