

# Laserfiche® Value-Added Reseller Program



## Gain Your Competitive Edge with Laserfiche

Shrinking profit margins, increased competition and rapidly-changing technology make it ever-more critical that you partner with an industry-leading solution provider. As a Laserfiche® Value-Added Reseller (VAR), you can attract new clients, increase revenue and enhance your profile by offering *the* leading digital document management system.

Awarded a five-star rating by *VARBusiness*, the Laserfiche VAR program has the tools you need for success. Comprehensive technical training gets you up to speed quickly. Presales assistance helps you close deals. Dedicated technical support ensures rapid issue resolution. A proven, business-critical product suite meets customers' most pressing needs.

Join the successful entrepreneurs who have already gained an edge on the competition by partnering with Laserfiche.

## VAR Benefits at a Glance

- Broad range of business-critical products
- Excellent margins on software and support
- Results-driven market development
- Rapid-response technical support

Run Smarter®

Laserfiche®

*"We went with Laserfiche because it was the leading non-proprietary document management software. Ease of use was another very important consideration, and Laserfiche stood out for that, too. As the years go by, we have also grown to appreciate being involved with a company that is always trying to make the product better. The developers in particular are constantly adding capabilities to the product that help us succeed."*



*-Adam Wright, EMI Imaging  
Laserfiche VAR since 1999*



*"The two things that distinguish Laserfiche are its flexibility and support. Customers can start out with a smaller version, then expand when they need to. Laserfiche also offers the ability to integrate with other software, allowing our customers to appreciate even greater benefits. It's easy to stay motivated to sell and provide good service when you truly feel that you have something that customers need."*

*-Frank MacDonald, MC Imaging Technologies  
Laserfiche VAR since 2003*



*"Laserfiche allowed us to transform our company from a 'mom & pop shop' into a real corporation. Plus, the margins allow for growth and a nice take-home pay."*

*-Pierre Smith,  
Information Consultants, Inc  
Laserfiche VAR since 2004*

*"We love selling the product and especially like the look on people's faces when we demonstrate Laserfiche's features and benefits. The best feature is ease of use. A novice user can begin using Laserfiche the very first day and, because of this, our customers see an immediate, positive impact."*



*-Rich Crabtree, Crabtree Companies  
Laserfiche VAR since 2000*

*"I looked at many document management software packages before selecting Laserfiche. No other software package that I reviewed offered such an easy-to-understand, intuitive interface and such powerful utilities and functionality."*



*"Laserfiche can be sold to both the discriminating IT manager and the simple PC user. Everyone is impressed by the stability and simplicity of installing, configuring and maintaining the Laserfiche system."*

*-Zyg Durski, Durski Systems  
Laserfiche VAR since 1995*



*"What distinguishes Laserfiche software from competitors' products is its competitive pricing and modular design. Customers only need to purchase modules they need to accomplish their project, and can later add modules as needed. Also, the products necessary to complete a project come from one manufacturer, so you don't have to worry about compatibility issues. Customers respond to this very positively."*

*"Laserfiche has helped us succeed by providing a recognizable brand, a reliable product and top-notch sales managers who work with us to close deals."*

*-Joe Kennedy, Reams Document Imaging  
Laserfiche VAR since 1995*

# It Pays to Be a Laserfiche VAR

Join the organizations—including equipment dealers, service bureaus, software resellers and software integrators—that have discovered the benefits of the Laserfiche VAR program:

- As a Laserfiche VAR, you receive a 40% discount on software and a 50% discount on support agreements.
- When you factor in services such as installation, training and back-file conversion, the average sales total can be as much as ten times higher than the price you pay for the Laserfiche software.
- Top-selling VARs have increased their earnings by as much 500% in a single year, generating well over one million dollars in revenue.
- VARs typically close their first sale within one to three months, quickly recouping their initial investment in the Laserfiche VAR Demo Kit.
- Laserfiche holds multiple government contracts—including GSA and MSA contracts—under which our VARs can sell.
- With the Laserfiche product suite, you can provide clients with a comprehensive content management solution that streamlines business processes, increases efficiency and ensures regulatory compliance.
- Laserfiche software requires minimal IT resources to install and maintain. Furthermore, the software easily scales from a single user to thousands of users spread across multiple locations.
- Laserfiche software uses non-proprietary file formats to store information, which fosters integration with a wide array of hardware and software products. We also offer an Integrator's Toolkit to adapt Laserfiche software to work with other vendors' CRM, financial and other applications.

## About Laserfiche Solutions

Laserfiche software helps organizations run smarter by streamlining processes for managing documents, records and workflow. By digitizing paper archives, Laserfiche enables users to instantly pinpoint the information they need, to collaborate more effectively and to complete daily tasks more efficiently. Secure Web access allows organizations to share information with remote offices, business partners and customers, while user- and role-

based security options ensure compliance with government- and industry-mandated standards, including Department of Defense (DoD) standard 5015.2.

Engineered for rapid deployment, Laserfiche integrates seamlessly with a variety of primary business software applications and can easily scale from a single user to an enterprise-wide installation.

Since 1987, more than 23,000 organizations—including government offices, Fortune 1000 companies, healthcare organizations and non-profits—have used Laserfiche software to meet enterprise-wide challenges, improve productivity and enhance data security. Laserfiche has numerous clients in the healthcare and financial services fields and is actively pursuing an even larger share of these markets.

Furthermore, Laserfiche is the acknowledged leader in the municipal government market, with nearly 3,000 cities and counties across the United States and Canada using Laserfiche solutions. Federal clients include all branches of the United States military, the Secret Service and the State Department.



## Exceptional Support and Service Every Step of the Way

As a Laserfiche reseller, you'll have access to the resources you need at each stage of the sales and installation process:

### Dedicated Regional Managers

Everyone knows that sales is primarily a numbers game. From day one, you'll have the personal attention of a knowledgeable Regional Manager who will help you formulate strategy, generate leads and close deals. As your primary contact at Laserfiche, your Regional Manager will also provide you with the support you need to become a Laserfiche expert yourself.

### Specialized Vertical Managers

We assign an industry expert to each of the vertical markets—Government, Healthcare and Financial Services—we target. These Vertical Managers have a detailed understanding of each industry's business processes and imaging needs and will help you better target potential customers.

### Monthly VAR Certification Classes

Each month, we provide a comprehensive, five-day VAR training program at our corporate headquarters. You'll receive in-depth product and pricing information, learn proven marketing and sales techniques and discover best practices regarding the installation and maintenance of Laserfiche software at client sites.

### Presales Technical Services

The technical experts who belong to our presales team specialize in conducting customized product demonstrations and Webinars to familiarize potential clients with Laserfiche software. From answering questions regarding network integration to providing RFI and RFP assistance, our presales team is committed to helping you close deals.

### Consultation Forum Webinars

Our presales team also conducts regular Webinars exclusively for VARs. These Webinars provide you with the opportunity to ask questions, view product demonstrations and learn about various configuration options that meet clients' differing needs.

### Post-Sales Technical Support

To help your clients get the most from their systems, we offer technical support through our Laserfiche Software Assurance Plan (LSAP). When a client purchases LSAP, you receive telephone hotline support to help you troubleshoot issues that may arise at the client's site. The client also receives 24/7 access to the Laserfiche Support Website, which includes a searchable knowledge base, software and license downloads, white papers, training materials, best practice information and discussion forums.

### Marketing Services

To increase brand recognition and help you make sales, we offer an array of marketing materials, including product brochures, case studies, white papers, press clippings and demo CDs. We also conduct direct mail and targeted advertising campaigns, hold workshops around the country, offer introductory Webinars and have booths at a number of trade shows. We share the sales leads that these activities generate with our VARs.

### Co-op Program

Through our Co-op Program, we subsidize VARs' own efforts to promote Laserfiche and to reach potential customers. For each sale that you make, you'll receive a certain amount of "co-op" that you can use to defray the cost of your own marketing initiatives.

### VAR Newsletter

Our weekly VAR newsletter, which we distribute via e-mail, provides you with the latest product development information, company news, sales tips and more. To ensure that your clients also have up-to-date information, we publish a separate newsletter for general users, as well as a municipality-specific monthly case study.

### Web Support

The VAR-specific version of our Support Website provides you with 24/7 access to technical information, marketing materials, software and license downloads, details on current sales promotions and a discussion forum in which VARs can communicate both with each other and with Laserfiche staff. This Website also provides you with access to our VAR Dashboard, from which you can view detailed account information, run sales reports and submit payments electronically.

### VAR Conference

We hold an annual VAR conference so that our resellers can network with each other, share strategies, attend educational sessions and learn about the latest enhancements to Laserfiche products and services. Our development partners also attend these conferences in order to demonstrate their products, discuss these products' integration points with Laserfiche and present configuration options.

### Winners Circle

Each year, we invite our top-selling VARs to attend our Winners Circle Conference, with airfare and hotel paid for two people. At this conference, attendees network with both Laserfiche executives and the principals of other elite organizations. We've held past conferences in Cabo San Lucas and Puerto Vallarta, Mexico.

# About Laserfiche

## Laserfiche Product Suite

### Laserfiche Document Management Platform **Organize, protect and retrieve information.**

Laserfiche United™ and Laserfiche Team™  
Laserfiche Records Management Edition™  
Laserfiche Web Access™

### Document and Information Capture **Bring paper and electronic documents into your digital system.**

Laserfiche Quick Fields™  
Laserfiche Import Agent™  
Laserfiche Snapshot™

### Document Distribution **Provide secure, efficient document access to users across the office and around the world.**

Laserfiche WebLink™  
Laserfiche Plus™  
Laserfiche E-mail Plug-in™  
Laserfiche COLD™

### Business Process Management **Streamline document-centered processes and track activity for regulatory compliance.**

Laserfiche Workflow Suite™  
Laserfiche Agenda Manager™  
Laserfiche Audit Trail™

### Integration and Customization **Integrate Laserfiche with third-party applications, customize system functionality and automate Laserfiche-related tasks.**

Laserfiche Integrator's Toolkit™  
Integration Express™  
Integration Express-GIS™  
Integration Express-HTE™

### Software Assurance **Manage change and protect your investment.**

Laserfiche Software Assurance Plans (LSAP™)

## VAR Demo Kit

Becoming a Laserfiche VAR requires an initial opportunity investment of just under six thousand dollars in the Laserfiche VAR Demo Kit. In addition to demonstration versions of the Laserfiche server and client software, the Kit includes:

Licenses for three Full Users and two Retrieval Users.

Two vouchers for comprehensive training at Laserfiche headquarters.

One year of VAR Laserfiche Software Assurance Plan (LSAP) support.

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## Your Next Step

If you're interested in registering as a Laserfiche VAR, please contact us and ask for the sales manager for your region.

Phone: 562-988-1688  
Toll free: 800-985-8533 (within the U.S.)  
Fax: 562-988-1886

Web: [www.laserfiche.com](http://www.laserfiche.com)  
E-mail: [info@laserfiche.com](mailto:info@laserfiche.com)