



VALUE ADDED RESELLER (VAR) PROGRAM

The activePDF Value Added Reseller Program focuses on providing VAR's with high-quality activePDF software, technical support, product information 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 and robust PDF software solutions. activePDF customers include Fortune and Global 500 organizations in financial/banking services, manufacturing, pharmaceutical, healthcare, education and government industries. Clients include Warner Brothers, HP, Visa International, Boeing, Nationwide Insurance, BMW, US Bankruptcy Courts, American Airlines, Pfizer, 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, activePDF VARs and activePDF Corporate Resellers.

While activePDF Server is designed to operate productively out of the box, there may be situations in which additional development is required to ensure the tightest integration possible. Naturally, this capability for enhancement allows greater flexibility than a standard out-of-the-box product, and makes activePDF Server an extremely powerful and cost-effective tool.

VARs are expected to configure products as necessary to ensure the customer's specific requirements are met. activePDF has provided additional tools, enabling VARs to configure the software with tailored PDF configuration settings.



Becoming an activePDF VAR

When you join the activePDF VAR 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 VARs in achieving their goals.

Financial Requirements

Becoming an activePDF VAR requires a minimum initial financial commitment of \$5000 with 100% of this fee refunded upon activePDF product purchases equal to or exceeding this amount.

VARs are assigned at two different levels based on an evaluation of marketing activities, actual sales, and sales potential.

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.