

NEOCERTIFIED PARTNER PROGRAM GUIDE



... Extending Privacy and Trust in your E-mail.

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NeoCertified Executive Summary

Thank you for the opportunity to address your strong interest in online document delivery and secure messaging. The NeoCertified product is well positioned to serve the messaging needs of your organization and your clients. By offering secure and confirmed e-mail delivery of confidential and sensitive information, you will have taken a significant step forward in offering a robust secure messaging environment.

About NeoCertified

NeoCertified is a leading provider of secure, encrypted e-mail messaging. The NeoCertified product is in its third version release, designed for companies that demand secure communication. NeoCertified is used by organizations to meet their compliance requirements, such as HIPAA and GLBA. Financial institutions deploy NeoCertified to meet SEC guidelines for delivering sensitive financial documents and trade confirmations. Healthcare organizations, financial services companies and law firms take advantage of its secure, tracking features in order to deliver intellectual property documents and protect partner and client confidentiality. In any industry, NeoCertified saves time, money and liability when compared to courier-based services/postal mail, and greatly increases the privacy and accountability of communications.

NeoCertified Features

NeoCertified is simple to use and the technology is transparent to the end-user. NeoCertified extends into your organization without investment in hardware or software.

The features of NeoCertified include:

- One-click security for your e-mail and attachments
- Transparent encryption – any e-mail user can use NeoCertified
- Non-repudiation reporting
- Proof of receipt
- Message authenticity
- Message expiration, deletion, archival, retrieval and password protection
- Scalable from one user to millions of senders and recipients
- Audit reporting
- Client accounting and billing features
- Two factor authentication, user/password & biometric
- Access from any device, anywhere, from any internet connection
- Co-brand the NeoCertified message center with your logo and corporate colors

NeoCertified Benefits

The benefits of NeoCertified include:

- Know the who, what, when, where and how of your e-mail communications
- Ensure that only one encrypted copy of your message exists
- Increase Client trust
- Reduce exposure to identity theft

- Replace significant volume of traditional and overnight mail
- Reduced cost of infrastructure
- Pass thru cost to your Clients, as appropriate
- Implement faster, sensitive document review time
- Manage targeted mailings with ease through administrative audit reporting

NeoCertified Partnership Program

The NeoCertified partnership program is designed to support our Resellers' efforts to successfully provision NeoCertified to the expanding information privacy market.

The NeoCertified partner program has two designation levels for resellers: Premier and Retail. Each is based on having trained sales personnel on staff, actively marketing the NeoCertified product and achieving minimum sales targets. Once you are qualified as a NeoCertified partner, you will receive standard product discounts and on-going support for your selling efforts.

NeoCertified Premier Partner

The Premier Partner has been trained to sell the NeoCertified product, is conducting quarterly NeoCertified marketing activities that include the NeoCertified product and is meeting a minimum yearly sales goal.

Premier Partner benefits include:

- Consistent discount on product purchases from NeoCertified
- Consistent Partner margin
- Free NeoCertified memberships (25) for internal use
- Unique Partner SKU or product offering
- Price Competitive with NeoCertified product offerings
- Shared cost of Marketing and Sales tools
- Provided web content and graphics to be used on the Partner website
- Access to Partner resources on the www.NeoCertified.com website

Premier Partner requirements include:

- Signed NeoCertified Reseller Agreement
- Annual Sales Target of \$149,000 or 1000 new NeoCertified memberships
- Minimum Quarterly Sales of \$14,900 or 100 new NeoCertified memberships
- Sales staff trained by NeoCertified
- Conduct quarterly marketing activities promoting the NeoCertified product with the first activity taking place within 90 days of program entry
- Display NeoCertified logo and product information on your website

NeoCertified Retail Partner

The Retail Partner purchases a bulk package of NeoCertified memberships at a discounted rate and resells these memberships in a retail arrangement. The Retail Partner has been trained to sell the NeoCertified product and is conducting quarterly NeoCertified marketing activities to promote the NeoCertified product.

Retail Partner benefits include:

- Significant discount on pre-purchased NeoCertified memberships to be resold in a retail arrangement
- Free NeoCertified memberships (20) for internal use
- Shared cost of Marketing and Sales tools
- Provided web content and graphics to be used on the Partner website
- Access to Partner resources on the www.NeoCertified.com website

Retail Partner requirements include:

- Signed NeoCertified Reseller Agreement
- Annual Purchase Goals of 600 new NeoCertified memberships
- Quarterly Purchase Goals of 150 new NeoCertified memberships
- Sales staff trained by NeoCertified
- Conduct quarterly marketing activities promoting the NeoCertified product with the first activity taking place within 90 days of program entry
- Display NeoCertified logo and product information on your website

Marketing and Related Programs

NeoCertified actively markets to build awareness of the NeoCertified brand. We have an internal Marketing professional and work with an outside organization to market the product, including website promotion, press releases, trade shows, bulk e-mail and traditional mailings, and quarterly executive briefings in the Denver metro area. We also work closely with industry-specific partners to promote the NeoCertified product.

In addition, NeoCertified will work with you to customize a marketing approach that fits your organization's needs.

Sales Tools

- **Partner Welcome Kit** - All Partners will receive a NeoCertified Partner Welcome Kit upon signing the Reseller Agreement. This kit will include free NeoCertified memberships for Partner internal use and co-branded brochures and product information in electronic format.
- **Customer Evaluation Program** - NeoCertified offers Trial Licenses to customers interested in evaluating the NeoCertified product on a short-term basis. Partners need to contact NeoCertified on a case-by-case basis to set-up a trial membership for their potential customer(s).
- **Marketing Collateral** - NeoCertified printed marketing collateral is available in reasonable quantities for each Partner. Initial collateral is provided in the Partner Welcome Kit. NeoCertified also offers PowerPoint presentations, datasheets, telemarketing scripts and other marketing materials as requested by the Partner. Partners may customize material subject to NeoCertified approval.

Sales Training Program

NeoCertified requires that all Partners participate in a half-day NeoCertified sales training session that covers the NeoCertified product. NeoCertified offers the training on-site at

NeoCertified's corporate office, but the training may also be performed in an on-line, phone setting or an on-site setting, by agreement.

Sales and Technical Support

NeoCertified sales and technical support is available by phone or e-mail during regular business hours.

How to Become a NeoCertified Partner

1. Fill out the attached NeoCertified Partner Program Application. You will be contacted by a NeoCertified sales representative to initiate Partner discussions.
2. The next step in the process involves the following:
 - Agreement on Annual Sales Targets and/or Quarterly Purchasing Goals
 - Setting up a Training Session
 - Determining a marketing plan for product introduction within 90 days

NOTE: The NeoCertified Partner Program is subject to cancellation or modification at any time by NeoCertified's discretion.
