



# ARTSYL Partner Program

ARTSYL Technologies, Inc.

## Accelerate Business Information And Profits With Artsyl Technologies!

**Artsyl Technologies** develops a full range of document capture software which reduces the cost of processing forms as well as the storage, search and retrieval of documents for customer service and regulatory compliance. Artsyl is accelerating the speed at which information moves through organizations and is providing huge growth opportunities for its VAR community.

Artsyl's core products are SimpleCapture a desktop, semi-automated data capture application and docAlpha a server-based fully automated data capture application.

### SimpleCapture

The **SimpleCapture™** solution is the easiest to learn and easiest to use product in its class, yet boasts powerful, high-end features such as database lookups, business rules and even a **self-learning intelligent document recognition** and extraction module that captures data with a single keystroke. It's unique approach shortens the sales cycle and eases post-sales support.

SimpleCapture captures documents from any TWAIN scanner, fax servers, multiple hot folders or network-enabled MFPs. Users can securely capture documents from an MFP's control panel with the optional eCopy® or Sharp OSA Connectors.



### docAlpha

Artsyl's **server-based docAlpha product** is an excellent fit in the most demanding high-volume, high complexity applications and has been designed as the upgrade path for SimpleCapture.

docAlpha is typically used to automate business processes which involve forms or semi-structured documents, as a front-end for archival, documents management and ERP systems, to comply with government regulations, increase accuracy and processing speed and improve customer relations.

#### Declare Your Recognition Independence

Character recognition speed and accuracy are critical to the success of any document capture solution. Unlike other solutions, docAlpha works with any recognition engine so you don't have to choose between the preferred productivity and ease-of-use features and the recognition engine that works best for your customer's document set.

docAlpha up-sells easily because it leverages existing SimpleCapture workstations and increases their efficiency.



Artsyl has taken years of capture experience and boiled it down into a product family that has been designed with the needs of Value Added Resellers in mind. It's easy to sell, easy to deploy and easy to support!

**With SimpleCapture and docAlpha you can reach new customers, deploy more solutions and win deals you might otherwise have lost.**

### PARTNER PROGRAM OVERVIEW

#### ARTSYL'S STRATEGY

Artsyl's strategy is to create mutually beneficial business relationships with companies around the globe which are committed to delivering business automation solutions and professional service excellence to their customers. Artsyl looks for partners that invest in new technologies as well as their personnel to stay ahead of the ever-changing technology market. Companies who value this approach will find that Artsyl has created a thriving VAR ecosystem of technologies, tools and programs to support their growth, margins and service excellence.

#### ARTSYL'S PARTNERS

Artsyl's partners are expected to participate in a joint Go-To-Market planning process which will identify necessary steps for their success. This process will include the identification of a prospect's sales and technical contacts, completing sales and technical training to enable them to eventually conduct independent customer demos, review of the proper ordering process from Artsyl's VAD, NewWave Technologies, as well as necessary pre- and post-sales support procedures.

#### BENEFITS OF BECOMING AN ARTSYL PARTNER

##### SALES & MARKETING ASSISTANCE

**MARKETING MATERIALS** – Marketing Materials include Data Sheets, PowerPoint Presentations, Logos, Images, ROI calculators, Success Stories, Partner and Customer Newsletters etc.

Artsyl will supply electronic copies to the Partner at no charge. These materials will be available for download from the Partner Portal.

**PARTNER PORTAL** – Artsyl Technologies has created a Partner Portal in order to help our VAR community respond more efficiently to their customer's needs. All partners should make themselves familiar with the Partner Portal and its content. There will be ongoing improvements to the Partner Portal and recommendations are welcomed. Content you will be able to find there includes but is not limited to: marketing materials, product presentations, recorded demonstrations, logos, questionnaires, ROI calculators, Knowledge Base, etc. We encourage our Partners to use this FIRST before calling on NewWave or Artsyl for assistance.

**NOT-FOR-RESALE (NFR) PRODUCT** – Artsyl will provide Partners with Not-For-Resale copies of SimpleCapture or docAlpha depending on their level of participation in the program. Partners who sell SimpleCapture are able to obtain copies for each Solutions Sales and Technical Sales person within their organization. These NFRs are for pre-sales activities ONLY. Partners are STRICTLY PROHIBITED from using them for any production use or for client testing. These licenses can NEVER be deployed at a client site. Failure to abide by these guidelines will subject the partner to loss of status and possible legal actions.

**TRIAL PRODUCT** – Artsyl offers to any partner a free 15 day trial version of the SimpleCapture product. This trial version can be downloaded and used for demos, try-and-buy or even proof of concept implementations. The software is restricted to 15 days and 1,000 documents and that cannot be extended. Please contact your NewWave representative for the download instructions.

### BENEFITS OF BECOMING AN ARTSYL PARTNER

#### TECHNICAL ASSISTANCE

**TRAINING** – SimpleCapture training is Web based and is required before selling SimpleCapture products. It is located on Artsyl's Partner Portal site. Resellers will receive their Partner Portal login information from NewWave. docAlpha training is a mandatory four (4) day instructor-led classroom training program. One docAlpha admission is included with the reseller signup fee. Resellers must complete the certification training within ninety (90) days of signing up. Failure to complete the training within the ninety days may affect the reseller's program status.

**PROFESSIONAL SERVICES** – Professional Services is any customization or development done in order to deliver the customer solution. Professional Services is billable service performed by Artsyl for the Partner. This may include pre-sales activities such as assessments, recommendations, custom development, configuration, deployment or fine-tuning. Artsyl will require a signed Statement of Work (SOW) before engaging in any professional services work.

**PRE-SALES SUPPORT** – Pre-Sales Support encompasses but is not limited to Go-To-Market planning, sales and technical training, customer qualification, demonstration of products, product trials and proof of concept implementations (less any professional services customization). All pre-sales support will be coordinated through NewWave. For docAlpha resellers pre-sales support will be coordinated through NewWave and delivered by Artsyl where necessary.

**VAD SUPPORT** – NewWave Technologies will provide first level pre- and post-sales support on SimpleCapture products. Any questions regarding the positioning, use or configuration as well as any requests for pre-sales support (customer calls, webinars, trials etc.) should be directed to your NewWave representative. All docAlpha requests will be coordinated through NewWave and supported by Artsyl.

**Technical Support** – Technical Support is defined as product-related issues which are not covered under either the Software Maintenance Agreement or Professional Services description.

**Software Maintenance/Renewals** – Software Maintenance includes Patches, Fixes and Full Version Upgrades. You must have current Software Maintenance in order to get Support from Artsyl. Software Maintenance is included with your purchase price. All Software Maintenance is for 12 months from the date of purchase.

**Warranty** – Artsyl products come with a 30 day warranty which states that the product will work as it is intended or Artsyl at its own discretion will fix it, replace it or upon return of the product refund the costs of the product.

**End-User License Agreement (EULA)** – Upon installation and licensing of the product the End-User is bound by the End-User License Agreement. This means that the Partner MUST supply all required End-User information. Failure of the Partner to do so will void the Warranty and may subject the Partner to loss of status and legal actions.

### ARTSYL'S PARTNER PROGRAM

Artsyl's Partner Program is comprised of two levels. Each level has its own set of requirements and program incentives. The necessary qualifications for each level of participation are outlined in the following pages. The capabilities along with the total level of commitment by the partner will determine the level of participation. Each level will receive support directly from NewWave and Artsyl.

### Premier-Level Partner Level

#### "PREMIER" PARTNER REQUIREMENTS

- Experience in document scanning or imaging, basic content management principles and an understanding of basic data capture
- Complete the Artsyl VAR agreement and register with NewWave Technologies, Inc. ("NewWave"). NewWave is Artsyl's sole VAD in North America and will fulfill all Artsyl product and/or service orders. Artsyl will require that all partners fill out any necessary NewWave documentation including but not limited to credit applications and be approved for such credit before any Artsyl order may be transacted.
- Complete the Artsyl Go-To-Market plan before transacting any Artsyl orders. The Artsyl Go-To-Market plan will help ensure the VAR's success with Artsyl's product line.
- Complete basic SimpleCapture Web based product training. After completing the Artsyl VAR agreement and registering with NewWave, access to the SimpleCapture Web based training will be granted.

#### "PREMIER" PRODUCT OFFERING

- "Premier" partners will be restricted to offering SimpleCapture and its components and/or versions.
- "Premier" partners may offer docAlpha fully-automated data capture solutions but are required to register all deals with and engage NewWave and Artsyl for support.

#### "PREMIER" PRODUCT DISCOUNTS

- "Premier" partners receive 30% off the suggested list price of SimpleCapture and its components and/or versions.
- "Premier" partners receive 20% off the list price of Artsyl Professional Services.
- "Premier" partners receive 20% off the suggested list price of docAlpha fully-automated data capture solutions IF and ONLY IF they properly register and engage NewWave and Artsyl in the transaction. A fully qualified assessment, configuration, price quote and statement of work must be included in the order for this to be approved by Artsyl.

#### "PREMIER" NFRS

- "Premier" partners are eligible for NFR (Not-For-Resale) copies of SimpleCapture for each of their solutions sales and technical sales personnel. Use of these NFRs is restricted to demonstrations and pre-sales activities and must NEVER be deployed in a customer environment for any reason.

## Elite Partner Level

**“ELITE” PARTNER REQUIREMENTS**

- Advanced experience in document scanning or imaging, content management principles and advanced data capture.
- Complete the Artsyl VAR agreement and register with NewWave Technologies, Inc. (“NewWave”). NewWave is Artsyl’s sole VAD in North America and will fulfill all Artsyl product and/or service orders. Artsyl will require that all partners fill out any necessary NewWave documentation including but not limited to credit applications and be approved for such credit before any Artsyl order may be transacted.
- Complete the Artsyl Go-To-Market plan before transacting any Artsyl orders. The Artsyl Go-To-Market plan will help ensure the VAR’s success with Artsyl’s product line.
- Complete the SimpleCapture Web-based product training as well as send one technical employee to the four- day docAlpha instructor-led classroom training. After completing the Artsyl VAR agreement and registering with NewWave, access to the SimpleCapture Web based training will be granted. Training dates, times and locations for docAlpha training will also be available through NewWave.
- Pay a \$2,500 signup fee. This fee will include (1) one student admission to docAlpha certification and must be completed within 90 days of signup.
- Maintain \$25,000 per quarter in Artsyl product sales

**“ELITE” PRODUCT OFFERING**

- “Elite” partners will be able to offer both SimpleCapture and docAlpha products.

**“ELITE” PRODUCT DISCOUNTS**

- “Elite” partners receive 40% off the suggested list price of SimpleCapture and docAlpha components and/or versions.
- “Elite” partners receive 20% off the list price of Artsyl Professional Services.

**“ELITE” NFRS**

- “Elite” partners are eligible for NFR (Not-For-Resale) copies of SimpleCapture for each of their solutions sales and technical sales personnel. Use of these NFRs is strictly prohibited to demonstrations and pre-sales activities and must NEVER be deployed in a customer environment for any circumstance.
- “Elite” partners are eligible for one (1) NFR (Not-For-Resale) copy of docAlpha. Use of this NFR is restricted to demonstrations and pre-sales activities and must NEVER be deployed in production or at a customer environment for any circumstance.

### PARTNER PROGRAM “AT - A - GLANCE”

	PREMIER	ELITE
<b>PARTNER PROGRAM FEE</b>		
	None	\$2,500*
<b>Artsyl Partner Discount</b>		
Product/Maintenance	30%	40%
Services/Professional Services	20%	20%
<b>Product Offering</b>		
SimpleCapture	✓	✓
docAlpha	**	✓
<b>Benefits</b>		
Partner Starter Kit	✓	✓
Artsyl Go-To-Market Plan	✓	✓
NFRs	✓	✓
30 Day Trial Product	✓	✓
Pre-Sales Technical Support	✓ (through VAD)	✓ (through Artsyl)
Professional Services	✓	✓
Post-Sales Technical Support (may be billable)	***	**
Web Based Training	✓	✓
Partner Portal	✓	✓
Joint Webinars	✓	✓
Artsyl Newsletter	✓	✓
Marketing Materials	✓	✓
Deal Registration	✓	✓
Lead Referral		✓
Classroom Training		✓
BDM On-Site Support		✓
Trade Show Support		✓

\* Elite Level sign-up required docAlpha certification. The sign-up fee includes training on docAlpha Software.

\*\* Premier reseller may only offer docAlpha product and services by engaging VAD and Artsyl.

\*\*\* Premier and Elite resellers may be billed for “non-covered” Post Sales Technical Support where a proper support contract has not been sold.