



# Reseller Program



# Table of Contents

---

1. The 22Miles Reseller Program
2. Reseller Program At-A-Glance
3. Reseller Benefits
4. Reseller Badges

# Welcome

Thank you for your interest in the 22Miles Reseller Program. We are excited to offer you a growth-oriented program packed with the necessary tools and incentives to help you succeed in the marketplace. We believe that with your expertise and industry knowledge, our reseller program will be the catalyst for many great things to come.

The program at its core is to help you sell digital signage, from simple informative lobby displays to interactive 3D wayfinding that will provide recurring revenue year after year. It is also full of incentives for you to increase your margins by ascending to a higher tier as your business grows.



## The 22Miles Reseller Program

## 2. Reseller Program Benefits At-A-Glance

The program contains three levels: **Affiliate**, **Premier**, and **Elite**. Each tier contains certain benefits that will help you sell digital signage and provide financial rewards based on volume and growth.

		Tiers	Affiliate	Premier	Elite
<b>Education &amp; Insights</b>	Design Certification			×	×
	Product Training			×	×
	Access to Training Videos	×	×	×	×
	Partner Sales Training	×	×	×	×
<b>Access &amp; Support</b>	Quarterly Business Review			×	×
	Solutions Engineers	×	×	×	×
	Express Tech Support			×	×
	White Labeling				×
	Lead Sharing			×	×
<b>Rewards &amp; Recognition</b>	Competition/Rewards/Spotlight	×	×	×	×
	Partner Sales Kit	×	×	×	×
	CMS Demo License	1	5	10	
	Player Licenses	1	3	5	
	Partner Badge	×	×	×	×
<b>Discount</b>	Reseller Discount	×	×	×	×
	Registration Discount	×	×	×	×



### 3. Reseller Benefits

#### Design Certification

Receive design certification for the 22Miles platform for all digital signage & interactive experiences, which includes the Publisher Pro design software and Content Manager (CMS). Once certified, you can create customized templates, 3D maps for wayfinding, and data mapping to 3rd party content. The certification allows you to perform a variety of tasks within the platform to grow your business and move into a variety of industries and address specific customer demands.

#### Product Training

Receive live product training on the 22Miles platform consisting of two primary software titles, Publisher Pro and Content Manager. Publisher Pro is a full design application for creating, scheduling, and editing interactive experiences and wayfinding projects. Content Manager is a web editor that allows users to perform a variety of simple tasks and is built to suit any user's skill set.

One of the key benefits of product training is that it can help you bring more projects in-house, which can lead to more professional services revenue for you and it will build stronger relationships with your customers.

#### Access to Training Videos

22Miles has an extensive library of on-demand training videos so you can learn at your own pace. From the basic task of creating non-touch projects to creating more complex content that involves touchscreen functionalities and data integrations, these training videos and other helpful tips are all conveniently located in the Knowledge Center.

## Partner Sales Training

Partner sales training for digital signage involves teaching your sales teams how to effectively sell digital signage solutions to customers. This training goes beyond discussing the importance of return on investment (ROI), but focuses on the concept of return on objective (ROO).

One important aspect of this training involves teaching your sales teams a go-to-market strategy on how to ask the right questions to customers. Rather than simply pitching the features and benefits of digital signage, sales teams should ask questions that help them understand the customer's needs and objectives.

By teaching your sales teams how to ask the right questions, understand a customer's objectives, and effectively communicate the benefits of digital signage, you can win more business by helping your customers achieve their goals, which will make you an indispensable partner in the long run.

## Quarterly Business Review

The QBR provides an opportunity for us to review business goals and objectives, assess our progress towards achieving them, and discuss what else we can do better.

While revenue is certainly an important metric to review during a QBR, it's only one part of the picture. A comprehensive QBR should also take into account other key performance indicators (KPIs) such as customer satisfaction, product usage, and renewal rates. By looking beyond just revenue, we can gain a more complete understanding of needs, identify opportunities to improve our relationship, and help them achieve their business goals.

## Solutions Engineers

Having access to our solutions engineers can be important during a pre-sales process. They can help to answer technical questions that customers may have, and can provide demonstrations or proof of concept solutions to help customers understand how 22Miles software will work in their specific environment.

In addition to technical expertise, solutions engineers can also play a valuable role in post-sales activities, such as implementation and onboarding. They can work with customers to ensure that the product or service is installed and configured correctly, and can provide ongoing support to ensure that the customer is able to fully utilize the product or service to achieve their business objectives.

## Express Tech Support

As a valued reseller, 22Miles will provide priority response and timely support for any technical issues that may arise. Express Tech Support can help to minimize downtime, improve the customer experience, provide a competitive advantage, increase revenue, and provide peace of mind.

## White Labeling

22Miles can provide a white label solution for our content management system (CMS) so your brand is always front and center under appropriate conditions and requirements by the customer. It enables you to brand the CMS with your own logo and visual elements, differentiate yourself from the competition, enhance your credibility, offer greater flexibility, and have greater control over the user experience. To qualify for white labeling, you must be an **Elite** member and meet the minimum licenses requirement.

## Lead Sharing

Sharing leads is a great way to bring appropriate opportunities to your business. It provides access to new markets, saves on marketing costs, brings qualified opportunities, increases revenue potential, and builds stronger relationships within the network.

## Competitions / Rewards / Spotlight

When appropriate, 22Miles may provide creative and results-oriented competitions and rewards to motivate your sales team, such as incentives for your top performer. In addition, your company could be spotlighted in a joint case study or customer testimonials when such an opportunity arises, which would further elevate your brand and differentiation among your competitors.





## Partner Sales Kit

At onboarding, our Partner Sales Kit is an essential resource for resellers to effectively sell and promote 22Miles products or services, immediately. Marketing collateral and training webinars will save time and effort that would otherwise be spent on creating or collecting information on your own.

## CMS Demo license

A demo license to 22Miles content management system (CMS) and Publisher Pro means that you can use a full version of the CMS and design application to showcase its extensive features, capabilities, and user-friendliness to your customers. See the number of available demo licenses by each tier in the chart provided in this document.

## Player Licenses

A player license allows any media players running Windows or Android to run content sent by Content Manager. 22Miles will provide a select number of free licenses so you can test and demo the effectiveness of our platform on 3rd party devices, such as BrightSign, Seneca, Samsung, LG, and many others.

## Partner Badge

22Miles makes available hi-resolution badges for resellers to promote our partnership as an authorized reseller. Badges provide an important distinction to resellers as it adds credibility, increases brand recognition, competitive advantage, and offers a variety of marketing benefits.

## Reseller Discount and Dealer Registration Discounts

Reseller discounts along with deal registration discounts are offered based on sales volumes or other performance criteria. Please talk to a 22Miles account executives to determine what level is appropriate for your business goals.



4. Reseller Badges



To get started, please visit [www.22miles.com/partners/](http://www.22miles.com/partners/)