

CityVAR Reseller FAQ's

1. How do I become a CityVAR Partner?

Complete the CitySuites Partner application form. Indicate if you wish to become a Certified VAR or a referral partner. Your application will be reviewed by ISSI and you will be notified of your status and next steps within one week.

2. How does the referral program work?

Referral partners work in a teaming environment with ISSI and their Certified VAR Partners. Leads are registered with ISSI. If the lead results in a sale, your organization will be entitled to a portion of the sale. Leads will remain open for twelve months unless otherwise agreed upon.

3. What is a "Certified VAR"?

A MasterVAR Certified Partner is our highest level of designation. A MasterVAR Certified Partner has completed the technical and sales certification provided by ISSI to provide consulting services, training, implementation and support for CitySuites products. MasterVAR Certified Partners will assume the primary responsibility for sales in a designated region.

4. Do referral partners have assigned territories?

No. Referral partners can generate leads and income in their various spheres of influence. Referral partners will be assigned to one or more MasterVAR Certified Partners as appropriate.

5. Is there a deadline on my CityVAR dealer agreement?

Your status as a CityVAR Partner will remain in effect indefinitely. You may leave the program at any time. Although unlikely, ISSI does retain the right to expel Partners from the program.

6. Do you have a dealer in my area?

ISSI is continually adding qualified dealers to the program. Contact ISSI for the latest partner roster.

7. What percentage to dealers get on the software sale?

The CityVAR program offers generous discounts and revenue opportunities to MasterVAR Certified Partners and Referral Partners. However, we do not make this information public at this time. Please contact an ISSI representative for more information.

8. Can I offer my dealer discount to my client as a price reduction?

Yes. While ISSI discourage deep discounting, we recognize that market conditions sometimes makes this a necessity. Our generous discounts allow for pricing controls to be in the hands of our Partners.

9. Is there a quota that I need to sell to become a CityVAR reseller?

At the current time, no. ISSI will review this policy periodically and may adjust in the future.

10. Is there a fee associated with being a CityVAR dealer?

MasterVAR Certified VAR's are required to pay for the fees associated with the Technical Certification process. This fee is 100% refundable pending the first completed sale of a CitySuites product. There are no fees associated with becoming a Referral Partner.

11. Do I need to buy the software in order to be a CityVAR dealer?

No. MasterVAR Certified Resellers will be provided a transferable license pending successful completion of the certification process. Referral Partners will rely on the resources available through ISSI and MasterVAR Certified Resellers for sales information and demonstration purposes.

12. What type of support do you provide for dealers to help them make sales?

ISSI works in conjunction with our Business Partners to drive sales through our channel as our Partners are instrumental in our success. Some of the tools and resources available to our Business Partners include continued education opportunities, numerous marketing programs, sales literature and tools for the end-user. We also have a separate and distinct plan for marketing directly to end-user clients. Our business plan calls for all sales to be driven through the channel.

13. Will ISSI help me demonstrate the product?

Absolutely. ISSI conducts product overviews for its products on a regular basis. Event dates and times are located on the ISSI website (www.issi-central.com/events). ISSI will perform individual demonstration for qualified prospects. Demonstrations are generally performed through the use of the Internet. However, ISSI will demonstrate the product(s) on-site as necessary.

14. How often are the products updated?

ISSI is continually updating the products and incorporating additional features and functionality. Generally, CitySuites products have one major and two minor releases per year.

15. Are there fees associated with product updates?

Product updates are included as part of the annual support agreement. Updates can generally be installed by the end-user using the supporting documentation or with minimal assistance from the ISSI.

16. Am I paid for all renewals and upgrades?

MasterVAR Certified Partners retain a portion of the support fees on an ongoing basis. ISSI retains the fees associated with product updates and subsequent delivery of the updates. Should a client want an enhancement that is out of scope and a billable charge, the MasterVAR Certified Partner would be eligible for compensation.

17. What happens if another dealer sells a lead I have been working on?

Not possible. Since our channel is structured for territory exclusivity, MasterVAR Certified Partners will have defined geographic responsibilities. In addition, all leads must be registered with ISSI in order to be valid.

18. Will ISSI sell the product directly?

Yes. However, it is our intention to move 100% of the business through MasterVAR Certified Partners. Some entities require that the product is sold and supported by the product developer. In these circumstances, MasterVAR Certified Partners will be entitled to some compensation even if the product is sold directly.

19. Do you have user conferences that I can attend?

ISSI hosts an annual user conference for all Business Partners and CitySuites clients. We also host numerous forums on a regular basis via Webconferencing.

20. Can I make commission signing up other dealers?

There is no compensation structure currently in place for recruiting dealers. Because of the territory structure, MasterVAR Certified Resellers are strongly encouraged to develop a network of referral partners in their region. Because of the discount structure and compensation commitment from ISSI, the cost of acquiring a new sale is reduced under this model.

21. Who provides support for the product after the initial sale?

1st tier support is provided by MasterVAR Certified Reseller. ISSI will support the MasterVAR Certified reseller or intercede directly with end user client as circumstances warrant.

22. Do you have trial versions of the software for use by end users?

While CitySuites products are designed to be user-friendly and intuitive, there is a level of training that is required in order to operate the software. ISSI and its partners will provide the appropriate demonstration and engage the client in order to simulate the user experience.

23. If I become a MasterVAR Certified Reseller, what products am I eligible to sell?

You will be eligible to sell all products for which you have been certified. Because the products are inter-related, we encourage resellers to represent the entire CitySuites lineup.

24. Who maintains the relationship with the end user?

The CityVAR Business Partner Program was designed to integrate the products and resources of a national company (ISSI) with a local company to efficiently and effectively deliver services. As such, both organizations will retain a relationship with the end-user. The primary relationship resides with the MasterVAR Certified Partner.

25. Who is responsible for product upgrades to existing clients?

ISSI maintains the responsibility for the development, distribution and implementation of product upgrades and enhancements. We will rely extensively on the input and advice from our Business Partners in the development of these upgrades and enhancements.

26. Do I need experience with public sector products to apply?

While it is helpful, it's not necessary to have extensive experience in public sector sales and service. Other factors are considered including software and technical expertise, training and support capabilities, sales capabilities and others. ISSI will work you to determine if CitySuites products and the CityVAR program will help you achieve your corporate goals.

27. Can I modify the CitySuites products for my customers?

CitySuites products are designed to allow flexibility in the setup and execution of the programs minimizing the need for customized programming. Should it be determined that a program modification is necessary or an enhancement would benefit a majority of CitySuites clients, ISSI will provide the programming resources to make the necessary changes.