

Becoming a PostCoder Partner allows you to integrate address lookup functionality within your application(s), adding value to your products and/or services. As a PostCoder Partner you will also have access to the World Addresses portfolio of products for international addressing.

We have specialised in the address management industry for over 20 years, are a Gold 'top 5' partner with the Royal Mail and offer market leading products and advise to match.

One of our partners alone has grown their customer base nationally, and by placing two 'unlimited per click' orders a week, saves themselves over £175k per year!

There are two Partner schemes available:

Reseller Partner

Simply purchase the licence(s) on your customer's behalf and receive up to 30% discount from the list price on 'Per User'. For 'Per Click' receive a rebate of up to 15%. We invoice you and you pay us. You are free to charge your customer whatever fee you wish!

You will manage the relationship with the End User and provide them technical support. So that you can offer this support, you must hold your own licence. It is up to you whether you pay for your own licence or include it within the fee you charge the End User.

All documentation, licences and data updates will be issued direct to the Partner for distribution to the relevant End User.

Referral Partner

All communication (documentation, licences, invoices etc) will be between PostCoder and the End User - so we do the selling for you! As a thank you for the recommendation, we will send you a rebate of 15% of the customer's Gross cost. Rebates will be paid at the end of the quarter that full payment has been received from the End User.

You are not obliged to purchase your own licence, as we will provide technical support to the End User on your behalf. If however, you wish to develop your application throughout the year, you will need to purchase your own licence.

What are the benefits of being a Partner?

Reduced Costs

Reseller Partners receive up to 30% percent discount on all 'Per User' licences and are able to charge the End User whatever fee they wish. Reseller Partners selling 'Per Click' Licences and all Referral Partners will be invoiced at list cost and will receive a rebate of up to 15%.

Marketing Material

We will supply you with a welcome pack upon signup. You will be provided with flyers, logos, trial CD's (where applicable), order forms and anything else you may require to assist in the generation of new customers and revenue streams.

Web Link / Accreditation

We will advertise your company on our website - www.postcoder.com. Upon sign up, provide us with your company logo and some text and we will add you to our Partner Directory. This will allow End Users looking for a specific application, requirement or provider in their local area to find your company and make an enquiry.

Account Management

Partners will receive a dedicated Account Manager and Support Consultant*. We are contactable via email or phone during standard business hours. If we are not available (out of hours), we will get back to you as soon as possible.

Quarterly developer 1:1

One of our experienced developers* will be more than happy to talk to you, to offer suggestions on enhancing your application and/or answer any questions you may have.

* Available for Platinum Resellers only

How much money can I make?

The money you can make is totally unlimited!

With each Partner scheme, the amount that you receive in discount and/or rebate will be dictated by the total gross income across all of your End Users, so the more they buy, the more money you can make.

Details on the partner options and their discounts/rebates are as follows:

Option 1 - Reseller Partner (per user)

- 10% of Gross



Silver

< £1,000 Gross

**Account Manager
Welcome Pack**

- 20% of Gross



Gold

< £7,500 Gross

**Account Manager
Welcome Pack
Web Link / Accreditation**

- 30% of Gross



Platinum

£7,500 Gross +

**Account Manager
Welcome Pack
Support Consultant
Web Link / Accreditation
Premium Listing / Logo's
Quarterly Developer 1:1**

Option 2 - Reseller Partner (per click) and/or Reseller Partner (per user/click)

- 5% of Gross



Silver

< £1,000 Gross

**Account Manager
Welcome Pack**

- 10% of Gross



Gold

< £7,500 Gross

**Account Manager
Welcome Pack
Web Link / Accreditation**

- 15% of Gross



Platinum

£7,500 Gross +

**Account Manager
Welcome Pack
Support Consultant
Web Link / Accreditation
Premium Listing / Logo's
Quarterly Developer 1:1**

Terms and Conditions

The terms below are in addition to the Licence terms and conditions that you will sign up to use the software and licences themselves.

Partners must become a Registered Partner by completing the form at the end of this document, which will be held on file.

Any discount or rebate payable can only be done once PostCoder has received your completed application form.

You must sign this agreement to say you have read, understood and will communicate all licence terms to your End Users, before you are permitted to resell any PostCoder or World Addresses software and/or data.

For all Partner schemes, the Partner must provide PostCoder all End User details in order for the relevant licence(s) to be generated.

PostCoder, and Allies Computing Ltd retain the right to alter terms and conditions, and partner program details with 6 weeks prior notice.

PostCoder Partner Application Form

Organisation

Property

Street

Town

Postcode

www.

Primary Contact

Name

Job Title

Email

Phone

Accounts Contact

Name

Job Title

Email

Phone

Partner Directory Listing

Please outline the services your business offer, e.g. CRM, CMS, Websites:

By returning this document I accept and agree to the Terms and Conditions as specified.

Name:

Signed: _____ Date (dd/mm/yyyy):