

## Elite Authorized Imaging Reseller Program

Four levels  
of benefits  
featuring  
Elite advantages

*Silver Elite*

*Gold Elite*

*Premier Elite*

*Integrated Imaging Elite*

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**Kodak Service & Support**

**iN**novation you can count on™

DOCUMENT  
IMAGING



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Kodak gets you **iN**

## ***Elite Authorized Imaging Reseller Program***

### **New Programs and Rewards to Help You Grow Your Business With Kodak**

*Kodak's Document Imaging division has redesigned our channel associate programs to deliver greater flexibility and benefits to you and your business. By introducing our new Elite Authorized Reseller Programs, we've reshaped program advantages into four new levels: Silver, Gold, Premier, and Integrated Imaging.*

*While all levels purchase product primarily through Authorized Distributors, we have added a direct-purchase-from-Kodak option at the Premier and Integrated Imaging levels. The new Integrated Imaging level creates a new category for those selling Integrated Imaging products, along with packaged services and consumables from Kodak.*

*Now, more than ever before, your business can team with Kodak's Document Imaging division to achieve new levels of world-class imaging solutions, greater sales volume, and added profit potential.*

*KODAK Document Imaging products are known for their performance, reliability, and value. Combine our dynamic channel programs, strong brand name, industry leadership, and renowned service and support to enhance the total solution that you – and your customers – count on.*

*Please review the following Elite level program benefits and commitment requirements, and discover what's right for your business. You'll find detailed information on program benefits, followed by guidelines on program benefits and commitment requirements for each level. Once you have met the sales requirements of your selected level, you will be eligible for additional, significant "Elite" advantages.*

#### **Our Customer-First Policy**

Customers come first since they ultimately determine our success. To delight customers, we will make the purchase, use and support of KODAK Document Imaging products and services, an unrivaled and pleasurable total experience.



*KODAK Care Kits*



*KODAK DIGITAL SCIENCE Scanner 3520*



*KODAK DIGITAL SCIENCE Scanners 1500 and 2500*



*KODAK DIGITAL SCIENCE Intelligent Microimager Scanner*



*KODAK DIGITAL SCIENCE Document Archive Writer*



*KODAK DIGITAL SCIENCE Document Scanner 9520*

# Information on Program Benefits

## Incentives

### Business Development Funds (BDF)

Take advantage of the BDF program available through Kodak. Participate in approved marketing activities including direct mail, telemarketing, trade shows and seminars, web site design and creation. These funds require prior written approval, are discretionary, and can only be used on specified products.

### Rebates

Kodak's annual rebate program is paid quarterly on purchases from your Preferred Distributor. Rebates are based on an annual sales goal and feature a base rebate percentage, plus a bonus rebate percentage which is activated if sales exceed your level's goal.

## Marketing and Communications

### The Knowledge eXchange (TKX)

This proprietary web site delivers a wealth of product, marketing, training and pricing information, plus much more. It features business-building resources including white papers, product specifications, configuration information, product photos, logos, events calendars, training information, on-line training registration, and more. In order to access TKX, you need a user ID and password. These are only available to our channel associates, including all Authorized Resellers of KODAK Document Imaging Products.

In order to provide the latest and most accurate information, The Knowledge eXchange is updated on a regular basis to help ensure your 24-hour access to the latest news and information.

### Breakaway Conference

An annual event featuring informational and educational seminars, plus networking opportunities, sponsored by Kodak for channel associates. Held in February at a conference center location, Breakaway lets you know what's coming in the new year in terms of new products, service, and programs from Kodak.

### Lead Program

The lead program brings qualified prospects to you via national advertising campaigns and editorial coverage in leading publications, participation in major industry trade shows, telemarketing campaigns, our web site, and 800 number.

### Demo Unit Program

Allows resellers to obtain products at greater-than-normal discounts to use for field demonstration, trade shows, or as show room models. This program covers all eligible KODAK Document Imaging products. Discounts and terms vary depending on eligible product.

### Leasing

Flexible financing alternatives are made available for direct and end-user purchasers through EKCC (in the US only).

### Product Literature

Extensive product literature and other marketing materials.

### Pricing Sales Tools

A comprehensive resource of constantly updated pricing and product availability information, available on The Knowledge eXchange. Now you don't have to worry about obsolete prices or discontinued products, the prices you quote are up-to-date.

### Product Information Kits

Comprehensive product information kits are available to help you answer specific customer questions, position the product competitively, and provide key selling points. Kits typically include market situation analysis, product descriptions, pricing and ordering information, training information, competitive reviews, and service and support offerings. Kits are updated with additional and new materials, such as product case studies and application success stories.

### Marketing/Identity Tools

Logos and trademark guidelines are available to identify you as an Authorized Reseller of KODAK Document Imaging Products.

### Customized Direct Mail Material

Easy-to-customize direct marketing materials are available for cost-effective lead generation and awareness campaigns.

### Trade Show Support

New mini-booth properties, table skirts, banners and other items are available to support your exhibit efforts. Items can be rented and include shipping and handling charges.

### Channel Newsletter

Receive information on industry trends, new products and valuable tips on KODAK Products, Programs, and Special Promotions. The *News Channel* is published quarterly, along with special issues.

### Reseller Council Eligibility

Designed to provide an open dialogue between Kodak and our channel associates. Your involvement provides direction and input into many aspects of our business and future programs.

### Welcome Kit

Upon enrollment, you'll receive a binder designed to jump start your sales efforts, including comprehensive sales tools and marketing support.

### E-Mail Blast News Bulletin

Breaking news from Kodak on relevant topics to keep you at the forefront of what's happening in a timely bulletin-style format.

### Sales Incentives

Participate in sales programs and promotions including spiffs and rebates.

## Training

Since Kodak Document Imaging was founded in 1928, our investment in product sales training has been a consistent value add for the people representing our products. We currently offer you a wide variety of programs in different venues to cover your training requirements:

### Hands-On Classroom Training

Classes for KODAK Document Imaging equipment are offered in cities around the U.S. Depending on the equipment covered, classes run from one to two days in length. Topics covered include target markets, applications and product positioning, competitive information, how to order and use sales tools (sales kits, CDs, brochures, white papers, etc.) features and benefits, plus significant hands-on time in classes.

### Web Casts with Conference Calls\*

Product updates, refresher courses and information on integration and use of Kodak products are offered on a scheduled basis via the Internet with an accompanying conference call. Web casts are a great way to keep up to date, get first hand knowledge from the Worldwide Product Managers and learn about successful applications.

### Web Based Learning

As a channel associate you have unlimited access to web-based programs through the KODAK Knowledge eXchange. It delivers product sales training when and where your people need it. These programs are used as pre-course material for classroom events.

### Interactive CD Programs

A number of KODAK Products and technologies have CD-based tutorials available for you to use. These include movies and interactive features that get your people up to speed right at their own PCs. *CDs are available at a minimal cost to cover handling.*

\* Classes are posted on the Training Calendar on TKX.

### Certification Exams

On-line certification exams for color production scanning and high-volume scanners as well as some upcoming programs are available. Through certification you can assure your customers that you are offering the highest value solution.

## Sales Support

### Pre-Sales Support

Our team of Technical Managers is responsible for the ongoing technical development and support of our channel associates including pre-sales, system integration,

and support of existing and new KODAK Products which may involve providing pre-sales technical consultation, technical skills assessments, recommendations, and technical development plans.

### Field Sales Support

Our account management provides direct support and team selling with Kodak Regional Directors, District Managers, Channel Marketing Support Representative, Technical Managers and Regional Manager of Services Sales for consistent support and answers to questions about products, services, programs, and promotions.

## KODAK Service and Support

When it comes to growing your business there is no better way than with KODAK Service and Support. At Kodak, our product performance is rivaled only by our award winning service and support. With KODAK Service and Support, you can increase the revenue potential and customer satisfaction on each hardware sale. Our service options provide the world class services that you need to grow your business.

- KODAK Care Kits- 1, 2 and 3-Year Extended Warranties and extended warranty renewal maintenance agreements along with Enhancement Services like Installation and Operator Training are available through these convenient and easy to sell packaged service products.
- Maintenance Agreements on Kodak and OEM equipment can provide significant post warranty revenue opportunities.
- Kodak Support Services can assist you in providing Enhancement, Systems and Professional Services to meet your customers' needs. We can team up with you to expand your capabilities and reach.

When it comes to imaging customers, we believe that KODAK Service and Support Keeps You iN. For more information, visit us on the web at [www.kodak.com/go/DIserviceandsupport](http://www.kodak.com/go/DIserviceandsupport).

### Becoming an Elite Authorized Imaging Reseller of KODAK Document Imaging Products

To join Kodak as an Elite Authorized Reseller of KODAK Products, simply submit a pre-application. Following a review and qualification process, which includes submitting a business plan and financial package, we will contact you regarding eligibility and opportunities. For more information about participating, please go to [www.kodak.com/go/channelnet](http://www.kodak.com/go/channelnet) or call 1-800-944-6171.



	Silver Elite	Gold Elite	Premier Elite	Integrated Imaging Elite
<b>Product Access</b>	• KODAK DIGITAL SCIENCE Scanners 1500/2500/3500/3520/3590C/4500; packaged service and consumables from an Authorized Distributor of KODAK Document Imaging Products	• KODAK DIGITAL SCIENCE Scanners 1500/2500/3500/3520/3590C/4500/ <b>7520/9520</b> ; packaged service and consumables from Authorized Distributor of KODAK Document Imaging Products	• KODAK DIGITAL SCIENCE Scanners 1500/2500/3500/3520/3590C/4500/7520/9520; packaged service and consumables from Authorized Distributor of KODAK Document Imaging Products <b>or the option to purchase direct from Kodak (all products)</b>	• Integrated Imaging Products & Micrographic Products; packaged service and consumables from Kodak; includes all products for use in the digital preservation market
<b>Marketing/ Communications</b>	• Welcome kit, reseller plaque, product and service collateral, TKX access, product information kits, channel newsletter & e-mail blasts	• Welcome kit, reseller plaque, product and service collateral, TKX access, product information kits, channel newsletter & e-mail blasts	• Welcome kit, reseller plaque, product and service collateral, TKX access, product information kits, <b>pre-launch notification</b> , channel newsletter & e-mail blasts	• Welcome kit, reseller plaque, product and service collateral, product information kits, TKX access & pre-launch notification, channel newsletter and e-mail blasts
<b>Pre-Sale Technical Support</b>	• Technical Web site • Technical Manager telephone assistance	• Technical Web site, Technical Manager telephone assistance and <b>on-site training, staging assistance, mode set-up training</b>	• Technical Web site, Technical Manager telephone assistance, on-site training, TM staging assistance, mode set-up training support	• Technical Web site, Technical Manager telephone assistance • Technical Manager on-site training, staging assistance, mode set-up training
<b>Sales Support</b>	• District Manager & Channel Marketing Support Representative, Regional Manager of Service Sales, Breakaway benefit	• District Manager & Channel Marketing Support Representative, <b>Senior Management Forum</b> , Regional Manager of Service Sales, Breakaway benefit	• District Manager & Channel Marketing Support Representative, Senior Management Forum, Regional Manager of Service Sales, Breakaway benefit	• District Manager for IMAGELINK Products & Channel Marketing Support Representative, Senior Management Forum, Regional Manager of Service Sales, Breakaway benefit, participation in Deal Registration
<b>Product and Sales Training</b>	• Classroom with hands-on training, Web casts with conference calls, District Manager overview training, Web-based learning, interactive CD Programs, color certification training	• Training CDs, Web casts, District Manager overview and classroom training, <b>Technical Manager mode set-up training, color and high-volume certification training, CDIA support, limited on-site training</b>	• Training CDs, Webcasts, District Manager overview and classroom training, Technical Manager mode set-up, color and high-volume certification training, CDIA support, <b>on-site training, sales &amp; communications training</b>	• Training CDs, Web casts, District Manager for IMAGELINK Products overview and classroom training & Technical Manager mode set-up training
<b>Equipment Rebates</b>	• Annual rebate program paid quarterly on purchases from preferred Distributor • Based on annual sales goal; features base rebate percentage and bonus rebate percentage increase on sales over goal	• Annual rebate program paid quarterly on purchases from preferred Distributor • Based on annual sales goal; features base rebate percentage and bonus rebate percentage increase on sales over goal	• Annual rebate program paid quarterly on purchases from preferred Distributor, if applicable • Based on annual sales goal; features base rebate percentage and bonus rebate percentage increase on sales over goal	• Annual rebate program based on products purchased
<b>Service &amp; Support</b>	• Maintenance Agreement, KODAK Care Kits, Support Services • Quarterly performance rebates based on attachment rates	• Maintenance Agreement, KODAK Care Kits, Support Services • Quarterly performance rebates based on attachment rates	• Maintenance Agreement, KODAK Care Kits, Support Services • Kodak Service Alliance direct service purchase agreement available	• Maintenance Agreement, KODAK Care Kits, Support Services • Quarterly performance rebates based on attachment rates
<b>Demo</b>	• Scanner demo program, leasing program, access to District Manager demo equipment	• Scanner demo program, leasing program, access to District Manager demo equipment	• Scanner demo program, leasing program, access to District Manager demo equipment, <b>seminar support with KODAK Equipment</b>	• Intelligent Microimage Scanner Demo Program, access to District Manager for IMAGELINK Products Demo equipment
<b>Leads</b>	• Pre-qualified leads supplied from various Kodak marketing communications activities, Reseller-sponsored campaigns	• Pre-qualified leads supplied from various Kodak marketing communications activities, Reseller sponsored campaigns, <b>seminar invitation support, seminar follow-up</b>	• Pre-qualified leads supplied from various Kodak marketing communication activities, Reseller-sponsored campaigns, seminar invitation support, seminar follow-up	• Pre-qualified leads supplied from various Kodak marketing communication activities, Reseller-sponsored campaigns, seminar invitation support, seminar follow-up
<b>Co-op</b>	• Amount to be negotiated through preferred Distributor	• Amount to be negotiated through preferred Distributor	• N/A	• N/A
<b>Business Development Funds</b>	• Discretionary funds available through Kodak • Prior written approval required	• Discretionary funds available through Kodak • Prior written approval required	• Discretionary funds available through Kodak • Prior written approval required	• Discretionary funds available through Kodak • Prior written approval required

	Silver Elite	Gold Elite	Premier Elite	Integrated Imaging Elite
<b>Commitment</b>	• <b>\$100K</b> annual product commitment	• <b>\$250K</b> annual product commitment	• <b>\$2M</b> annual product commitment • <b>\$200K KODAK Service Alliance</b>	• \$250K annual product commitment
<b>Sales Support</b>	• District Manager overview training, one-day scanner training • Basic product configuration; basic understanding of customer workflow and application	• District Manager overview training, one-day scanner training • Basic product configuration. Basic understanding of customer workflow and application	• District Manager Overview Training, one day scanner training, <b>one Web cast or lunch-n-learn dedicated session</b> • Basic product configuration. Basic understanding of customer workflow and application	• District Manager for IMAGELINK Products overview training, one-day Intelligent Microimage Scanner Accreditation and one-day Integrated Imaging Accreditation Training
<b>Technical Certified Support</b>	• Integration of capture software • Systems orientation, total solution provider • Color certification, color management	• Color certification • <b>7520/9520 Scanner certification</b> • Integration of capture software • Systems orientation, total solution provider • <b>Color management (display, printer, network traffic)</b> • <b>Pre-install site inspection</b>	• Color Certification • 7520/9520 Scanner certification • Integration of capture software • Systems orientation, total solution provider • Color Management (display, printer, network traffic) • Pre-install site inspection	• Preservation certification, certified systems orientation, total solution provider, understand K2 Antinorri, Pega, Network Node, awareness of micrographic imaging chain (film, developing)
<b>Post-Sale Support Capability</b>	• Ability to train end user	• Ability to train end user	• Ability to train end user	• Ability to train end user
<b>Demo</b>	• Demo capability	• Demo capability	• Demo capability	• Demo capability

**Note: Strategic Reseller Program**  
• Purchase exclusively from Kodak  
• \$2M commitment level

**Please Note: Red text denotes differences from Silver to Gold to Premier.**

Program Benefits

Commitment Requirements