



ORBIT GeoSpatial Technologies Valuation Program

Version of April 15th, 2018

From above date on, all previously existing versions of this document expire and are replaced by the rules and conditions set forth in this document. This document is the only binding until the publication of a Valuation Program document.

Valuation Program

Introduction

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.

None of the action points are obliged. However, a majority of them are to be achieved with little effort. Some action points require more engagement, hence lead to a Platinum Reseller title.

All information and communication subject to the Valuation Program contents will be considered as Confidential.

Valuation Program Basics

The Valuation Program defines how Reseller's Fee in % of End User List Price is calculated upon the efforts made by Reseller. This means that it becomes easier for Reseller to gain a higher fee.

Definitions

- **Base % Fee** : The basic % the Reseller always receives for any sale, calculated from the End User List Price.
- **Actions** : a certain effort Reseller undertakes
- **Points** : a number of points that can be earned by completing an action. Points equal percentages.
- **Valuation Year** : the period in which actions are performed and the earned points are added up to determine the Reseller % Fee for the upcoming year.
- **Earnings Year** : the period to which the earned % Fee based on the preceding Valuation Year is applied.

These are the basic rules in the Valuation Program

- Base % Fee is 20%
- % Fee is augmented by points (equals percentages) earned by actions taken in the following categories (listing may alter):
 - o Product Knowledge
 - o Pre-Sales Efforts
 - o Effective Turnover
 - o Marketing Efforts
 - o Integrations and Solutions
- There are a total 32 points (equals 32 percentages) to earn
- The maximum % Fee is 40%, excluding Turnover Bonus Royalty.
- Reseller can pick and choose any of the actions to earn points.

- The resulting % Fee is valid for all desktop and server products and on-premises Publishers, both Sale and Maintenance.
- For 3D Mapping Cloud Plans, half of the Reseller's % Fee is applied. Motivation: 3D Mapping Cloud Plan prices include hardware costs covered by Orbit GT and need to be excluded from the calculation (as is common for the SaaS business model).
- For 3D Mapping Cloud Add-Ons, 20% of the Reseller's % Fee is applied. Motivation : Add-Ons commonly include additional costs or third party costs.

Procedures

- Points are earned during 1 year, upon which the % for next year is based.
- Some actions are valued for the next 2 years, meaning 1 effort gives a 2 year fee return (see 'Expiry' column in listings below).
- The period in which points are earned starts at July 1st, ending on June 30th of the next year. This is called the "Valuation Year", as opposed to fiscal year or calendar year.
- Orbit GT will wrap up and present the results to Reseller between July 15th and August 31st following.
- The new % Fee will apply from sales starting September 1st following, ending August 31st of the next year ("Earnings Year")

First Year Reseller

A New Reseller will start with a Fee of 30%, as there is no previous evaluation available. From next September 1st following the date of signature, the Fee will be determined as described, using an extrapolation based on months being Reseller versus a full valuation year.

Product Knowledge

Orbit GT wishes to value Reseller's effort to fully know the product portfolio and keep up to date with the evolution and upgrades of the products. Hence, points can be earned for the following efforts :

Action	Points Earned	Requirements	Expiry
Attendance	2	Join on Partner / Reseller Meeting, Product Upgrade Webinars, Business Development Webinars, Other Live Sessions from OGT.	1 yr
Training	1	Get your Basic Training	Valid Forever
Training Center	2	Get Advanced training	2 yr
End User Support	1	Do at least 1st line support	1 yr
Product Translation	2	Keep your language up to date	1 yr

There's a total of 8 points to be earned.

Attendance

To represent Orbit GT, a minimal effort is to attend the Partner / Reseller Meetings, Partner / Reseller webinars and/or Product webinars Orbit GT organizes. Orbit GT recognizes that Reseller cannot attend all. Hence, attending at least 2 events during the valuation year earns 2 points (**each attendance values 1 point**).

Valid 1 Earnings Year.

Training

In order to get acquainted with the Orbit GT portfolio, it is understood that Reseller should attend a Basic Training, preferably shortly after becoming Reseller. Subsequently, it is also advised to have new colleagues attend to the Basic Training. **Once completed, this returns 1 point, valid forever.** This brings the minimum earning to 21% fee.

Valid Forever.

Training Center

Reseller can become fully qualified as Authorized Training Center.

In order to achieve this status, Reseller must :

1. Appoint responsible and capable personnel to be trained and support customers.
2. Attend trainings for the full Orbit GT portfolio, both in sales as technical.
3. Update this training every 2 years or when responsible personnel are replaced.
4. Sign in to webinars organized by Orbit GT on subject of Products and business.
5. Reaching and maintaining the Gold Reseller level is required to become and stay Authorized Training Center.
6. Becoming an Authorized Training Center is required in order to achieve the title of Platinum Reseller.

As Training Center, Reseller shall be entitled to the following advantages :

1. 2 points are earned, valid for 2 earnings years.
2. Reseller receives 20 free Service Tickets per year (with use restrictions as set forth in Reseller Agreement); and
3. Reseller will be capable of delivering full training and support to End User without intervention of Orbit GT, for which Reseller may charge End User at his sole judgment; and
4. Reseller will receive a Training Center Certificate and notification on the Orbit GT website.

Valid 2 Earnings Years.

End User Support

When Reseller engages a technician to provide first line support to End User, 1 point is earned, valid 1 valuation year.

Orbit GT will evaluate based on the support requests coming from either the end user or the Reseller's technician requesting 2nd line support.

Valid 1 Earnings Year.

Product Translation

When Reseller engages to translate Orbit GT products into a language (as described in the Reseller Agreement), and keeps that translation up to date, 2 points are earned, valid 1 valuation year.

Orbit GT will evaluate based on the completeness of translation throughout the product portfolio.

Valid 1 Earnings Year.

Pre-Sales Efforts

Orbit GT wishes to value Reseller's effort to make sales happen, even if it is not successful or is subject to a long sales cycle. Hence, points can be earned for the following efforts :

Action	Points Earned	Requirements	Expiry
Business Plan	1	Present Business Plan with Orbit GT, 1 report per year, with webmeeting	1 yr
Sales Funnel	2	Present Sales Funnel, 2 reports / year, 1 webmeeting	1 yr
Deliver a great dataset	2	Clean, nice looking dataset that can be used as a reference	1 yr

There's a total of 5 points to be earned.

Business Plan

It is required to have at least **1 webmeeting per valuation year** with the Orbit GT Partner Manager to discuss the Business Plan Reseller has set up. The Business Plan must not be larger than 2 pages. Please use the template as available on the Reseller Zone.

Valid 1 Earnings Year.

Sales Funnel

At least **twice per valuation year**, Reseller will provide Sales Funnel / Forecast information to Orbit GT Partner Manager, and at least once that will be via a webmeeting. The Sales Funnel report must not be larger than 1 page. Please use the template as available on the Reseller Zone.

The exchange of customer, prospect and lead information can help Orbit GT channel direct requests back to Reseller.

Valid 1 Earnings Year.

Deliver a great dataset

A great dataset, that looks nice and clean, and can be used as a reference to e.g. put online on 3dmapping.cloud (freely accessible – not for download) or as sample data for educational purposes, will put you in the focus of attention and show the power and versatility of Orbit GT solutions.

Valid 1 Earnings Year.

Effective Sales

Orbit GT wishes to value Reseller's effective sales and turnover. Hence, points can be earned for the following efforts :

Action	Points Earned	Requirements	Expiry
Turnover Desktop, Server, On-Premises	2	Traditional sales, with volume upscale	1 yr
Turnover 3D Mapping Cloud	2	Redeemed Coupons & turnover by Customers	2 yr
Reseller 3D Mapping Cloud Efforts	3	Your Account and bought Coupons	1 yr
Sell Maintenance	3	Engage customers to go for upgrades	1 yr

There's a total of 10 points to be earned.

Turnover on Desktop, Server and On-Premises solutions

This turnover relates to the traditional software sales, performed during the valuation year.

1 point when turnover reaches 10 000 EUR (in value received by Orbit GT)

2 points when turnover reaches 20 000 EUR (in value received by Orbit GT)

Next to this, the supplements defined as Turnover Bonus Royalty in the Reseller Agreement paragraph 3.1 remain in place.

Valid 1 Earnings Year.

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 Reseller.

1 point when turnover reaches 15 000 EUR (in End User purchase value per valuation year)

2 points when turnover reaches 30 000 EUR (in End User purchase value per valuation year)

Because of the nature of a SaaS based product, turnover on 3D Mapping Cloud may grow slowly or fluctuate up and down according to the customer's ad hoc needs. Hence, this turnover is calculated over 2 years. So, at every valuation, the turnover from the previous 2 Valuation Years are taken into account to determine the points earned for the next Earnig Year.

Valid 1 Earnings Year.

Reseller Efforts on 3D Mapping Cloud

Any investment made on 3dmapping.cloud by Reseller is valued by Orbit GT, by having an Account, and by purchasing Coupons.

- 1 point when investment reaches 2 000 EUR (in purchase value)**
- 2 points when investment reaches 4 000 EUR (in purchase value)**
- 3 points when investment reaches 6 000 EUR (in purchase value)**

Valid 1 Earnings Year.

Sell Maintenance

Orbit GT does it's very best to update and upgrade its products on a regular basis, and with relevant new tools and capabilities. Bringing these improvements to the end user is key in the overall sales success.

- 1 point when maintenance sales reaches 3 000 EUR (in purchase value)**
- 2 points when maintenance sales reaches 6 000 EUR (in purchase value)**
- 3 points when maintenance sales reaches 10 000 EUR (in purchase value)**

Valid 1 Earnings Year.

Marketing Efforts

Orbit GT wishes to value Reseller's effort to market Orbit GT and Orbit GT products. Hence, points can be earned for the following efforts :

Action	Points Earned	Requirements	Expiry
Social Media engagement	3	Repost / Retweet our posts	1 yr
Your Social Media initiatives	1	Your posts that OGT can repost	1 yr
Case Story / User Story	2	1 full story	1 yr
Digital Presence	1	OGT/3DMC logo Visibility on website, events etc.	1 yr

There's a total of 7 points to be earned.

Social Media engagement

Orbit GT promotes its products and public activities via various Social Media. At time of writing of this document, these social media are Facebook, Twitter and foremost LinkedIn. Video's are posted on Youtube and Vimeo. The posting of messages, and the reposting of them, is free of cost. It is thus a useful way to promote a brand, product, activity or other news.

Orbit GT wants to value Resellers that repost / retweet Orbit GT messages, so a broader audience can be reached and made aware of the products, solutions and use cases in the offering. Not all Social Media channels need to be followed, nor do all posts need to be reposted. You may also repost posts from an other Reseller that Orbit GT has reposted (see next item). Valuation is done as follows :

1 point when 10% of posts are reposted and at least 1 Orbit GT Social Medium is followed.

2 points when 30% of posts are reposted and all Orbit GT Social Media are followed.

3 points when 50% of posts are reposted and all Orbit GT Social Media are followed.

To allow Orbit GT to follow up on your actions, do inform us on the account names that you are using on these Social Media, so we can recognize your efforts correctly.

Valid 1 Earnings Year.

Your Social Media initiatives

Resellers that engage in Social Media posts, and post a message in relation to Orbit GT or to a Use Case / Case Story allowing Orbit GT to repost it (e.g. in english), earn an extra point. Post can go viral through the Reseller network, reaching much more people than otherwise possible, sharing the effort to boost market presence and brand awareness.

1 point when at least 2 reseller posts can be reposted by Orbit GT.

Valid 1 Earnings Year.

Case Story / User Story

Orbit GT assigns great value to real life stories and knows that Reseller is closer to the customer than Orbit GT. A Use Case or User Story ready for publication is a valuable document that can be reused by all in the Reseller network.

A Use Case / User Story should contain a summary/introduction, a body of at least 2 pages, at least 3 high quality screenshots or pictures, and a short author and company description. By preference, it is fully or co-written by the customer. Examples can be found in the Orbit GT Magazines. Please consult the check list available on the Reseller Zone.

2 points when 1 Story is accepted by Orbit GT.

Valid 2 Earnings Years.

Digital Presence

Orbit GT wishes Resellers to show their relation with Orbit GT on the website, in email signature, on promotional materials, on events and fairs and so on. By using Orbit GT graphic branding materials in a consistent way, Reseller earns 1 point. Do inform Orbit GT on your efforts, e.g. sending a picture of your booth incorporating the Orbit GT logo.

1 point when at least 2 appearances are proven and accepted by Orbit GT.

Valid 1 Earnings Year.

Integrations & Solutions

Orbit GT wishes to value Reseller's effort to engage customers into integration of Orbit GT's SDKs. Hence, points can be earned for the following efforts :

Action	Points Earned	Requirements	Expiry
End User SDK Integration	2	End User solution	2 yr

There's a total of 2 points to be earned.

SDK Integration

By motivating a customer to integrate the SDK of either on-premises Publisher or 3D Mapping Cloud, Reseller establishes a long-term relation with the customer. It is not required for Reseller to realize such integration itself – the integration can be realized by any party or the customer as well. Since such step is not easily taken, Reseller earns 2 points, which are valued for 2 years.

Valid 2 Earnings Years.

Categories Overview

Overview of earnings by Category :

Category	Value
Product Knowledge	8
Pre-Sales Efforts	5
Effective Sales	10
Marketing Efforts	7
Integrations & Solutions	2

There's a total of 32 points to be earned.

Valuation and Title

The Yearly valuation takes place between July 1st and August 30th of every year, counting the points earned in the preceeding Valuation Year and taking into account the actions that cover a multi-year span.

Orbit GT will report and communicate this valuation to Reseller, presenting the Reseller Fee to be applied from upcoming September 1st on. Based on the resulting % fee and associated conditions, Reseller will receive the following title :

Fee <30%	Silver Reseller
Fee 30%-39%	Gold Reseller
Fee 40% or higher	Platinum Reseller

These titles are valid for 1 year as is the % Fee, subject to re-valuation the following year.

Titles will be listed on the Orbit GT website.

Engagements by Orbit GT

Product related

- For Desktop , Server and On-Premises products : very regular updates
- For Cloud based products : very regular updates
- Translation Capabilities for Reseller to engage in
- Promotional Movies
- Video Tutorials
- Knowledge Base reference documentation

Support related

- Technical support available
- Training (for Reseller, Partner, Customer) available in OGT Office or on site (conditions apply)
- Knowledge Base reference documentation
- Service Tickets system

Sales related

- Modernising sales models
- Pre & post sales support
- Webinars on demand
- Lead Transfer to Reseller
- High Level video's and/or live interviews

Marketing related

- Exhibiting / Participating in Main Events globally
- Active Social Media presence & Press Releases
- Global Advertising efforts
- Public Webinars, can be setup jointly with Reseller

Valuation related

- Pro-active valuation
- Engagement in Reseller support to generate sales results and earn action points
- Closer co-operation