

Progressive VARs Drive Business Forward with Mi-Corporation Mobility Software

Mi-Corporation (Mi-Co), a 14-year veteran provider of Enterprise Mobility software for mobile data capture, profiles two value-added resellers (VARs) in its network. Optiform, Inc. and Biztech Solutions are at the forefront of the mobility revolution and are growing their businesses with mobile solutions from Mi-Co.

Optiform, Inc. appreciates a robust API, incredible support, and great lead generation that Mi-Co offers

Scott McLaughlin, Sr. Technical Advisor and Principal

Q: *How long have you been working with Mi-Co to resell mobility solutions and what has the experience been like?*

A: 13 years. Tablets didn't exist when we started. Amazed at the perseverance and passion Mi-Co has had in developing solutions and customers.

Q: *How has Mi-Co and its technology helped you position your company and solutions against your competitors?*

A: Main thing that differentiates us with Mi-Co is the robust API. It clearly differentiates us in the final 10% of custom tailoring customer requirements. We have always been able to address these requests for additional functionality. Mi-Co is also great at support! Without responsive support, can't keep customers happy.

Q: *On average, how many PS dollars do you drive with most Mi-Forms sales? Do you sell other complimentary products and services along with Mi-Forms?*

A: We typically drive \$4 in Professional Services for every dollar of Mi-Forms software sold, although there are ranges of course for different customers. We sell ECM solutions as well. Mi-Forms is a solid capture app that compliments ECM sales.

Q: *How would you contrast your partnership with Mi-Co, in relationship to other vendors whose software solutions you resell?*

A: Mi-Co is excellent! I can't remember the last time my other vendors called me and asked me what I need. Mi-Co does it on a regular basis. When we call Mi-Co we get incredibly quick responses. I really respect how Mi-Co supports and values their channel partners. 10 out of 10!

Q: *What was the main reason you chose Mi-Co as your Mobile Data Capture Partner?*

A: I met Mi-Co initially when they worked with Cardiff Teleform products...then their CEO, Greg Clary, came to visit and took a personal interest in my business. He came into town....whipped out a tablet and showed me a demo and that was eureka...nothing existed like that. His ongoing continuous passion was exciting. Mi-Co was ready before tablets were invented!

Q: *How big of a role do you see Mi-Co and its solutions playing going forward for Optiform?*

A: We will always be interested in working with Mi-Co. We have to constantly keep up with the technology. Mobility is moving incredibly fast, and Mi-Co's frequent expansion of features and innovation is very valuable.

Q: *Any words of advice for potential new Mi-Co partners/resellers?*

A: Mi-Co does a great job working to help resellers! Lead registration is great, and we've never had a channel conflict. Look for complex customer problems to solve with Mi-Forms, and you will find good opportunities to make significant mobility dollars!

EXECUTIVE SUMMARY

Optiform, Inc.:

Optiform is an innovator in information capture solutions since its inception in 1994. Optiform Business Process Automation (BPA) solutions encompass the "capture-to-processing" of both electronic and paper-based forms and documents.

HQ – Indianapolis, IN

Biztech Solutions:

Biztech is a Gold Certified ISV Managed Microsoft Partner developing and implementing integration, collaboration and process automation solutions including document and data capture, content management, mobile computing, electronic forms, compliance, enterprise resource planning (ERP) and line of business (LOB) applications.

HQ – Piscataway, NJ

BOTTOM LINE

Mi-Co mobility software can help VARs:

- *Drive 4 to 6 times the PS dollars for each software dollar sold.*
- *Add value to your ECM offerings.*
- *Stay competitive in a fast-growing mobility market.*

Biztech Solutions trusts innovative technology and likes personal attention from Mi-Co

Hal Petschke, VP of Business Development

Q: *How long have you been working with Mi-Co to resell mobility solutions and what has the experience been like?*

A: For about 1.5 years, and the team at Mi-Co has been very good to work with, especially the technical team and technical support. Sales support has been great, and we have built a significant pipeline of applications that will help us evolve our offerings. Educational classes have been excellent. The annual User conference is top notch and very informative. Mi-Co is doing the right things to support their partners.

Q: *How has Mi-Co and its technology helped you position your company and solutions against your competitors?*

A: Mi-Co gives us an extra solution that most of our competitors in the document management world are not offering. Everyone has optical character recognition (OCR) offerings, but our competition is not adept at intelligent mobile data capture. Mi-Co enables us to go back to our customers with innovation. Our clients expect thought leadership and innovation from Biztech. It also allows us to increase the value of our existing workflow ECM solutions.

Q: *On average, how many PS dollars do you drive with most Mi-Forms sales? Do you sell other complimentary products and services as well along with Mi-Forms?*

A: In our latest installation, the total sale was about \$60K. There were \$5 for Biztech in PS and tablet hardware in this deal for every dollar of Mi-Forms software we sold. We have a larger healthcare deal that is about \$600K in size in which the Mi-Forms component is about \$100K. Thus, Mi-Co and Mobility Capture are attractive to us because it touches everything else we do.

Q: *How would you contrast your partnership with Mi-Co, in relationship to other vendors whose software solutions you resell?*

A: We make our own ECM software called *Indicium* and are deploying this solution in key markets across North America. Kofax is probably the only other major software relationship that we have. We get more personal support from Mi-Co. This support is a critical element in our relationship that helps us grow. The personal attention to help us with our marketing efforts is top notch!

Q: *What was the main reason you chose Mi-Co as your Mobile Data Capture Partner?*

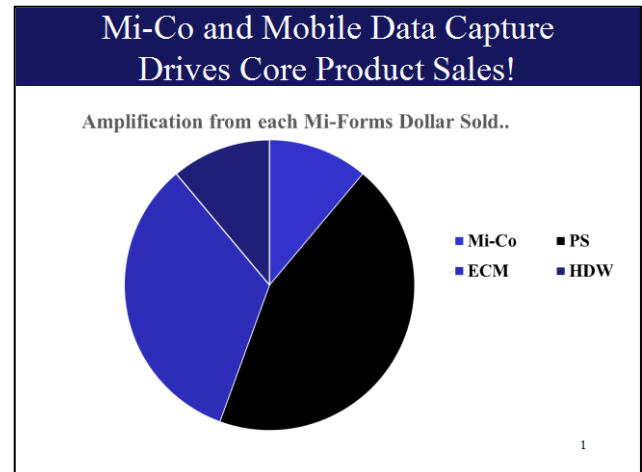
A: We started seeing a demand in the market, and we went to our Distributor, NewWave Technologies. They had carefully screened solutions in the market and endorsed Mi-Co. We trust NewWave's recommendation and were frankly wowed by Mi-Co's technology when NewWave presented the offering.

Q: *How big of a role do you see Mi-Co and its solutions playing going forward for Biztech?*

A: In certain markets the Mi-Co solutions plays a big role. Healthcare and state and local government are great examples. We definitely see more opportunities surfacing and more interest. These opportunities are a combination of our improved skill set and knowledge and market needs. Mobility is hot, and getting hotter!

Q: *Any words of advice for potential new Mi-Co partners/resellers?*

A: (1) Get trained. (2) Understand your market and how to approach it. (3) Work to get a success and lighthouse reference even if you have to take the first deal at a lower margin. (4) Then, market the heck out of that success in your market.



How do you get started?

Join a select group of VARs and Systems Integrators in the [Mi-Co Partner Program](#) and start generating significant software and services revenue now!



VARs in a wide variety of vertical markets are recognizing the benefits their customers can obtain with [Mobile Data Capture through "Mi-Forms."](#) These solutions can lower cost, improve data accuracy, increase customer satisfaction, and generate revenue.

[Contact us](#) for more information about becoming a Mi-Co Partner and take the next step for your business!

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