



## LOCAL PARTNER PROGRAM

Over the past 25 years IER has secured its position as a world leader in the supply of Ticketing, Check-in and Boarding solutions for the Airline & Airport community. Just recently, IER successfully entered the self service market with kiosks and a range of self service check-in software. Simultaneously IER built a network of IER Service Centers and developed a Monitoring offer from its Paris-based Support and Monitoring Center.

In order to further expand its market coverage and to tailor its solutions to the specific requirements of airlines, airports and railway companies of all sizes while providing both global and local customers with the highest quality service according to its Manufacturer's standard, IER is now unveiling its **Local Partner Program**. Through this program IER wishes to reproduce the success already achieved in several countries since the late nineties. By selecting the most skilled and customer-orientated specialist in countries where IER is not directly present, IER will be able to deliver its customers the level of expertise and the innovations that have built the company's reputation and helped its customers optimize their operations.

### OUTLINE OF THE LOCAL PARTNER PROGRAM

- **Business Objectives**

Depending on their partnership status as a **Local Service Partner (LSP)** or **Local Partner (LP)**, IER Partners will either provide IER customers with local installation, repair and maintenance services or promote, resell and support IER solutions within a specific geographical area.

Through LPs, IER will have access to all local customers such as airlines, airports, railways and state bodies (i.e., post offices) likely to use IER hardware products, software solutions and associated professional services. LPs will put to use their knowledge of the market's culture, language and economical environment, while IER will provide on-going technical and sales support to LPs so that their local staff can best promote IER solutions and best support IER customers.

- **Selection Criteria**

IER will select LPs through a 2-step process. The initial pre-selection phase will be focused on the market position and financial stability of potential LPs while the second step will give IER a chance to check their ability to meet IER's technical & sales expectations.

IER LSP/LPs are companies with strong relationships within the airport/airline or railway community and a proven record in IT projects. They must also have a history of financial & organizational stability of at least 5 years and solid support capabilities.

LSP/LPs should be willing to commit the relevant resources to their Partnership with IER and ensure IER of their ability to develop the appropriate business development strategy.

- **Contractual Relationship**

Partnerships will be formalized by an agreement comprising a Terms & Conditions section complemented by a market description appendix, including non-contractual sales targets (for information only), a pricing appendix and a service/product list appendix defining the mandatory training courses and demo equipment (LPP Kick-off Package).

- **Certification Process**

Both LSPs and LPs will have to purchase and undergo a series of training courses covering equipment repairs (LSPs & LPs), sales (LPs) and, depending on market potentials, software and solutions support. Training sessions will either take place on LSP/LPs' premises or at IER's Paris Headquarters. Refreshers or new training courses will be required on an as needed basis in order to extend the certification status.

Certification will be provided both to Individuals and the Company.

- **Performance Plan**

IER and LPs will define a performance plan on an annual basis according to their local market potential.

Quarterly reviews will help IER & LPs monitor their respective performance and implement necessary adjustments.

- **IER Marketing, Sales and Technical Support**

Newly selected LPs will benefit from the **IER LPP Kick-off Package** including pre and after sales training, demo equipment and marketing material.

LPs will be assigned to a single Sales Manager, a single Sales Assistant and a single Technical Sales Support Manager for all new opportunities. For After Sales Support, LPs will have access to the IER Support & Monitoring Center (SMC) for free\* 24/7 support up to 10 hours a year as part of the LPP Kick-Off Package.

Both the IER Sales Manager and the Technical Sales Support Manager will be available for joint customer visits and will provide LPs with IER's latest ideas and solutions.

\*Specific procedure and pre-requisites apply

The cost of the LPP Kick-off Package is set at 8000 euros for LPs and 4000 euros for LSPs. IER training staff travel and equipment shipping expenses might be totally or partially included in the above fees depending on the location and business potential of each country. As the goal of this package is to provide new LSP/LPs with the optimal level of skills and material without preventing them from promoting IER solutions efficiently due to financial reasons, the payment of the above charges will take place according to a schedule mutually agreed upon by both parties.

LSP/LPs will have access to an **exclusive extranet** for all relevant marketing, sales, contractual and technical support materials as well as reporting tools and performance reports.

LPs will have the opportunity to share experience with other members during a **yearly LPP event**.

- **Benefits for LSPs and LPs**

Both LSPs and LPs will see their Service sales grow through their relationship with IER, whether it involves already installed equipment or future projects. IER's strategy consists in subcontracting as much service business as possible to its new LP/LSP network in order to improve the quality of services provided to end-customers. As LPs become more and more familiar with the IER product and solution range, reseller sales will increase and will generate an ever expanding opportunity for growth for LPs. Our past experience with LPs shows that market education, product quality, innovations and quality support are key to the success of such partnerships. Current LPs are available to provide potential LPs with their comments on their experience with IER.