



## Partner Program Overview



### **Omtool Partners Include:**

- Multifunction Device Manufacturers and Dealers
- Independent Software Vendors
- Value Added Resellers of Document and Content Management Solutions

## Why Partner with Omtool

Omtool offers a strong value proposition to MFD manufacturers and dealers, independent software vendors, and value added resellers.

### MFD Manufacturers and Dealers

Omtool software drives the need for customers to buy more MFDs. MFDs are a critical input component to capture and integrate paper and online processes. Omtool extends the value of the MFD by offering a more robust and more mission critical document handling and routing solution. Omtool has also demonstrated its value to MFD vendors by delivering unique embedded technology on specific devices through our strategic partnerships with HP, Ricoh, and Xerox.

### Independent Software Vendors

Omtool extends the value of ISV applications such as records or content management to enable the incorporation of paper into the document or content management system. Our connectors enable easy integration and transfer of data with many popular applications on the market today, thus increasing the business value of the application to the end customer. Omtool supports the widest assortment of connectors in the industry today including native interfaces to: Microsoft SharePoint, EMC Documentum, Hyland OnBase, Interwoven WorkSite, Hummingbird (DM, PowerDocs, & DOCSOpen), Worldox, LegalKey, Accutrac, CT Summation, Lexis Nexis Concordance, and Ringtail — among many others.

### Value Added Resellers

Omtool enables VARs to generate new license revenue by reselling Omtool products, to secure incremental services revenue for installation and integration of AccuRoute, and to enjoy ongoing revenue opportunities. Reselling AccuRoute along with document or content management applications, or into a customer installed base, provides the opportunity for a higher value add relationship.

Whether coupled with MFDs, or with applications such as document management and enterprise content management, Omtool applications provide a compelling ROI and solution for companies in many industries, including those that face severe legislative and corporate governance mandates.

Partnering with Omtool will enable you to provide a comprehensive, cost-effective, and user-friendly enterprise document handling platform that efficiently enables users to take complete control of their paper and electronic information in any format, from any device, to virtually any destination throughout the document lifecycle.

## Customer Needs

Customers need horizontal workflow solutions and/or document routing solutions for specific industry needs, including:

### Financial Services

- Paper-Intensive Workflows
- Secure Fax and Document Delivery
- Loan Processing
- Customer Acquisition
- Branch Communications
- Trust Management
- Credit Application Processing

### Legal

- Litigation Support
- Electronic Court Filings (eFiling)
  - > Licensing, Permits, Registration
  - > Patent and Trademark Claims
  - > Wills and Trusts
- Proofreading/Word Processing
- Inbound Fax — Reduction of "Runners"
- District Attorney Communication
- Case Management

### Healthcare

- Privacy and Security (HIPAA requirements)
- Electronic Medical Records
- Case and Claims Processing
- Admittance Documentation
- Patient Communications
- Lab and Test Results
- Prescriptions

### Government

- Procurement and Contract Bidding (RFP, RFQ, RFI)
- Information Release Authorization
- Project Authorization
- Property Records Management
- Police Records Management
- Emergency Information Distribution
- State and Local Attorney General
- Voter Registrations

### Manufacturing

- Order Processing and Fulfillment
- Materials Safety Datasheets
- Requests for Quotes
- Credit Applications
- Shipping Documentation
- Design Revision Process
- Service Request Management

### General Industry

- Corporate Compliance
- Contract Management
- Business Continuity
- Collaboration (e.g. Outsourcing and Project Collaboration)
- Record Retention
- Privacy and Security
- Expense Management (Digital Receipts Filing)
- HR and Employee Records

## Partner Program Overview

Omtool's partner program offers a wide array of program elements and has been designed to enable and support partners in as few or as many steps of a sales cycle, based upon the partner business model and level of sophistication with reselling software solutions. It is our goal to make you as self-sufficient as possible to increase revenue and take advantage of new market opportunities.

## Training and Enablement

Omtool provides extensive tools focused on enabling partner sales reps to become proficient in understanding Omtool and its products, understanding market opportunities and customer pain points, identifying and qualifying prospects and getting connected to the correct supporting resources at Omtool for lead referral.

Tools include:

- Sales Enablement Guide / Quick Reference
- Omtool Product Literature
- Product Training
- Customer Identification and Qualification Checklists
- Frequently Asked Questions
- PowerPoint Customer Presentations

## Selling Together

Working together to identify and close business opportunities for our mutual products and services, Omtool provides marketing air cover, demand generation activities and tactical support to the sales process.

Tools include:

- Sales Territory Maps & Sales Engagement Process
- Participating in or Sponsoring Joint Events (Tradeshows, Webinars, Seminars, etc.)
- Flash Demo & Automatic Demo with Script
- PreSales and Demo Support

## Reselling and Market Development

The ultimate goal of the program is to enable partners to initiate, lead and close a sales cycle on their own.

Tools include:

- Demo Guide
- Pricing Sheets
- Proposal Templates
- Reseller Discounts

Omtool partners are provided secure password access to the Omtool partner portal to access these rich resources. In addition, joint selling and reselling partners are assigned to an Omtool partner representative. Ongoing communications to all partners occurs through the partner portal and regular ePartner newsletters.



## Program Benefits

Join the Omtool Partner Program today to:

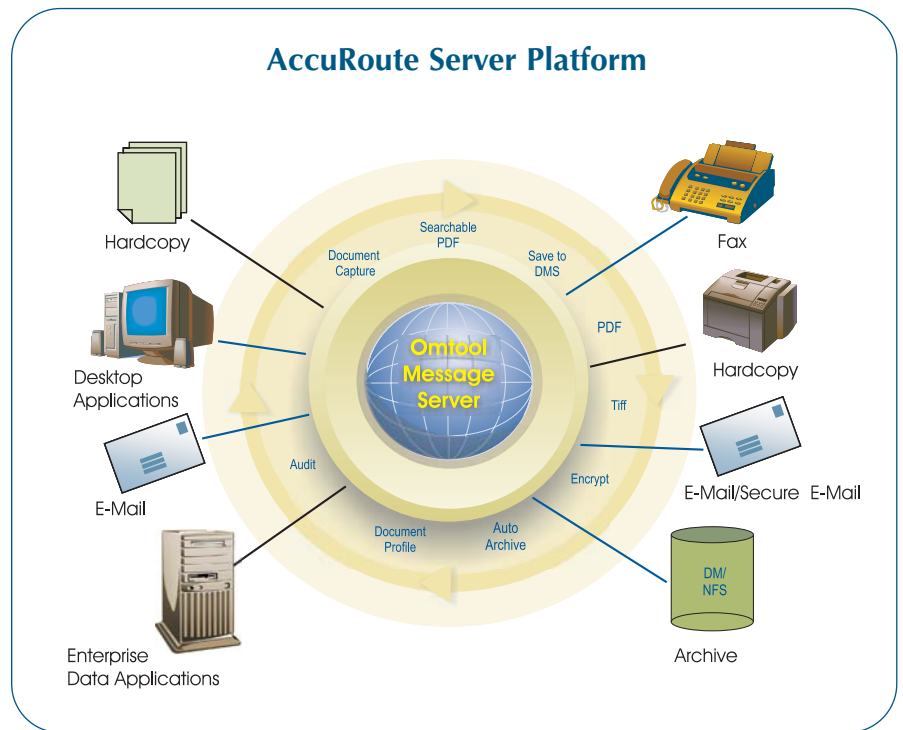
- Provide a more comprehensive set of leading edge set of offerings for customers and prospects
- Address critical business drivers such as compliance and business continuity
- Generate new sources of revenue by reselling and providing services for AccuRoute
- Extend the value of current MFD and document management and content management offerings
- Develop new skill sets within your sales and service representative communities

## About Omtool, Ltd.

Omtool, Ltd. is a leading provider of document handling solutions that simplify the integration of paper and electronic documents into enterprise information systems. Our flagship product AccuRoute, streamlines the capture, conversion, and communication of paper and electronic documents to enable fast, secure distribution to virtually any destination, in multiple formats. Working with virtually any network enabled scanning device and controlled from each user's desktop or at the front panel of your MFP, AccuRoute increases productivity by delivering more efficient workflows while reducing costs, complexity and risk.

## Omtool Products

**AccuRoute®** is an industry leading platform for enterprise document capture, conversion and communications, enabling businesses to handle complex document distribution and routing requirements efficiently and cost-effectively. By integrating paper and electronic documents into a single, efficient and user-managed system, AccuRoute allows users to define document distribution rules integrated into their electronic workflow and accomplish multiple, complex document routing tasks. AccuRoute also provides increased control over security and compliance-related issues, all from the users' desktop or MFD device panel.



AccuRoute is the device-independent solution that delivers the flexibility of scanning documents or integration into a variety of electronic information systems simultaneously, without being tied to a particular hardware or software application.

**Genifax®** software is a multi-tiered client/server solution for automating and integrating fax communications throughout an enterprise. As a component of an enterprise software system, the Genifax software is deployed on heterogenous, multi-platform networks and integrates with desktop and enterprise software applications. The Genifax software provides high availability and high volume, incorporating many critical features and capabilities to the enterprise system.

**To apply or learn more, visit [www.omtool.com/partners](http://www.omtool.com/partners)**

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