

Valuation Program

New Valuation Program

Goals

- Help and Engage our Partners to be successful
- Work closer together
- Jointly promote the Orbit GT portfolio
- Create more awareness
- Build success stories

New Valuation Program

What to expect from Orbit GT

- Product
 - ▶ 2 updates / yr
 - ▶ Translation Capabilities
 - ▶ Movies
 - ▶ Video Tutorials
- Support
 - ▶ Tech support
 - ▶ Training
 - ▶ Knowledge Base
 - ▶ Service Tickets
- Sales
 - ▶ Modernising sales models
 - ▶ Pre & post sales support
 - ▶ Webinars
 - ▶ Lead Transfer
- Marketing
 - ▶ Main Events
 - ▶ Social Media & Press Releases
 - ▶ Global Advertising
 - ▶ Public Webinars

New Valuation Program

Fees & Engagements today

- Margin
 - ▶ 30%
 - ▶ 40% for Gold Reseller
 - Advanced training, 2 years
- Demonstrator units
- Service Tickets

Standard Reseller
Gold Reseller

New Valuation Program

New Program Basics

- Dynamic Margin 20% - 40%
- Collect extra points Small and larger actions
- Guaranteed Basis No Worries on your revenue
- Easy to grow Flexible steps up the ladder
- Yearly Evaluation Multi-year values

New Valuation Program

Introducing



Silver Reseller	<30%
Gold Reseller	30%
Platinum Reseller	40%

New Valuation Program

How do I earn my %



5 Categories :

**Product Knowledge
Pre Sales Efforts
Effective Sales
Marketing Efforts
Integrations & Solutions**

New Valuation Program

Product Knowledge

Task	Value	Requirements	Expiry	Comments
• Attendance	2	Join us on Partner /Meeting, Webinars etc	1yr	phased
• Training	1	Get your basic training	Forever	
• Training Center	2	Get Advanced training	2 yr	Equivalent of current Gold Reseller training Req'd for Platinum
• End User Support	1	Do at least 1st line support	1yr	
	6			

New Valuation Program

Pre Sales Efforts

Task	Value	Requirements	Expiry	Comments
• Business Plan	1	1 webmeet with OGT	1yr	
• Sales Funnel	2	1 webmeet, 1 report	1yr	
	3			

New Valuation Program

Effective Sales

Task	Value	Requirements	Expiry	Comments
• Turnover Desktop & Server	2	Traditional sales, with volume upscale	1yr	
• Turnover 3DMC	2	Redeemed Coupons & turnover by Customers	2yr	
• Your 3DMC Efforts	3	Your Account and bought Coupons	1yr	Req'd for Gold
	7	+ volume upscale		

New Valuation Program

Marketing Efforts

Task	Value	Requirements	Expiry	Comments
• Social Media engagement	3	Repost / Retweet our posts	1yr	phased
• Your Social Media initiatives	1	Your posts that OGT can repost	1yr	
• Case Story / User Story	2	1 story	1yr	Complete article
• Digital Presence	1	OGT/3DMC logo Visibility on website, events etc	1yr	
	7			

New Valuation Program

Integrations & Solutions

Task	Value	Requirements	Expiry	Comments
● End User SDK Integration	2	End User solution	2yr	1 case
	2			

New Valuation Program

SUMMARY



Task	Value	Current Standard Equiv.	Current Gold Equiv.
● Product Knowledge	6	2	4
● Pre Sales Efforts	3	2	1
● Effective Sales	7	4	3
● Marketing Efforts	7	4	3
● Integrations & Solutions	2	0	2
	25	12	13

New Valuation Program

How will this work ?

- This is a yearly program
- Everyone starts off with 20%, at day 1
- Any action you take during the year adds %
- There is a total of 25%, so you can pick and choose
- Actions are valid for 1 year, some are valid for 2 years.
- To get to 30% and over, there are enough “low hanging fruit” actions
- To get to 40%, there’s a bit more to do
- 40% is top limit

New Valuation Program

How will this work ?

- Yearly Evaluation will be July 1st
 - ▶ *Valuation Year = July 1st - June 30th*
- OGT will analyse your performance and communicate
- New Margin applied from Sept 1st.
 - ▶ *Earning Year = Sept 1st - August 31st*
- At yearly Intergeo Reseller Meeting, a **Reseller of the Year** will be awarded

New Valuation Program

- New Program starts oct 1st.
 - ▶ Details are posted on Reseller Zone
 - ▶ First year will be 9 months (1 oct 17 - 1 july 18), extrapolated to 12 months.
- Transition period
 - ▶ Current % remains in place until Sept 1st 2018
 - ▶ Gold Resellers :
Training will be converted to 10% (diff 30 ->40%), so you get 10% value on top of other actions.
2yr Period will be respected.
- 3DMC products
 - ▶ Based on end user price minus (cloud costs must be deducted)
 - ▶ Subject to specific ruling for add-ons

5 Take-Aways

5 Take-Aways

1. Honour and Validate your work
2. Dynamic Margin 20%-40%
3. Actions get extra % - *Low Hanging Fruit*
4. Eval July 1st - Apply Sept 1st
5. Transition Period