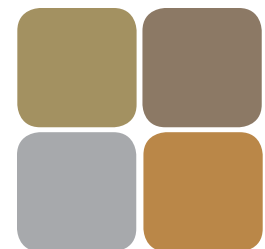




Kodak Alaris
Document Imaging Solutions

alaris advantage program
The Alaris Advantage Program for Reseller Partners



THE ALARIS ADVANTAGE PROGRAM – FOUR LEVELS, ENDLESS OPPORTUNITIES

Bronze, Silver, Gold and Platinum

Kodak Alaris Document Imaging Solutions now brings a new, rewarding program of opportunities to our channel partners. The Alaris Advantage Program features rebates, trade-in, evaluation and demo programs, special pricing, bonuses, training, marketing and sales support, leads and much more.

Today's document management universe is dynamic and we want to provide you and your end customers with great support and differentiation. So we've introduced this program designed to help us all grow together, giving you access to innovative products, tools, and valuable rewards.

There are four program levels. Benefits of the program are commensurate with each increasing level of program and/or sales commitment. This handbook provides a guide to the levels, requirements and advantages.

HOW ALARIS ADVANTAGE WORKS

Levels are based on program and/or sales commitment. Each level offers a different, evolving array of features and benefits, all created to help you drive business. As you go up in level – from Bronze to Silver to Gold to Platinum – the volume and value of benefits also increases.

Here’s a quick overview of the requirements, value, rewards and levels and what’s included in each.

Bronze Alaris Advantage Level

The basic level: no contract or minimum purchase dollar volume; you simply purchase Kodak Alaris Products and Services via our Authorized Distributors.

Incentives Include –

- Government rebate

Silver Alaris Advantage Level

There is no minimum annual purchase required in the Silver Level - resellers must simply sign our non-binding reseller agreement and provide staff e-mail addresses on a biannual basis.

Incentives Include –

- Partner reseller portal
- Deal registration
- Special pricing
- Trade-in program
- Sales incentive programs
- Annual consumables rebate
- Internal use program
- Business Development Funds (BDF)
- Product demo program
- Scanner evaluation program
- Marketing communications support

You’ll also benefit from –

- Dedicated account manager
- Inside sales and pre-sales technical support
- Training
- Logo use
- Kodak Alaris *Pulse* Newsletter



Gold Alaris Advantage Level

As you move up to Gold, you receive all the features and benefits of the Bronze and Silver Levels and more. \$500K minimum sales volume and signing the reseller agreement are the requirements of this level.

Eligibility for –

- Instant rebates
- FREE demo units
- Pre-owned equipment discounts
- Enhanced Website listing
- E-mail lists
- Leads
- Content marketing

You can also take advantage of –

- Biannual account reviews

Platinum Alaris Advantage Level

Our top resellers (based upon previous year sales) are eligible for this level. Platinum Alaris Advantage combines **all the elements of Bronze, Silver and Gold** as well as an annual bonus reserved for this premier participation level.

Eligibility for –

- Annual bonus

ALARIS ADVANTAGE INCENTIVES BY LEVEL

	Bronze	Silver	Gold	Platinum
Biannual E-mail Requirement		✓	✓	✓
ACCOUNT MANAGEMENT				
Account Manager		✓	✓	✓
Inside Sales		✓	✓	✓
Pre-Sales Technical Support		✓	✓	✓
JOINT BUSINESS PLANNING				
Biannual Reviews			✓	✓
INCENTIVE PROGRAMS				
Government Rebate	Eligible	Eligible	Eligible	Eligible
Deal Registration		Eligible	Eligible	Eligible
Special Pricing		Eligible	Eligible	Eligible
Trade-In Program		Eligible	Eligible	Eligible
Sales Incentive Programs		Eligible	Eligible	Eligible
Annual Consumables Rebate		Eligible	Eligible	Eligible
Internal Use Program		Eligible	Eligible	Eligible
Business Development Funds		Eligible	Eligible	Eligible
Demo Program		Eligible	Eligible	Eligible
Scanner Evaluation Program		Eligible	Eligible	Eligible
Instant 2.5% Rebate			Eligible	Eligible
Free Demo Units			Eligible	Eligible
Pre-Owned Equipment Discounts			Eligible	Eligible
Annual Bonus				Eligible
TRAINING & ENABLEMENT				
Partner Reseller Portal		✓	✓	✓
Training		✓	✓	✓
MARKETING & SALES SUPPORT				
Logo Usage & Guidelines		✓	✓	✓
Kodak Alaris <i>Pulse</i> Newsletter		✓	✓	✓
Marcom Support		Eligible	Eligible	Eligible
Enhanced Website Listing			Eligible	Eligible
E-mail Lists			Eligible	Eligible
Leads			Eligible	Eligible
Content Marketing			Eligible	Eligible

NOTE: Revenue based on list price of products in the Reseller Price Catalog.

BENEFIT HIGHLIGHTS

Here are just a few of the Alaris Advantage opportunities in more detail:

Deal Registration – is designed to reward and protect resellers who actively find opportunities by providing additional rebates to help you retain margins.

Customized Mailing Lists – are available for reseller e-mail campaigns, conference invitations and other marketing uses. Simply let us know your target audience and vertical segment, for example: “CIOs in healthcare who reside in Chicago, IL.”

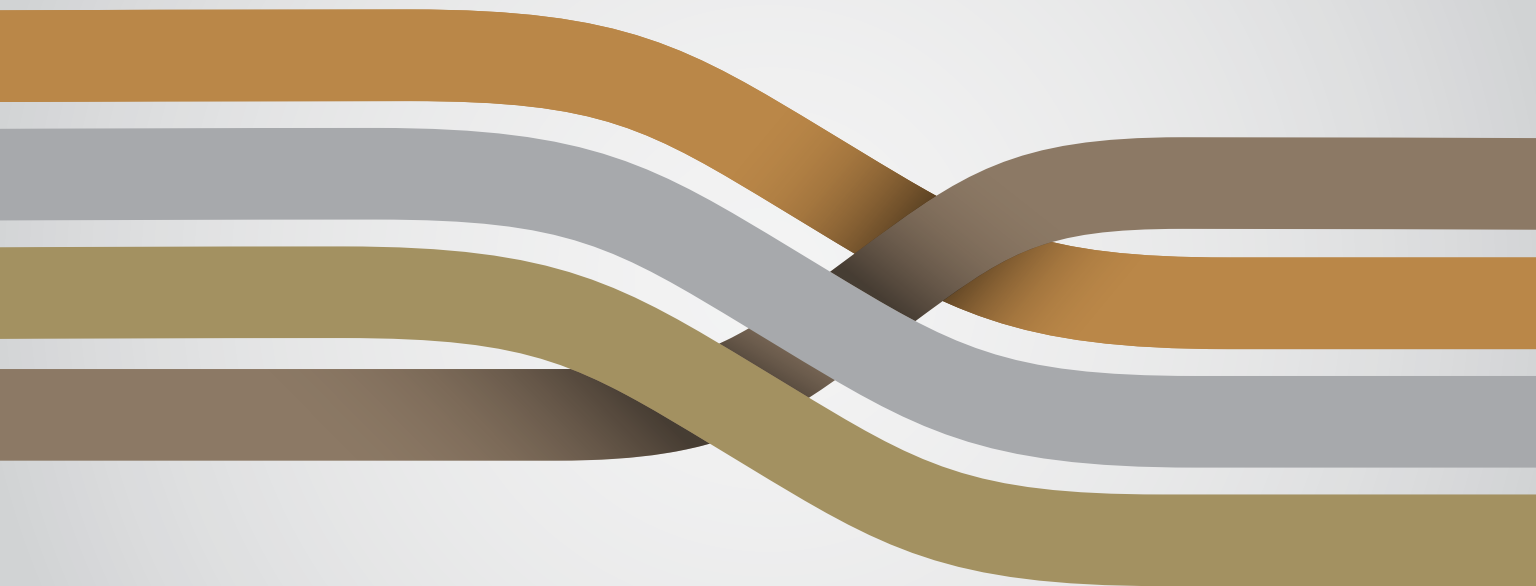
Content Marketing – Kodak Alaris continuously creates and posts online content – white papers, case studies, social media posts and more – on third-party Websites and promotes it via banner ads, paid search, SEO, newsletters and other means. We invite and show you how to amplify the results of these efforts by contributing your own, industry-specific information.

Sales Leads – generated through our exclusive agreement with one of the nation’s leading market intelligence firms. Includes finding the right buyers and alerting you to pending deals. Features contacts, org charts, installed systems, spend levels and more valuable data.



Learn More About Alaris Advantage From Document Imaging Solutions Now

Contact your Territory Account Manager or call
Kodak Alaris at 1.800.944.6171 to learn more and sign up.
Complete rules, guidelines and advantages can be found in Program KA1.



About Kodak Alaris' Document Imaging Division

Kodak Alaris' Document Imaging Solutions enable customers to capture and consolidate data from digital and paper sources, understand and extract valuable insight from the contents, and deliver the right information to the right people at the right time. Our offerings include award-winning scanners, capture and information management software, an expanding range of professional services and industry-leading service and support. With customers ranging from small offices to global operations, Kodak Alaris delivers superior systems and solutions to automate business processes, enhance customer interactions and enable better business decisions.

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DI-5863 CAT No. 141 6353 07/2014