



AUTHORIZED SYSTEMS INTEGRATOR and SOLUTION PROVIDER PROGRAMS

The activePDF Authorized Systems Integrator (ASI) and Solution Provider (SP) programs focus on providing high-quality activePDF software, technical support, product services leads and marketing opportunities.

activePDF Solutions

activePDF Inc. is recognized as a leading provider of server-side PDF conversion and development tools for Windows NT, XP and 2000, offering a complete suite of affordable industrial-strength PDF tools that free the developer from the typical dilemmas associated with dynamic PDF creation. With the ability to create, paint, form-fill and convert from 280+ file types, including HTML-to-PDF, activePDF products offer exceptional functionality at a fraction of the cost of comparable solutions.

activePDF's solutions for dynamic PDF generation, conversion and manipulation are activePDF Server™, activePDF DocConverter™, activePDF WebGrabber™, activePDF Toolkit™, activePDF Printer™, activePDF Spooler™ and activePDF PDFPrint™.

Who uses activePDF Solutions?

activePDF currently has a global distribution network spanning every continent, providing sales and technical support to more than 5,000 clients worldwide. activePDF's server-based products are positioned to meet the requirements of any organization in need of cost-effective robust PDF software solutions. activePDF customers include Fortune and Global 500 organizations in the financial/banking services, manufacturing, pharmaceutical, healthcare, education and government industries. Clients include Warner Brothers, HP, Visa International, Boeing, Nationwide Insurance, BMW, American Airlines, Pfizer, US Bankruptcy Courts, L'Oreal, Stanford University, NASA, Microsoft and the US Army.

Intended Channel to Market

activePDF solutions are sold and supported exclusively by activePDF, activePDF Authorized System Integrators and Solution Providers, activePDF VAR's and activePDF Corporate Resellers.

activePDF Server™ may in some cases require further development work to become an integrated solution. Naturally, this integration allows greater flexibility than a standard out-of-the-box product, and makes activePDF Server a highly powerful cost-effective tool.

ASIs and SPs are expected to configure activePDF software to a customer's specific requirements. Using the tools provided, the Systems Integrator or Solutions Provider can configure the software with tailored PDF configuration settings.

Becoming an activePDF ASI

When you join the ASI Program, you become part of a global distribution network of professionals that support and enhance activePDF technologies and solutions. activePDF offers high quality tools, technical support, product information and marketing resources to assist ASIs in achieving their goals.

Technical Requirements

Below are the skill requirements activePDF has established for its ASI partners:

- Relevant experience supporting and using Software Development Kits (SDKs) from third-party vendors
- Experienced programmers and/or technical support personnel
- Knowledgeable in the deployment of web servers
- Knowledgeable in HTML, XML, ASP (Active Server Pages), JSP (Java Server Pages), or other scripting languages
- Clear understanding of the benefits and uses of PDF
- In-house technical support group available to handle first-line support to customers
- Established, proven sales channel
- Offering consulting and implementation services to customers
- Completion of 5-day Training Course at activePDF corporate offices

Financial Requirements

Becoming an activePDF ASI requires an initial minimum financial commitment of \$5,000 to cover the cost of training and set-up. 50% of the cost (\$2,500) is refunded upon the first purchase of activePDF products. The remaining 50% percent is refunded upon the sale of \$25,000 of activePDF product.

Becoming an activePDF Solution Provider

Technical Requirements

Below are some of the skill expectations we have for our Solution Provider partners:

- Appropriate experience using Software Development Kits (SDKs)
- Programmers and/or IT people on staff, with technical certifications
- Knowledgeable in the deployment of the specific solutions you will deliver
- Knowledgeable in HTML, XML, ASP (Active Server Pages), JSP (Java Server Pages), or other scripting languages
- Clear understanding of the benefits and uses of activePDF
- In-house support group available to handle first line support to customers
- Established proven sales channel
- Provision of consulting and implementation services

Financial Requirements

Becoming an activePDF Solution Provider requires an initial minimum financial commitment of \$2,500, 100% is put toward product credit for future orders.

Benefits

- ***Grow your business***

Partnering with activePDF allows your company to develop profitable business opportunities, market cutting-edge solutions and ultimately increase sales.

Selling activePDF solutions allows you to generate additional revenue above and beyond product sales figures, by affording you the opportunity to provide implementation services to your customer to ensure a completely integrated e-document solution. Additionally, your business can draw consistent revenue from customers using activePDF solutions by offering fee-based maintenance services.

We work hard to ensure that our partners are successful in promoting and selling activePDF solutions and offer numerous co-marketing opportunities in order to make this happen. activePDF is a regular exhibitor at key industry tradeshow events and the product line is aggressively marketed using targeted on-line and print advertising initiatives in addition to successful PR campaigns.

- ***Free Training and Support***

Technical Support personnel will be available for a complimentary initial 1/2-day training course (via the Internet). Fee-based training on all activePDF software components will be made available to ASIs and their clients if requested.

Second-Tier Technical Support will be available to ASIs that have paid support fees. ASIs are free to access activePDF's extensive online knowledge base. activePDF also offers free ASI technical support via email. Solution Providers receive regular email support free of charge, but can upgrade to the ASI program at any time.