

# Orbit GT Reseller Valuation Program

April 2018

**CONFIDENTIAL - For Orbit GT Resellers Only**



# 1. Overview



# RESELLER VALUATION PROGRAM



Orbit GT wishes to value Reseller's effort to engage in the sales and promotion of Orbit GT products. **By use of the Valuation Program, Reseller can gain a higher fee than previously possible.** Instead of a fixed fee, the fee now is based on the actions performed by Reseller.

Each action has a certain task to complete, and values a certain percentage in return. Every year, the sum of percentages earned determine the fee Reseller will receive on next year's sales. This way, Orbit GT hopes to value Reseller's work and wishes Reseller to enjoy a higher fee than previously available.

[WWW.ORBITGT.COM](http://WWW.ORBITGT.COM)

# IMPROVE YOUR PRODUCT KNOWLEDGE



Answer all your customers' questions by fully knowing the product portfolio, features and product updates.



Let us help you to stay one step ahead of your competitors by making pre-sales efforts.

SHARE  
YOUR  
**PRE-SALES**  
**EFFORTS**

# CONVERT YOUR EFFECTIVE SALES



Motivate your sales team by converting effective sales and turnover into extra points.



Become top of mind with your customers by sharing achievements and expertise.

# MONETIZE YOUR MARKETING EFFORTS

# PROMOTE INTEGRATIONS & SOLUTIONS



Establish a long-term relation with your customers by implementing plugins or workflow integrations.



## 2. New Reseller Zone



# EVERYTHING 3D MAPPING

View, Share and Analyse your 3D resources.  
Mobile Mapping, UAS Mapping, Indoor, Terrestrial or Oblique Mapping.

[Read More](#)

**orbit**  
GEOSPATIAL TECHNOLOGIES

**Reseller Zone**

**Developer Zone**

Translator Zone

[Sign Out Peter](#)

**MAPPING**  
RANGE UAS MAPPING

Additional Feature Extraction for UAS

**OBLIQUE MAPPING**  
MAKING OBLIQUE MAINSTREAM

Setting the Standards for Oblique Mapping

**INDOOR MAPPING**  
INNOVATING INDOOR MAPPING

Build floor plans faster than ever before

**3D MAPPING**  
MANAGE & SHARE 3D DATA

View, Share and Analyse your 3D resources







## WELCOME TO THE ORBIT RESELLER ZONE

Access to the Reseller Zone is restricted to Authorized Orbit GT Resellers.

You'll get exclusive access to a range of channel and sales related information from Orbit GT. Be aware to update yourself before every new offer.

### PRICES AND SALES

Get the latest pricelist, sales documents and reseller agreement.

-  [Portfolio and price list](#)
-  [Sales Models](#)
-  [EULA and General Sales Conditions](#)
-  [Reseller Agreement \(V18 - 2017 Oct\)](#)

### VALUATION PROGRAM DOCUMENTATION

Get all information about the reseller Valuation Program. Find out which low hanging fruit can boost your turnover and sales margin.

#### Overview

- 1. Product Knowledge
- 2. Presales Efforts
- 3. Effective Sales
- 4. Marketing Efforts
- 5. Integrations and Solutions

### RESELLER TRAININGS

To reserve your spot, please subscribe to one of the available sessions. Places are limited.

#### Newcomers

- 17-19 April 2018
- 26-28 June 2018
- 20-22 November 2018

#### Advanced

- 25-26 April 2018
- 27-28 June 2018
- 28-29 November 2018

### MARKETING MATERIALS


Get access to a stack of marketing materials for your reuse


#### User Stories & Use Cases


#### Magazines and Brochures


**TM** Logo Orbit GT


**TM** Logo Orbit GT Authorized Reseller

 Product Movie: Overview 3DM Portfolio

 Product Movie: Capture - Model - Share

 Product Movie: 3DM Content Manager

 Product Movie: 3DM Feature Extraction

 Product Movie: 3DM Publisher

 Product Movie: 3DM Cloud

### PRODUCT INFO

Refresh your mind with our recorded webinars and its presentations.

#### Product Release Planning

Check the latest information about product availability.

#### Version 18 presentations

Contact [sales@orbitgt.com](mailto:sales@orbitgt.com) for your up-to-date product websession.

### Translations

To get access for translation, please contact [sales@orbitgt.com](mailto:sales@orbitgt.com).

#### Orbit Translator Zone

# 3. In Depth

## RESELLER ZONE – EVALUATION PROGRAM – PRODUCT KNOWLEDGE



By improving your **Product Knowledge**, you will be able to provide your customers with **quality demonstration, the rights answers and information**. On the plus side, you can earn up until **six points** by enhancing your Product Knowledge. There are four ways to do so:

### ATTENDANCE



Orbit GT organises multiple events per year, such as partner/reseller meetings/webinars, and product webinars. By attending at least two events per year, you will remain up to date with the evolution and upgrades of the products.

**2 points**  
**1 year validity**

### TRAINING



In order to get to know the full Orbit GT portfolio, you should attend Basic Training. That way, you can provide each customer with the right solution to his problem.

**1 point**  
**Lifetime validity**

### TRAINING CENTER



Become fully qualified as Authorised Training Center. Appoint your staff to attend advanced trainings for the full Orbit GT portfolio. That way your team can deliver full support to the end user, building customer success stories.

**2 points**  
**2 years validity**

### SUPPORT



Share the knowledge you have gained by providing fast and efficient first line support to your customers. There's no better way to create a happy client! Of course, we'll cover your back in second line.

**1 point**  
**1 year validity**

## GET EXTRA POINTS BY UPDATING TRANSLATIONS

You may have permission to translate the Orbit Software portfolio. If you do, and if you update your translation into the language you have permission to, we wish to value that effort by an extra 2 points. Just like that. Note that also 3D Mapping Cloud can be translated. For sure, this is an extra value for your customer.

**2 points extra**  
**1 year validity**

[Check my Translation Permissions](#)

**GO TO THE NEXT STEP : INCREASE YOUR PRE-SALES EFFORTS**

## RESELLER ZONE – VALUATION PROGRAM – PRE-SALES EFFORTS



Let us help you to **stay one step ahead** of your competitors. There are two action points that we identified for which we can value your Pre-Sales Efforts. In return, we offer a total of **three extra points**. Sharing your Pre-Sales Efforts will allow a closer **co-operation**, a boost in your **effectiveness**, and a **better understanding** on our side of your market situation. Our templates can help you do this quickly.

### BUSINESS PLAN



*All you have to do is create a business plan per valuation year. Whenever you're ready, we schedule a web meeting to discuss the business plan and to help you where needed. To get you started, you can find a 1-page example Business Plan on the Reseller Zone.*

**1 point**  
**1 year validity**

[Download the Business Plan Template here.](#)

### SALES FUNNEL



*It is good to understand and have a clear overview of your sales initiatives. Therefore, we ask you to provide us with a sales funnel or sales forecast information twice a year. During a web meeting, we can discuss your report and we'll give you some helpful tips. We can assist in pre-sales activities, and redirect inquiries from your leads back to you. Check our Reseller Zone to find a 1-page example.*

**2 points**  
**1 year validity**

[Download the Sales Funnel Template here.](#)


### PROVIDE US WITH TOP NOTCH SAMPLE DATA

Every good demo starts with great data. We love to work with large quality datasets and unleash them to all of our features. Moreover, we'd love to put them online for you as a set of Sample Data accessible to every 3D Mapping Cloud user. We'll give you 2 extra points for a great dataset.

**2 points extra**  
**1 year validity**


I want to deliver a great dataset!

# Business Plan Template



Orbit GT Reseller Business Plan : Entry Guidelines

Entry Guidelines - v1.0 March 2018  
Peter Bonne


Orbit GT Partner Marketing & Sales Plan 

**1. Review Your Market**  
...Type Here...

**2. Overview of Your Orbit GT Target Customers**  
...Type Here ...

**3. Your Orbit GT Platform Business Goals**  
...Type Here...

Orbit GT Reseller Marketing & Sales Plan Page 1

Orbit GT Partner Marketing & Sales Plan 

**4. Your Strategies and Tactics**  
...Type Here...

**5. Your Budget**  
...Type Here ...

**6. Your Resources**  
...Type Here...

Orbit GT Reseller Marketing & Sales Plan Page 2



# Sales Funnel Template


The screenshot shows an Excel spreadsheet with the following structure:

1	Lead Source	Lead	Contact info 1	Contact info 2	Description of the project	Lead Size	Platform / Type	Lead Qualification	Estimated Closing Date	Next Action	Required support from Orbit GT	Additional Info
2	Lead Source	Salesperson / Reseller Dealer or Partner	Tick box + free field or list	Contact Name ( Name / E-mail address )	Free field	Size of the deal	Choose Desktop / On Prem / Cloud / Combination	Deal Status	Date	Free field	Free field	# of licenses / what kind
3	Referral / Website / E-mail / Internal Campaign / Orbit Campaign	free field	Tick box + free field or list New Account / Existing Account Customer Name, City, Country			Currency In \$ or € In k		List				
7						100		-				

The dropdown menu for Deal Status includes the following options:

- 
- Sales Lead - Initial Contact Made
- Sales Prospect - Opportunity Assessed (budget / timeline / decision makers)
- Demo / Trial - Complete Solution Defined
- POC - Active Solution Evaluation
- Proposal - Presented to Decision Maker
- Negotiations - Pricing proposal presented
- Closed-Won
- Closed-Lost

# Deliver a Great Dataset



YOU WANT TO DELIVER A DATA SET?  
GREAT!

Fill in the form and Jeroen or Lomme will contact you as soon as possible!

First Name \*  
Peter

Last Name \*  
Bonne

Email \*  
peter.bonne@orbitgt.com

Company Name \*  
Orbit GT HQ

What kind of data set do you have in mind?  
The World in 3D

SUBMIT

**RESELLER ZONE – VALUATION PROGRAM – EFFECTIVE SALES**



By improving your **Product Knowledge**, you will be able to provide your customers with **quality demonstration, the rights answers and information**. On the plus side, you can earn up until **six points** by enhancing your Product Knowledge. There are four ways to do so:

**TURNOVER ON DESKTOP, SERVER AND ON-PREMISES SOLUTIONS**



*Allow us to praise your sales team when they reach a turnover of 10 000 euro, and once again when reaching 20 000 euro. This turnover relates to the traditional software sales performed during the valuation year.*

**2 points**  
**1 year validity**

**TURNOVER ON 3D MAPPING CLOUD**



*Any turnover realized by Reseller's customers on 3dmapping.cloud is taken into account for this valuation, including the value of redeemed Coupons provided by you. As SaaS based income goes slowly up, we'll take 2 years turnover into account, with thresholds on 15 000 and 30 000 euros.*

**2 points**  
**1 year validity**

**RESELLER EFFORTS ON 3D MAPPING CLOUD**



*Get return on your sales investment in 3dmapping.cloud ! We value your investment in having an Account and by purchasing Coupons to kickstart customers. Points are given as soon as your total investment is as low as 2000, 4000 or 6000 euros.*

**3 points**  
**1 years validity**

**GET EXTRA POINTS BY SELLING MAINTENANCE**

All users have the right to a free upgrade within the first year after purchase. After a year, a Maintenance fee must be paid. Encourage your customers on time to engage in the Maintenance program to they can take advantage of all new features. We grant extra points for sales of Maintenance Fees.

**3 points extra**  
**1 year validity**

Check Maintenance Expiry Dates

**RESELLER ZONE – VALUATION PROGRAM – MARKETING EFFORTS**



When doing businesses, being **top of mind** with your customers means a huge advantage towards your competitors. Marketing actions will help your company to reach that state of **brand awareness**. There are four action points that we identified for which we wish to reward your Marketing Efforts, as an extension to ours or as your own initiatives. In return, we offer a total of **seven extra points**.

**SOCIAL MEDIA ENGAGEMENT**



Using social media is a free and useful way to promote a brand, product, activity, facts, cases or other news. Make sure to repost or retweet our content. That way, your followers will recognise you as an opinion leader in your domain.

**3 points**  
**2 year validity**

**YOUR SOCIAL MEDIA INITIATIVES**



Posting a message in relation to Orbit GT or usage of Orbit products, will lead to the perception of being an expert. Moreover, allow us to repost those messages (e.g. in English), and we'll help you boost your market presence and achievements.

**1 point**  
**1 year validity**

**CASE STORY**



A great Case Story or User Story is something people like to read. If you (co-)write a story that is ready for publication, it can become an example to our global network and traditional press. You can reach a broad audience and emphasise your leadership. Here's a [Checklist](#).

**2 points**  
**2 years validity**

**DIGITAL PRESENCE**



A small effort to let the world know you are valued partner. Show our logo on your website, in your email signature, on promotional materials, on events and fairs, etc. Not all of the above is required!

**1 point**  
**1 year validity**

**REGISTER YOUR SOCIAL MEDIA ACCOUNTS**

To allow Orbit GT to follow up on your actions, please inform us about the account names that you are using on Facebook, Twitter and LinkedIn. That way, we can recognise your efforts correctly, and reward them accordingly.

Email address

LinkedIn Page URL

Facebook Page URL

Twitter @

### SOCIAL MEDIA ENGAGEMENT



Using social media is a free and useful way to promote a brand, product, activity, facts, cases or other news. Make sure to repost or retweet our content. That way, your followers will recognise you as an opinion leader in your domain.

**3 points**  
**2 year validity**

### YOUR SOCIAL MEDIA INITIATIVES



Posting a message in relation to Orbit GT or usage of Orbit products, will lead to the perception of being an expert. Moreover, allow us to repost those messages (e.g. in English), and we'll help you boost your market presence and achievements.

**1 point**  
**1 year validity**

### CASE STORY



A great Case Story or User Story is something people like to read. If you (co-)write a story that is ready for publication, it can become an example to our global network and traditional press. You can reach a broad audience and emphasise your leadership. Here's a [Checklist](#).

**2 points**  
**2 years validity**

### DIGITAL PRESENCE



A small effort to let the world know you are valued partner. Show our logo on your website, in your email signature, on promotional materials, on events and fairs, etc. Not all of the above is required !

**1 point**  
**1 year validity**

### REGISTER YOUR SOCIAL MEDIA ACCOUNTS

To allow Orbit GT to follow up on your actions, please inform us about the account names that you are using on Facebook, Twitter and LinkedIn. That way, we can recognise your efforts correctly, and reward them accordingly.

Email address

LinkedIn Page URL

Facebook Page URL

Twitter @

Send

### POST YOUR ACHIEVEMENTS WITH THE @ORBITGT OR #ORBITGT TAG

When you post anything relevant about the usage of Orbit GT software, or a deal you made, make sure you include the tag **@orbitgt** or **#orbitgt** in your post. That's how we can track your posts and value your activity.

When you post in english, we can repost. If you prefer to post in your language, think about a supplementary post in english for our repost and international exposure of your achievement. We strongly advise you to do so.

**GO TO THE NEXT STEP : INTEGRATIONS AND SOLUTIONS**

**Geotecnologias Nicaragua**  
23 maart om 21:00 · 🌐

Orbit GT Lanza nueva versión de su producto de gama alta 3DM Feature Extraction Pro V18.0.6  
#Geotecnologias 🌐 Orbit GT  
Vertaling bekijken

**Baker Mobile LiDAR**  
@mobilelidar

Following

Thanks @orbitgt for putting on the user meeting following #ILMF18. We can never have enough time with your team.




## CHECKLIST CASE STORY

### 1 NON-EXCLUSIVITY

Case stories must not be exclusive. However, most of the articles featured in Orbit GT Magazine are picked up by major magazines, such as LiDAR News, American Surveyor, PositionIT, xyHt or others. They do prefer exclusivity.

### 2 STRUCTURE

A Use Case / User Story should contain a summary, an introduction paragraph and a body of at least 2 pages. By preference, it is fully or cowritten by the customer. We expect 1.000-3.000 words.

### 3 VOICE

Write in first person and describe the experience, if appropriate.

### 4 BALANCE

Make sure the story is about a real life case in which Orbit GT software plays an relevant role. The case is predominant, but do mention where Orbit GT solutions make the difference.

### 5 IMAGES AND VIDEO

We need at least 3 high quality screenshots or pictures to go with an article. They should be high resolution (300 dpi), of good size, and have descriptions accompanying them. Please don't embed graphics in Words documents - send them separately. Video's are great to post on our website !

### 6 AUTHOR AND COMPANYY

Your article must include a brief bio of the author and a direct quote from the author, related to the story. We also need a company description. You can see examples in previous editions of the Orbit GT Magazine.

### Orbit GT welcomes article submissions

A great Case Story is something people like to read. Orbit GT assigns great value to real life stories and knows that Resellers are closer to the customer than Orbit GT.

A Case Story is a valuable document that can be reused throughout the Reseller network and is a great reference. As writer(s), both Reseller and Customer can reach a broad audience and emphasise your leadership.

Copies are delivered to all Resellers for use in promotional activities such as fairs and other events.

Please consider each of the 6 criteria, as it is a guarantee for proper story delivery. Be sure to deliver your materials on time and allow extra time for feedback or supplementary questions from Orbit GT's team.

Examples can be found in the previous Orbit GT Magazines that are available online on [www.orbitgt.com](http://www.orbitgt.com)

Contact us to present your idea or to discuss options. Email to : [marketing@orbitgt.com](mailto:marketing@orbitgt.com).

#### PRINTED COPIES

2000

#### DEADLINE :

August 15th, yearly

#### RELEASE DATE :

October 1st, yearly

## RESELLER ZONE – EVALUATION PROGRAM – INTEGRATIONS AND SOLUTIONS



Establish **long-term relations** with your customers by implementing plugins or workflow integrations. There's one action point that we identified for which we can value your efforts. In return, we offer a total of **two extra points**, valid for 2 years.

### PLUGIN AND SDK INTEGRATION



*By motivating a customer to use one of our COTS Plugins or integrate the SDK for the On-Premises Publisher or 3D Mapping Cloud, you'll establish a long-term relation with the customer. It is not required to realise such integration yourself – the integration can be developed by any third party or the customer as well. As you know, the use of Plugins and the SDK is free since version 18. From Q2 2018 on, becoming a developer is also made easy by a simple online registration.*

**2 points**  
**2 year validity**

**GO BACK TO THE FIRST STEP : IMPROVE YOUR PRODUCT KNOWLEDGE**



<https://youtu.be/KIBI8LWK4ZQ?t=6m24s>

# 4. Wrap Up

# Short Wrap Up of the Concepts

- Variable Fee
- Earned by Points as explained above, in 5 categories
- 32 points to be earned for a 20 points Fee variation
  
- Valuation year ends July 1st
- New Fee % is determined and is applied from Sept 1st

# Valuation Program status

- We are 3 quarters through year 1
- We all had to learn
- We've informed you through email campaign, and now consolidate that in a new Reseller Zone and dedicated webinar / presentation
- It's time to evaluate where we are.

# Valuation Program status

- For the upcoming Valuation on July 1st 2018, we decided :
  - ▶ Every Reseller will start with 30%
  - ▶ Every Point earned is on top (Max = 40%)
  - ▶ We've added a few new items to help you boost profit (translation, maintenance, dataset)
  - ▶ Possible earnings are raised from 25 to 32.
- To help you achieve the best results, we will :
  - ▶ Inform you about your current status - still few months to go
  - ▶ Be available for webinar / direct contact to help you ahead

# Thank You

April 2018

**CONFIDENTIAL - For Orbit GT Resellers Only**

