



AdStringO – Alliance Program Paper

ADSTRINGO Partner Guide for End-Point Compression Technology

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## Introduction

Is a fellowship dedicated to acquiring and continually improving powerful EndPoint compression products to satisfy the demands of corporate implementations, application service providers and value-added resellers. We help each of our customers with integrity. No individual client is more significant than our professional reputation.

To protect and preserve the confidence of our customers and the world at large, we strictly adhere to regulatory and professional banners and we have internal channels and processes in place to provide our people with the tools and opportunities to do the right thing.

Our products offer EndPoint Compression Technology, which is comprehensive, affordably priced and are easy to learn, use, deploy and maintain. Our products are next generation EndPoint Compression Technology built from the ground up on Microsoft & Android technology. Our products are built with our customers' current and future needs in mind, providing feature –rich solutions that are built on standard technologies.

Our products have helped our customers and partners increase productivity and efficiency by transforming huge data into very small quality files in their existing DMS & BPM environment. Quarter after quarter, we have released new product features and product enhancements that have addressed the business and technology challenges that companies face today.

ADSTRINGO provides powerful EndPoint Compression Technology that offer organizations increased visibility into their business operations, reduced operating costs, optimized supply chains, increased productivity, improved financial performance, and a greater ability to acquire and retain profitable customers. Our solutions leverage enterprise information across multiple corporate databases and Document Management System (DMS) and Business Process management (BPM) systems.

## Value Proposition

- The temperament of our partner program enables AdStringO to help partners' Better capture the momentum of the growing Data Sizes in BPM & DMS marketplace.
- We value your investment and thus ensure that your investment levels are aligned and you have the resources to immediately focus on superior execution of the partnership.
- Through partnership with Consultants, System Integrators, Software/Application/ Hardware providers & data service providers, ADSTRINGO and its partners leverage their collective strengths to offer integrated solutions that measure performance and improve profitability. This helps customers achieve significant return on investment, which leads to partner success.
- A sour Alliance member, you can achieve greater market exposure and expand your business and revenue opportunities through access to our wide and growing customer base.

## ADSTRINGO Alliance Overview

ADSTRINGO alliance develops a high value relationship with our partners, which are worth appreciating. AdStringO believes in growth with partners and offers excellent business opportunity to the partners through its BPM & DMS Software sales and service.

To stay focused on the development of the product and to provide best service to our customers, ADSTRINGO works with partners to provide the World Class EndPoint Compression software, support, service and training to the end users.

Partners play a vital role in our corporate strategy; our partners are highly qualified and their functional & technical expertise helps to better serve the customer and ensure our customers success. The combination of our partners and ADSTRINGO software solution aids the organization and the partners growing a win-win relationship.

It is the unique opportunity for all partners involved. ADSTRINGO jointly works with the partners in the market deploying the solutions that solves the acute business problems faced by the customer. This has positioned AdStringO to gain recognition in this competitive Image Data market.

The alliance is structured on the network of strategic partnerships from various streams of profile like;  
Consultants and System Integrators  
Software, Application and hardware providers  
Data service providers

This Alliance Program Guide describes ADSTRINGO Alliance and the various benefits and commitments of being a partner in the ADSTRINGO Alliance. If you need any clarifications pertaining to the Program Guide, please direct them to the Alliance Department through email at [sales@adstringo.in](mailto:sales@adstringo.in)

In order to meet the diverse needs of our customers, ADSTRINGO develops relationships with leading business and technology organizations. These 'partners' are members of the ADSTRINGO Alliance.

ADSTRINGO Alliance Members are leaders in their own surface, proving expertise all throughout the complete range of businesses, technologies, vertical industries, and channels.

## Market Opportunities

Digitization has enabled steady increase of voluminous data across industries. Mostly, these data exists in various forms like paper, e-mails, forms, or office documents. Therefore, it may not help if they cannot be processed for meaningful information. Businesses earnestly seek for seamless, cost-effective, simple and scalable document capture solutions that can extract insightful information from various incoming documents and feed it to other enterprise applications that drive their business. The time and efforts lost in searching for the right information is an opportunity cost to the organization in terms of a lost business deal or poor customer servicing. This is high time for organizations to invest in an effective document capturing solution. This would eventually help in converting information from the documents into a more reliable and easily retrievable form.

AdStringO compress the captured image, audio and video files either from Scanners or from Mobile Platform up to 1/20 of original size with no change to Quality before extending it to any Business Process Application like DMS, BPM or Portal etc.

With this, field representatives or customers themselves can capture documents using Scanners & Mobile photos then Compress to smaller file without losing aspect ratio and Meta data to initiate critical business processes at the transaction point itself.

“With adStringO enabled Capture & Compress capability now Enterprise can on-board customers at click of the button”

Marketing departments are spending on social networks, sales departments are signing up cloud-based CRM, and individuals with credit cards are signing up for Drop box accounts—all examples of the spread of technology budgets outside of IT. This seeping of technology beyond the confines of IT is not new, what is new is the acceleration of the spending. While the acceleration will vary by departments the trend is evident throughout the corporate environment. Gartner predicted that worldwide IT spending would surpass \$3.7 trillion in 2013, which is a 3.8% increase from 2012. Major growth drivers include big data projects, cloud computing, and mobile. Worldwide IT spending will surpass \$4 trillion by 2015.

- ✓ From 2011 to 2016, the business process services market will double in size to \$145 billion as companies look for new efficiencies in the way they conduct business.
- ✓ In two years, 20% of sales organizations will use tablets as the primary platform for field sales.
- ✓ By 2015, 15% of all social media reviews and recommendations will come from social media participants being paid to write the reviews.
- ✓ And in one data point, which IT can take as either a knock or an opportunity, 80% of executives today can name a critical piece of information they need but that IT is unable to provide.

The DATA are thereof BPM & DMS market that leads the growth, which reflects in our partner’s revenue. Our partners have grabbed the advantage of the growing market by associating with ADSTRINGO, which gives them with;

- ✓ Working with a wide range of customer base of all industry verticals
- ✓ Strategic tie up to bundle up EndPoint Compression Technology with their BPM & DMS solution and generate extra revenue from their existing customer base.
- ✓ Exposure to the large market to increase profits
- ✓ Enjoy the recurring opportunities from the BPM & DMS market.

As a valued partner, you can also achieve greater market exposure and expand your business and revenue opportunities through access to our broad and growing customer base.

## **Alliance Model**

During the history, ADSTRINGO has always joined forces with partners who could add solution elements that would make our mutual customers more successful.

In a market that changes with blinking speed, it is more important than ever to ensure that solutions are tailored using technology suited to each customer's business needs. By combining the core competencies of ADSTRINGO and our partner, we provide a greater breadth of true, closed-loop solutions to our customers. ADSTRINGO Alliance members have access to ADSTRINGO technology, and they utilize our training and incentive programs to develop their ADSTRINGO expertise.

It's a true win-win situation: ADSTRINGO benefits from working with other experienced business and technology organizations, the Alliance member aligns themselves with the market leader in EndPoint Compression, and our joint customers get the most complete set of World Class Image Compression solutions and expertise available on the market.

The ADSTRINGO Alliance Program seeks to establish powerful relationships with key industry, solution, and specialized implementation partners. Together, ADSTRINGO and ADSTRINGO alliance partners will develop, market, sell, and deliver the most comprehensive EndPoint Compression Technology to customers.

Questions not addressed in this Program Guide may be sent to the ADSTRINGO Alliance Team at [sales@adstringo.in](mailto:sales@adstringo.in)

Companies that would like to pursue being a member should complete the detailed application available on the ADSTRINGO website [www.adstringo.in](http://www.adstringo.in)

### Partner Categories

The Alliance is categorized into three primary programs based on area of expertise. Each program is tiered into three levels, based on geography and the scope of the relationship with the partner.

Each ADSTRINGO Alliance Member meets the same high standards of market knowledge, vision, integrity, and customer satisfaction that ADSTRINGO sets for itself.

The three categories are:

1. Consulting Partner
2. OEM Partner
3. Reseller Partner.

#### Consulting Partners

The consulting partner's program category includes consultants. These partners provide consulting services and related implementation, integration, and training services to joint customers.

Consultants may resell ADSTRINGO Product licenses but services are the primary revenue driver. These partners will be passed on all the relevant direct and indirect enquires related to implementation and deployment of all the AdStringO Products to the end customers. This partner will be the most preferred ones for all the direct contact with end customer.

#### OEM Partners

The OEM partners include companies who extend, enhance, or complement AdStringO solutions. Software partners integrate, embed, or host ADSTRINGO products as part of their software offering.

Software partners may also bundle and resell ADSTRINGO software products with their solutions. Our EndPoint Compression Technology's are fully customizable and configurable and adds comprehensive EndPoint Compression capability to client's BPM & DMS software products and needs.

#### Reseller Partners

There seller partners are comprised of companies who want to take the opportunity to market, distribute, sublicense, and support some or all AdStringO products.

Reseller members are individual consultants, consulting organizations or single practice teams, hardware & software vendors.

Reseller partner can expand their business by promoting AdStringO among their existing customer base to earn huge profits

AdStringO affordability group factor will help Reseller members to generate revenue quarter after quarter and capture them massive BPM & DMS market place without any hurdles.

**Requirements & Benefits**

To become ADSTRINGO Consulting Partner a company must meet the following minimum requirements within the first year.

**Requirements**

Requirements Criteria	Consulting Partners	Reseller Partners	OEM Partners
<b>General</b>			
Strategic Investment	\$ 10000	\$ 5000	\$ 15000
Alliance Master Agreement	Yes	Yes	Yes
Company Profile on AdStringO Partner Network	Yes	Yes	Yes
Alliance Application	Yes	Yes	Yes
Joint Business Plan	Yes	Yes	Yes
Submit Activity Reports	Monthly	Monthly	Monthly
Submit to Update Company Profile	Yes	Yes	Yes
<b>Software, Training &amp; Support</b>			
Sales Training	Yes	Yes	Not Required
Technical Training	Yes	Not Required	Yes
Marketing Collaterals	Yes	Yes	Yes
Support	Yes	Yes	Yes
Upgrades	Yes	Not Required	Yes

**Annual Benefit's**

Annual Benefit's	Consulting Partner	Reseller Partner	OEM Partners
Sales Margin (If Partner Sells)	15%	10%	20%
Sales Margin (If ADSTRINGO Sells)	Nil	Nil	Nil
Service Cost (If ADSTRINGO Sells)	40%	Not Applicable	Not Applicable
Service Cost (If Partner Sells)	Partner decides	Not Applicable	Partner decides
Partner Standard License	10 licenses†	---	10 licenses†
Technical Support	†	†	†
Beta Software	†	†	†
ADSTRINGO Partnering Training	†	†	†
Access to partner network on ADSTRINGO Website	†	†	†

“†” Benefits are included as part of program member ship fee and additional fees may be required. ADSTRINGO reserves the right to modify from time to time the benefits received. ADSTRINGO reserves the right to determine the level and type of benefit received. Actual benefits may vary depending on the joint business plan developed and agreed upon with member organization and according to geography.

## Partner Agreement

The ADSTRINGO Alliance Master Agreement is the document governing the overall cooperative business relationship between ADSTRINGO and an Alliance Member. The Agreement outlines the general requirements and benefits of being an Alliance Member. Terms controlling management of the relationship, software usage and fees, marketing activities, publicity and logo use, as well as other pertinent aspects of the ADSTRINGO and Partner arrangement are designated in this agreement.

## Partner Enrollment Process

The ADSTRINGO Alliance Application Process helps ADSTRINGO ensure that Partner Company meet the same high standards of market knowledge, integrity, and customer satisfaction that ADSTRINGO sets for itself. All applications undergo rigorous review to ensure that ADSTRINGO customers can seek assistance from ADSTRINGO Alliance members with the confidence that these companies have the full support of ADSTRINGO.

The ADSTRINGO Partner Enrollment Process includes the following steps:

**Step1:** Complete the ADSTRINGO Alliance Application Form

(Available on-line at [www.adstringo.in](http://www.adstringo.in) for completing on-line, Please print the form first, review and enter information).

**Step2:** Once an application is submitted and reviewed, the ADSTRINGO Alliance team will determine whether to accept or deny the application.

**Step3:** If an application is accepted, the ADSTRINGO Alliance team will work with the applicant to complete the ADSTRINGO Alliance Master Agreement needed for the partnership.

For more information on the ADSTRINGO Alliance Application Process, please see at [www.adstringo.in](http://www.adstringo.in) and for any direct questions write to [sales@adstringo.in](mailto:sales@adstringo.in).

## Minimum Acceptance Criteria

ADSTRINGO Alliance acceptance is based on an organization's ability to meet the minimum requirements for the program to which they have applied. Those minimum requirements are outlined in the program overview sections in this Guide. A thorough review is made of each application. The goal of the ADSTRINGO Alliance is to form long-term relationships with organizations whose corporate goals and identity complement those of ADSTRINGO, benefit our mutual customers, and is mutual beneficial. ADSTRINGO reserves the right to approve or reject applications that appear to be inconsistent with the goals of the Alliance Program.



**8. Please specify the skill sets available:**

Networking/Operating System:

BLACKBERRY WindowsOS Windows MOBILE ANDROID IOS

Others

Databases:

MicrosoftSQL Oracle Sybase IBMDB/2 Progress

Technologies:

Microsoft Java/J2EE C++ Others

**Section II: Market Information**

**9. Customers and Competitors**

Major Customers:

Major Competitors:

**10. Please List the number of customers under each customer profile:**

Small (1-99employees) Medium (100-999employees) Large (1000+employees)

**11. Please specify your partners** (check all that apply):

Microsoft SAP APPLE IBM BLACKBERRY

Oracle Savvion Sybase Documentum/EMC

Cordys SAS Others

**12. Please specify the industry vertical (s) in which your company operates:**

Manufacturing Retail & Distribution Service Industry BFSI

Institutions Projects Government Others

**13. Please indicate 5 major geographical areas your company covers:**

**14. Please indicate promotional activities commonly used by your company.**

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(Check all that apply)

Seminar Direct mailers/Newsletters Telemarketing Product Demos/Presentations

Trade Publications Tradeshows TV or Radio Webinars

Email/Fax Broadcasts Internet (Pages/banners) User group meetings Others

### **Section III: Partnership Information:**

**15.Are you an existing partner of AdStringO?**

Yes No If Yes, please indicate the number of years of partnership.

**16.Please indicate the 1 Key program which your company would like to participate.**

Reseller Partner Consulting OEM

**17.How many full time sales resources does your company intends to dedicate for AdStringO?**

**18.Please Indicate the training method(s) used by your company** (check all that apply):

On Site Classroom Web-Based Others

Information provided above is correct as per our Books and records:

**DECLARED&PARTNERSHIPSOLICITEDBY:**

Name of the Partner Company:

**ACCEPTED&AGREED:**

Name of the Principal Company:

**AdStringO Software Pvt. Ltd.**

By: Title By: Title:

Sign:

Date:

Sign: Date:

In the event of your partnership acceptance by AdStringO. The agreement will be sent to you in duplicate for signing up. Please fill the application form and send it to the following address within 14 days.

**AdStringO Software Pvt. Ltd.**

S-188, Haware's Fantasia Business Park,

Next to Inorbit Mall, Plot-4, Sector 30A

Vashi, Navi Mumbai - 400703

\* AdStringO Software Pvt. Ltd. Reserves the right to change/modify the contents of the ADSTRINGO Partner Program .The submission of the Application form does not guarantee a partnership.