



## 2010 ValuedPartner™ Company Profile

Date submitted:

Product Interest (Place an "x" in the appropriate boxes below):

Desktop:

Portable:

Supplies:

Company Name:

Other company name(s) used:

Address:

City:  State/Province:

Postal (Zip) Code:  Country:

Phone Number:  Fax Number:

Company Website:

Please list all websites used by your company to generate business (URLs under which you sell):

How long has your company been in business? \_\_\_\_\_ years

How long has your company sold AIDC products? \_\_\_\_\_ years

### Key Contacts:

Role / Department	Contact Name	Title	Phone Number	E-mail
Executive/Owner				
General Management				
Sales Management				
Marketing				
Purchasing				
Technical Support				
Professional Services				



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**Organization:** Please indicate the number of personnel supporting each of the following business activities at your company.

Activity:	Sales	Marketing	Technical Support	Maintenance & Repair	Professional Services	Customer Service	Administration	Total Employees
Number of Personnel:								

- Notes:
- 1) **Sales** includes: Field Sales (face to face), Tele Sales, Catalog Sales, eCommerce, etc.
  - 2) **Marketing** includes: Marketing Communication, Product Management, Advertising and Promotion, etc.
  - 3) **Technical Support** includes: Pre-Sales Assistance, Post Sales Assistance, and Hot Line Phone Assistance.
  - 4) **Maintenance & Repair** includes: Preventive & Corrective Repair, Service Contracts, and Warranty Repairs.
  - 5) **Professional Services** includes: Application Solution Development, Consulting, Custom Programming, Software Integration, Hot Line Software Support, Project Management, System Design, System Installation/Configuration, Site Survey for Wireless/RFID Applications, Training, etc.

**Office Locations:**

Office Location (City, State, Country)	# Sales Personnel	# Tech Support Personnel	# Professional Services Personnel

**Selling Methods:** Please indicate what percentage of sales is achieved through the following methods.

Selling Methods:	Solutions Field Sales (Face-to-Face)	Solutions Telephone Sales	Internet Order-taking	Telephone/Fax Orders	Paper Catalog	Others
Percentage:	%	%	%	%	%	%

**Company Annual Revenues (US \$):**

	2010 to date	2009	2008
<b>Total Company Revenue</b>	\$	\$	\$
<b>AIDC Products Revenue</b>	\$	\$	\$
<b>Total AIDC Printers Revenue</b>	\$	\$	\$
<b>Datamax-O'Neil Desktop Printers</b>	\$	\$	\$
<b>Datamax-O'Neil Portable Printers</b>	\$	\$	\$
<b>Datamax-O'Neil Printer Supplies</b>	\$	\$	\$



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**Revenue Mix:** Please allocate a percentage of your Total Annual Revenue to the following categories.

Hardware	Software	Professional Services	Maintenance & Repair	AIDC Consumables	Other (describe below)
%	%	%	%	%	%

**Products Portfolio:** Please select with "x" the barcode printer complementary products your company offers.

	Consumable Media/Printer Supplies	Mobile Handheld Computers	Mobile Vehicle-Mounted Computers	Label Design Software	RFID Printers	Label Applicators	Wireless LANs
Brands you actively sell							
Install/Support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Repair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you operate a media converting facility producing Printer Supplies? Yes  / No

If Yes, describe your operations below:

**Printer Brand Portfolio:** Please fill in all of the printer brands that you sell and indicate with an "x" whether you sell, install, support and/or repair:

	Datamax-O'Neil		Printer Brand 2:	Printer Brand 3:	Printer Brand 4:
	Desktop	Portable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sell	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Install/Support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Repair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
% of Printer Sales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Target Vertical Markets:** Please list your top three vertical markets and solution software and other hardware you sell.

Vertical Market	Application	Software Package Title	Custom or Special Hardware



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Pre-Engineered Solutions: Does your company provide pre-bundled hardware/peripheral/software solutions for any of the vertical market applications solutions listed above? Yes [ ] / No [ ]

If yes, explain:

[Empty text box for explanation]

Sales by Industry: Regardless of the Vertical Market answers above, please indicate the percentage of your sales to the following markets:

Transportation & Logistics	Industrial/ Manufacturing	Retail	Mobile Field Service	Government	Warehouse Management	Healthcare	Food/Beverage Manufacturing & Distribution	Others
%	%	%	%	%	%	%	%	%

Product Purchasing: From which Distributor(s) do you purchase your Datamax-O'Neil products?

[Empty text box for distributor information]

Your Differentiation: Describe your company's unique value proposition that will help us better understand how you differentiate yourself among your competitors. (Use as much space as needed.)

[Empty text box for differentiation description]

We appreciate your interest in participating in the Datamax-O'Neil Valued Partner Program. Once completed, this form can be submitted to:

Datamax-O'Neil Channel Marketing Department
E-mail: vpp@datamax-oneil.com
Phone: +1 - 407 - 578 - 8007
Fax: +1 - 407 - 523 - 5599

For Datamax-O'Neil Use Only:

Valued Partner Category (circle one): VAD AVP BVP SVP Alliance Partner: ISV IHV

Valued Partner Profile completed by: [Empty text box]

Channel Account Manager Analysis/Recommendation:

Channel Account Manager Sales Manager Marketing Manager



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<b>Business Plan with Datamax-O'Neil</b>		
Key business goals for this year (e.g. – Increase Datamax-O'Neil printer revenue by xx% or establish Datamax-O'Neil as our lead printer in Route/DSD application sales)		
1.		
2.		
3.		
4.		
5.		
Supporting sales/marketing strategies and actions (e.g. – Train sales team on Datamax-O'Neil desktop and/or portable printers and set policy to lead with Datamax-O'Neil products; Target end-users in a specific vertical and run a co-branded e-mail campaign with several touches over a 6-week period to generate new business.)		
1.		
2.		
3.		
4.		
5.		
<b>Planned business objectives:</b>		
2010 Printer Revenue:	Desktop \$ _____	Portable \$ _____ Supplies \$ _____
Gross Margin % targets:	Desktop _____ %	Portable _____ % Supplies _____ %
Growth in number of customers:	From current quantity: _____	Ending 2009 quantity: __
Other objectives:		