



MobileDemand ISV Partner Program Overview

Introduction

The MobileDemand ISV (Independent Software Vendor) Partner Program is intended to give software providers, who do not resell MobileDemand xTablets and Accessories, an opportunity to become part of the MobileDemand partner ecosystem and work together to deliver superior solutions to our joint customers. The MobileDemand ISV Partner Program was developed to enable ISVs to identify and pursue opportunities within MobileDemand's targeted verticals. The MobileDemand ISV Partner Program provides technical support, industry knowledge, relationships and sales/marketing resources for ISVs to grow their business.

MobileDemand ISV Partner Member Requirements

Requirement	
Documented sales influence	>\$100K USD Annually (Minimum)
Solution/Vertical alignment	Required
Software solution development	Documented
Software compatibility with MobileDemand products	Required
Signed ISV Agreement and Non-disclosure Form	Required
Completed partner profile	Required
Joint customer case study	Minimum 2 proposals
Participate in MobileDemand Link Exchange Program	Mandatory
Press release announcing partnership	Mandatory
Annual Business Plan	Mandatory

ISV Partner Member Benefits

Benefit	
Product training	Included
Access to MobileDemand Partner Portal	Included
Technical support	Basic support included
MobileDemand Website Partner Directory	Included
Demo equipment partner discount	40% discount as outlined in the MobileDemand Partner Program Guide.
Partner communications	Included
Co-marketing opportunities and resources	Included
Press release announcing partnership	Included
Eligibility to participate in MobileDemand ISV Referral Program	Yes