

2019 Partner Program Guide





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Our Mission

To track goods from the first mile, to the last mile and every mile in between.

The ShipTrack mission is to provide a ubiquitous and secure Global Chain of Custody platform designed for anyone from small business to large enterprise and Governments.

We track everything and connect businesses and Governments with their customers and constituents providing them with valuable information about their assets in motion moving through the supply chain.

ShipTrack's vision is to be the place that people go to when they want to track a package in transit anywhere in the World.

Intro to ShipTrack's Partner Program

Welcome to the ShipTrack Channel Partner Program. This program is simply designed to help channel partners generate incremental revenue by providing all the tools to support a world class solution with use cases across a wide variety of industries. Our program caters to Value Added Resellers (VAR's), systems integrators and managed services providers who are looking for a solution where they can tie, hardware, services and media to a Software as a Service (SAAS) solution with a short sales cycle and compelling ROI.

The ShipTrack partner program offers a variety of participation levels to suit the needs and priorities of your business along with sales and technical support to help you close more business. Whether to your existing client base or to potential new customers, our team will be there to work with you every step of the way.

Partner Types and Benefits

Our Partner Program consists of a global network of Value-Added Resellers, Managed Services Providers and Logistics Consultants plying their trade in different verticals. Creating a fair and transparent channel policy allows us to build solid, long term relationships with our partners allowing them to drive revenue. We have designed the program to be flexible and sustainable for your growing business needs. We give you access to hands on training and the necessary pre/post-sales support to make you successful. The more you invest in these resources, the greater rewards you will reap from our partnership.

Partner Program Overview

Table 1. Partner Program Overview



Program Feature	Authorized Partner	Premier Partner	Integration Partner
Reseller agreement		✓	✓
Channel Account Manager	✓	✓	✓
Access to Partner Portal	✓	✓	✓
Pre-Sales support	✓	✓	✓
Deal Registration Process	✓	✓	✓
Sales collateral	✓	✓	✓
Commission	10%	18%	20%
Sales training		✓	✓
Lead Sharing program		✓	✓
Access to co-branded templates		✓	✓
Presence on ShipTrack website		✓	✓
ShipTrack Demo environment		✓	✓
Prof Services billed by Partner			✓
ShipTrack support environment			✓
RFP response materials			✓
Technical training			✓
Premier Partner Badge		✓	
Integration partner badge			✓



Global Strategic Partners

ShipTrack will also have a very limited number of Global Strategic Partners that will help us work through Enterprise level deals with very select accounts requiring large transaction volumes.

Partner Ecosystem

The main difference between the different levels is the commitment by the partners to training and supporting the ShipTrack product. Authorized partners will be entry level partners that will refer business to ShipTrack without trained sales resources. Once you have trained your sales team on the ShipTrack product you will be moved up to the Premier level and will get a full demo environment so your sales team can demo and promote ShipTrack independently. For partners that have technical resources that wish to participate in the onboarding and support process, we will have technical training available. Once your technical staff is fully trained you will be moved up to Integration Partner which will give you access to a support environment as well as your demo environment. You will also have the ability to conduct and invoice the onboarding activities associated with your customers.

Figure 1. Authorized and Premier Level Partners

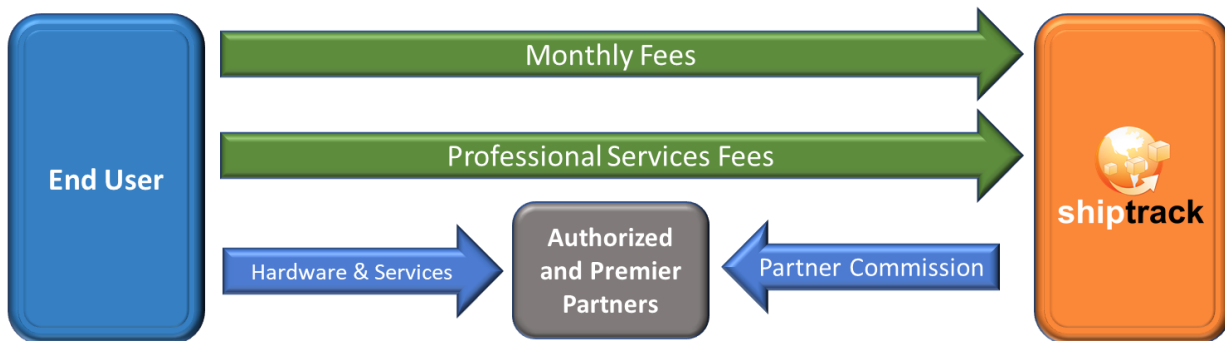
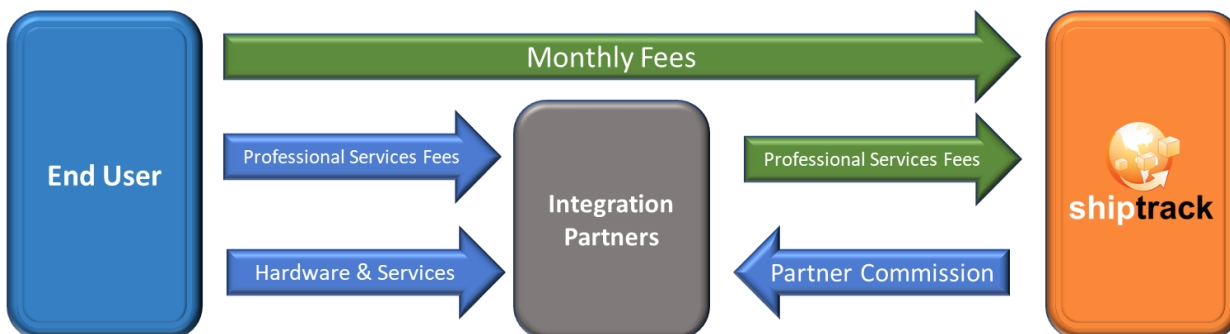


Figure 2. Integration Level Partners





Partner Pricing

Partner pricing can be found on the Partner Portal.

Please contact your Channel Manager for Partner Portal access credentials.

Partner Billing and Commission Payment

ShipTrack Partner Billing

For ShipTrack Subscriptions, billing is based on monthly shipment volumes and the price bracket the end customer has agreed to sign on to. All ShipTrack subscriptions are to be pre-paid on the 1st of every month. Any overages that occur within a given month are then applied to the bill at the beginning of the following month. For example, a customer who signs on for the \$625/month contract, will be expected to pre-pay the \$625 subscription at the beginning of each month. Should that customer exceed the allocated 2500 shipments within that plan, the overage cost will then be applied to the bill for the subsequent month.

For any Onboarding and Professional Services, the customer will be billed on receipt of PO from the partner. Payment from the end user must also be received prior to being put into the development queue.

For partners that fall within the Integration Partner Level, they will have the authorization to bill the end customer on their own paper. These partners will receive payment, in full, from the end customer and ShipTrack will then bill the partner for the services sold. The opposite can be said for Authorized and Premier Partners. All billing will be on ShipTrack paper, then ShipTrack will provide these partners with compensation.

ShipTrack Subscription Compensation

The ShipTrack Partner Program offers compensation to all partner levels. Depending on the agreement in place with ShipTrack, partners will receive various levels of compensation for various services the end customer buys into.

The first piece that partners receive compensation for is the ShipTrack subscription level. This is the monthly billing for shipments processed through the system. There several different tiers a customer can sign on for with ShipTrack. This includes \$625/month for 2500 shipments, \$1500/month for 10,000 shipments, and \$5000/month for 50,000 shipments. These price brackets are outlined in more detail in Table 2.

A partner will be compensated based not only on the pricing bracket the end customer falls into but also the partner level held between ShipTrack and the Partner. For example, an Authorized Partner will receive \$750 in compensation for selling a \$625/month contract under a one-year contract. All compensation for ShipTrack subscriptions are payable to the partner upon Project Deployment and a full breakdown of partner compensations can be found in Figure 3 below.



Figure 3. ShipTrack Subscription Compensation

Partner Level	\$625	\$1500	\$5000	Ent.
Authorized	\$750	\$1800	\$6000	10%
Premier	\$1350	\$3240	\$10800	18%
Integration	\$1500	\$3600	\$12000	20%

ShipTrack Onboarding/Professional Services Compensation

Partners are not only compensated for the ShipTrack subscription levels. Partners will also receive compensation for Onboarding and Professional Services as well. This entails any onboarding, integrations, training, and custom development the customer decides to purchase.

Much like subscription compensation, Onboarding and Professional Services are compensated based on the Partner Agreement between ShipTrack and the Partner as well as the services the customer chooses to purchase. For example, a Premier Partner would receive \$234 in compensation for onboarding services and 18% of all Professional Services the customer purchases. All compensation for ShipTrack subscriptions are payable to the partner upon Project Deployment and a full breakdown of partner compensations can be found in Figure 4 below.



Figure 4. ShipTrack Onboarding/Professional Services Compensation

Partner Level	Customer Onboarding	Professional Services
Authorized	\$130	10%
Premier	\$234	18%
Integration	\$260	20%



What You Will Find on our Partner Portal

Collateral

ShipTrack provides a wide variety of collateral within the ShipTrack Partner Portal. These resources are available to all partners for use in promoting ShipTrack to customers. Collateral ranges from brochures, white papers, solution sheets, customer success stories, and videos. All ShipTrack collateral can be found within the Partner Portal or at <https://shiptrackapp.com/en/collateral/>. Much of this material is also co-brandable and ShipTrack is open to working with partners on new initiatives for customer success stories and promotional videos. Should you have questions about new initiatives, please contact your Channel Account Manager or contact us at info@shiptrackapp.com or call 1.888.860.1665.

Deal Registration Process

We request that organizations currently partnered with ShipTrack acquire a certain level of information from the customer they are attempting to register a deal for. It will be important for partners to convey their position with regards to closing the opportunity. The opportunity description will be vital to the approval process and your Channel Manager may communicate with you to get more information if needed.

A list of basic requirements can be found below:

- Customer Name
- Customer Address
- Main Contact Name
- Main Contact Title
- Main Contact Email/Phone
- Customer Vertical
- Shipments per Month
- Number of Vehicles
- Opportunity Description
- Expected Close Date
- Current Tracking Software/Competitors
- Handhelds to be Used

ShipTrack reserves the right to reach out to any deal registration customer to validate the opportunity and the relationship the customer has with the partner(s). ShipTrack values not only its partners but the end customers. This validation helps better service the customer by protecting partners they wish to work with and have the best relationships with.

Deal registration is mandatory for any opportunity and engages channel management to:

- Determine if another partner is already engaged
- Arrange the necessary resources to assist you in closing the deal
- Provide input and advice on closing strategies and tactics

The Deal Registration form is located online at: <https://partners.shiptrackapp.com/deal-registration/>



Once a deal has been registered, the Channel Management team will review each opportunity and respond to the partner without delay. Should the Channel Partner have any questions about completing the deal registration, they are asked to please contact their Channel Account Manager or send an email to partners@shiptrackapp.com.

Training (Training Requirements)

When you become an official ShipTrack Partner, the ShipTrack will provide sales and technical training in order to outfit your team with the tools to sell ShipTrack to your customers. Each partner level offers a varying degree of training.

For Authorized Partners, they will receive pre-sales support to aid them with customer qualification. Any Authorized Partner who books a demonstration with a prospective customer, will then work with the ShipTrack sales team to setup the webinar and close the account. ShipTrack will provide Authorized Partners with the sales and technical support required to close the opportunity. Once closed, the ShipTrack onboarding team will then work with the customer to setup their environment, train their teams, and provide support.

Premier Partners are partners who are entrusted with setting up webinars, completing the webinars, and closing the accounts. A Premier ShipTrack partner will receive a minimum of one training session for demo setup. Premier Partners will be provided with their own ShipTrack demonstration environments where they will have the ability to configure ShipTrack demonstrations and conduct them with their customers. The ShipTrack team will be available for technical support as it pertains to integrations, custom software development, etc.

Integration Partners are entrusted with all the same responsibilities a Premier Partner is entrusted with, however, Integration Partners will typically have their own technical support teams. In the case of a Premier Partner, ShipTrack will dedicate a Technical Account Manager and Project Manager for onboarding whereas, an Integration Partner will provide their own technical support staff. Integration Partners will also receive a minimum of two sales training sessions with a ShipTrack specialist, access to a ShipTrack Support Environment, as well as RFP response materials.

Documentation

Within the ShipTrack Partner Portal, there are various pieces of documentation available to partners for training their customers. Partners will have access to various training guides within the Documentation portion of the ShipTrack Partner Portal. These tools are helpful not only to partners but also customers as well. Partners will have access to Quick Start Guides and User Guides pertaining to the various ShipTrack portals. This includes guides to the Admin Portal, Client Portal, Dispatch Portal, as well as the mobile application.

Partners will also have access to the ShipTrack Customer Information Document. This document is a guide to the information needed from a customer in order to setup their environment. This document requires customers to provide information pertaining to their business contact information, information on the clients they serve, services they offer clients, as well as their workflows/status updates they are looking to capture. All of these documents can be found within the ShipTrack Partner Portal on the <https://partners.shiptrackapp.com/documentation/> page.



Customer Onboarding Process

Step 1 – Kickoff call with the ShipTrack Project Manager

Purpose: To discuss the Onboarding process and approximate timelines, as well as outline documentation that is required to move forward (users, company logo, etc.). Success Criteria is also defined to clarify business requirements for the project.

ShipTrack Resource: Project Manager

Step 2a – Gather Environment details to setup ShipTrack Environment

Purpose: User lists, company information, and other details such as route and scan codes are compiled which is used to configure the Customer's Environment.

ShipTrack Resources: Project Manager & Technical Account Manager

Step 2b – EDI

Purpose: If EDI integration is required, this step will ensure requirements are scoped.

ShipTrack Resources: Project Manager & Technical Account Manager

Step 2c – Scope Acceptance

Purpose: To ensure the project is scoped to meet client requirements and business process, and to ensure client satisfaction.

ShipTrack Resources: Technical Account Manager

Step 3 – Environment Configuration

Purpose: Using the information gathered in step 2a, the ShipTrack team will configure the customer's environment.

ShipTrack Resources: Project Manager, Technical Account Manager, Support

Step 4 – Configuration Review / Functional Testing

Purpose: To test the configuration with real data and ensure that it meets the business needs of the customer.

ShipTrack Resources: Project Manager & Technical Account Manager

Step 5 – Training



Purpose: In this step, we launch our 'Train the Trainer' process. This training program instructs designated individuals in the customer's organization to go on and train others (online is included, onsite is available at additional cost).

ShipTrack Resource: Project Manager to coordinate training schedule; training conducted by Technical Account Manager and Support.

Step 6 – Pilot Go Live

Purpose: To validate configuration and success criteria, a small-scale pilot is launched with limited users.

ShipTrack Resource: Project Manager & Technical Account Manager

Step 7a – Pilot Support

Purpose: In this phase the Pilot is monitored and changes to the configuration are managed.

ShipTrack Resource: Technical Account Manager

Step 7b – Week 1 Daily Debrief

Purpose: To review the activities of the past day and to maintain lines of communication on a daily basis and ensure there are no issues. Here, we re-enforce training if needed.

ShipTrack Resource: Project Manager & Technical Account Manager

Step 8a – Launch Next Steps Meeting

Purpose: To identify the next steps, closeout the first phase of the pilot, discuss the large-scale rollout plan, and obtain signoff on the first pilot phase.

ShipTrack Resources: Project Manager & Technical Account Manager

Step 8b – Handoff to Support

Purpose: To introduce the client to the support team and handoff all documentation and knowledge.

ShipTrack Resource: Technical Account Manager & Support

Step 9 – Large scale rollout



Partner Agreement Terms and Conditions

Please contact Terry Miller for details.



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