



CHANNEL PARTNER HANDBOOK



Table of Contents

Introduction.....	4
Active Partner Definition & Perks.....	5
Pricing & Pricing Guidelines.....	7
Payment Methods.....	8
Support Overview.....	9
Certification Program.....	10
Order & Sales Process.....	11
Marketing Overview.....	14



Introduction

This Channel handbook serves as a guide to our partnership together and is intended to increase communication and collaboration. Our goal is to drive profitability and productivity for our Channel partners. We are committed to growing your market share and expanding your competitive advantage by enhancing your product offerings with our market-leading field service and last mile software solutions.

Active Partners

Active reseller is defined as a reseller that maintains 15% annual revenue growth and has completed the reseller certification program.

Active resellers receive additional perks that are outlined and defined in Workwave's Partner Portal partners.workwave.com and subject to change at Workwave's discretion.

Upon completion of reseller certification, new resellers shall receive active reseller status for 12 months from agreement execution date. To maintain active reseller status and associated perks after the initial 12 months, the reseller must sell twenty-five (25) customer licenses in the first 12 months from agreement execution. Subsequent renewal requires 15% annual revenue growth.

Upon completion of reseller certification, existing resellers updating their agreement shall receive active reseller status for 12 months from agreement execution date. To maintain active reseller status and associated perks after the initial 12 months, the reseller must maintain 15% annual revenue growth.

All subsequent renewal of active reseller status will occur every January and growth will be based on prior year-over-year revenue performance.



Active Partner Perks

10% ANNUAL TERMINATION WAIVER:

Unfortunately situations occur when a reseller's end customer may go out of business or need to terminate service, leaving the reseller unable to collect the remaining balance of the annual license. At the beginning of every calendar year, each reseller with Active Reseller status will be given the ability to terminate 10% or X number of licenses without penalty. Unused waivers do not roll over to the next calendar year.

EXAMPLE:

Reseller attains active reseller status and has 150 active and billing (zero dollar and second shift licenses will not count toward total) licenses. The reseller will have 10% or 15 total license waivers to be used through the year. Hence, if an end customer with six active annual licenses goes out of business in March with eight months remaining on their agreement, the reseller can opt to utilize their waivers and no penalty will be charged to terminate the six licenses, leaving the reseller with nine remaining for the year.

INTERNATIONAL LEADS:

Reseller must maintain Active Reseller status to receive leads from WorkWave. Reseller agrees to actively work assigned leads and regularly communicate updates with WorkWave.

SALES PROMOTION:

WorkWave may run global or regional sales promotions throughout the year to drive sales volume and velocity. Reseller must have Active Reseller status to take advantage of these promotions. Any exceptions must be approved by WorkWave.

NET 30:

Workwave will offer Net 30 payment terms to resellers with Active Reseller status that have and maintain one year of good payment history.

WAIVE WIRE PAYMENT FEE:

WorkWave will not charge the \$25 monthly fee for payment by wire transfer for resellers that maintain Active Reseller status.

RESELLER CUSTOMER ONBOARDING PROGRAM:

If Reseller maintains Active Reseller status, they are eligible to place their customers (Reseller's Customers) into the low-to-no-touch onboarding programs for WorkWave Service and WorkWave Route Manager on the Learning Management System (WorkWave University). These programs, which run about three hours each, provide step-by-step instructions to get your customers up and running at their convenience.

Pricing:

Pain Share, Fairness, and Discounting Guidelines

WorkWave will not discount unless reseller margin is at or below \$6.00. WorkWave reserves the right to audit pricing and may request end customer bill documentation from the reseller.

Competitive offer intelligence will help business case.

Discounting will occur on a margin pain share basis with WorkWave and reseller contributing equally to end customer price reductions.

EXAMPLE:

Reseller is at or below \$6.00 margin and needs \$1.00 discount per license to win a deal. WorkWave will contribute \$0.50 and reseller will contribute \$0.50.

Workwave will not discount Month-to-Month licenses beyond 5%, and margin pain share rules apply. Finance approval required.

WorkWave will maintain a pricing fairness policy that all resellers competing on the same opportunity will receive the same discount under the margin pain share rules. Opportunity must be registered in the Partner Portal to receive notification.

[Click to View Regional Pricing Matrices](#)

Payment Methods

A reseller may have the option to pay via credit card payments or wire transfers. Payment can be monthly or quarterly. Payment terms have to be agreed upon during reseller enrollment and indicated in the initial Purchase Order, and will apply for all the reseller's customers. Will still need to enter payment information for each child account created.

ACCEPTED PAYMENT OPTIONS	
Monthly credit card payment	Included
Quarterly credit card payment	Included
Quarterly wire transfer	Included
Monthly wire transfer	\$25 additional

Support Overview



As part of the partner/reseller agreement with WorkWave, a partner is required to provide Tier 1/Level 1 support of WorkWave Route Manager. All support tickets that are generated by your customers will be sent directly to you. You will be responsible for solving all Tier 1 support questions.

TIER 1 SUPPORT

is defined as any question that can be answered by our Support Center. You can find our Support Centers below:

Route Manager:

workwave.force.com/routemanager/s

WorkWave Service:

workwave.force.com/workwaveservice/s

TIER 2 SUPPORT

While it would be likely that you would like to provide higher support levels, you may need to contact our teams to help you answer Tier 2 Support or higher questions. If this is the case, please email your channel account manager and:

WorkWave Route Manager Support Team:

support.worm@workwave.com

WorkWave Service Support Team:

servicesupport@workwave.com

Our team will then provide you with an answer as soon as possible so that you can reach out to your customer to provide direct support.

FEATURES:

If you find a that a feature is not working correctly, or if you have a feature you wish to propose for consideration, please contact your WorkWave channel account manager with the following information:

- Username
- Territory affected
- Browser and Version Number
- Operating System and Version Number
- Issue/Feature Request
- Steps to reproduce (or proposed workflow in feature request)
- Please be sure to include any videos, screen shots, mobile logs (from the device that had the issue), and any other evidence of issues.

Certification Program

A WorkWave partner is eligible to become Officially Certified on the following WorkWave products:



To become a Certified Partner, each of the following courses must be completed in WorkWave University for the product you wish to be certified in:

- ✓ Sales
- ✓ Success
- ✓ Support

Once all three courses have been completed, a recorded demonstration of the product must be completed either live and/or recorded for a WorkWave Partner Team representative. You can sign up for these courses on the partner portal under our education section partners.workwave.com/education

Order Process

To place an order to create a new account, add additional licenses to a current account, or change services, an order form must be completed between the partner and WorkWave. To commence this process, contact your channel account manager.

WORKWAVE ROUTING ENGINE

In order to place an order for a new WorkWave Routing Engine license, a partner must provide the following details:

- Total # of Vehicles
- Max Size of Optimizations (# of Waypoints//optimization)
- Max km: (Default 500)

WORKWAVE SERVICE

In order to place an order for a new WorkWave Service license, a partner must provide the following details:

- WWS Primary Administrator
- WWS Vertical (WWS/PPS/WWS Cleaning/WWS Lawn)
- Do you charge Tax for your services? (Y/N)
- WWS Data Conversion Needed? (Y/N)
- WWS Quickbooks use: (Quickbooks desktop/ QB Online/ NO): Not all versions work
- WWS Quickbooks Invoice Starting Number

WORKWAVE ROUTE MANAGER

In order to place an order for a new WorkWave Route Manager license, a partner must provide the following details:

- Onboarding Contact
- RM Username (email address)
- Total # of Vehicles
- Max Size of Optimizations (# of Orders/optimization)
- # Of Territories Needed
- Territory Names/Vehicle Count
- Routing Profiles for Territories (Pedestrian/Bicycle/Car & Truck/Heavy Truck/Commercial): Choose One per Territory
- Midnight Crossing? (Y/N)
- Midnight Crossing - Route Start time
- Overnight routes (Y/N)
- Overnight Routes Frequency
- # of Orders - Planning Horizon (Default 1500)
- Max Planning Horizon (Default 30 days)

Once that information is collected, your channel account manager will send an order form via Adobe Sign that must be signed and filed by a partner and the channel account manager. Once executed, WorkWave will provision the licenses within 48 business hours (M-F, 8AM-5PM ET) and the payment method will be processed.

Registering Leads

In order to get sales support from a WorkWave representative, a Reseller will be required to register their leads on the WorkWave Partner Portal. To register a lead on the Partner Portal, click on the “[Lead Registration](#)” link on any page.

To register the lead, you will need to provide the following information:

LEAD INFORMATION	
RESELLER PARTNER	PHONE NUMBER
FIRST NAME	COUNTRY
LAST NAME	INDUSTRY VERTICAL
COMPANY NAME	I AM INTERESTED IN
EMAIL ADDRESS	POTENTIAL CLOSE DATE

Please note that leads will not be considered registered until they are entered into the Partner Portal. For example, an email to a WorkWave representative does not replace a Lead Registration form. Additionally, leads that are sent from WorkWave to a Reseller do not need to be registered.



Suspending Customer Accounts

For situations where it is required, WorkWave allows for a Reseller to suspend a customer account for up to three (3) months in a 12-month contract term. This suspension has three effects:

- 1 The customer will lose access to their account.
- 2 The billing for the customer account will pause.
- 3 The contract term will be extended by the number of months that the suspension lasts.

To suspend an account, a Reseller should contact their WorkWave account manager. The Reseller will be required to fill out a Purchase Order to confirm account suspension. Purchase Order will be generated by the WorkWave account manager and will be specific to the terms/pricing of the end customer.

WorkWave representatives will turn the account back on at the end of the suspension period and inform the Reseller. If a Reseller wishes to reinstate a customer account early, they can reach out to their WorkWave account manager.



Termination Notification

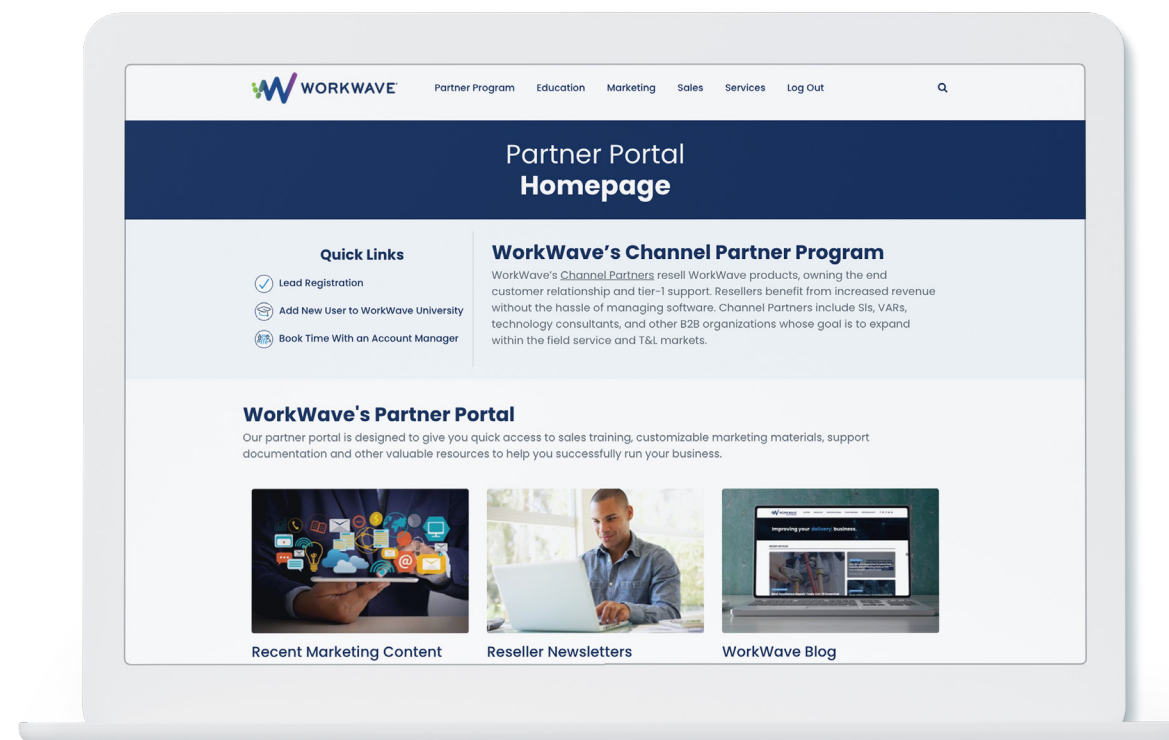
One-Year agreements require 45 days notice to discontinue and not auto-renew the service. Three-Month agreements require 15 days notice to discontinue and not auto-renew the service. Month-to-Month agreements require 15 days notice to discontinue and not auto-renew the service.

Marketing Overview

Our WorkWave Reseller Program offers comprehensive marketing benefits that make it easy for you to effectively market our solutions. Our dedicated Partner Portal is where you can find on-demand access to all of our marketing collateral, from customer case studies to sell sheets and complete marketing campaigns.

PARTNER PORTAL

WorkWave's Partner Portal provides confidential information to WorkWave partners via a secure website. We recommend that our partners access the partner portal on a regular basis to stay up to date with our software solution updates, new sales enablement tools, and relevant industry content. In addition to being a resource hub, our Partner Portal is where you will register a lead you are working, request help with a demo, and access key training materials.



SALES ENABLEMENT TOOLS

We have created content to help assist you in effectively marketing to your customers and prospects. Many of our assets can be customized to include your company logo and contact information. Some of the assets available to our partners include:

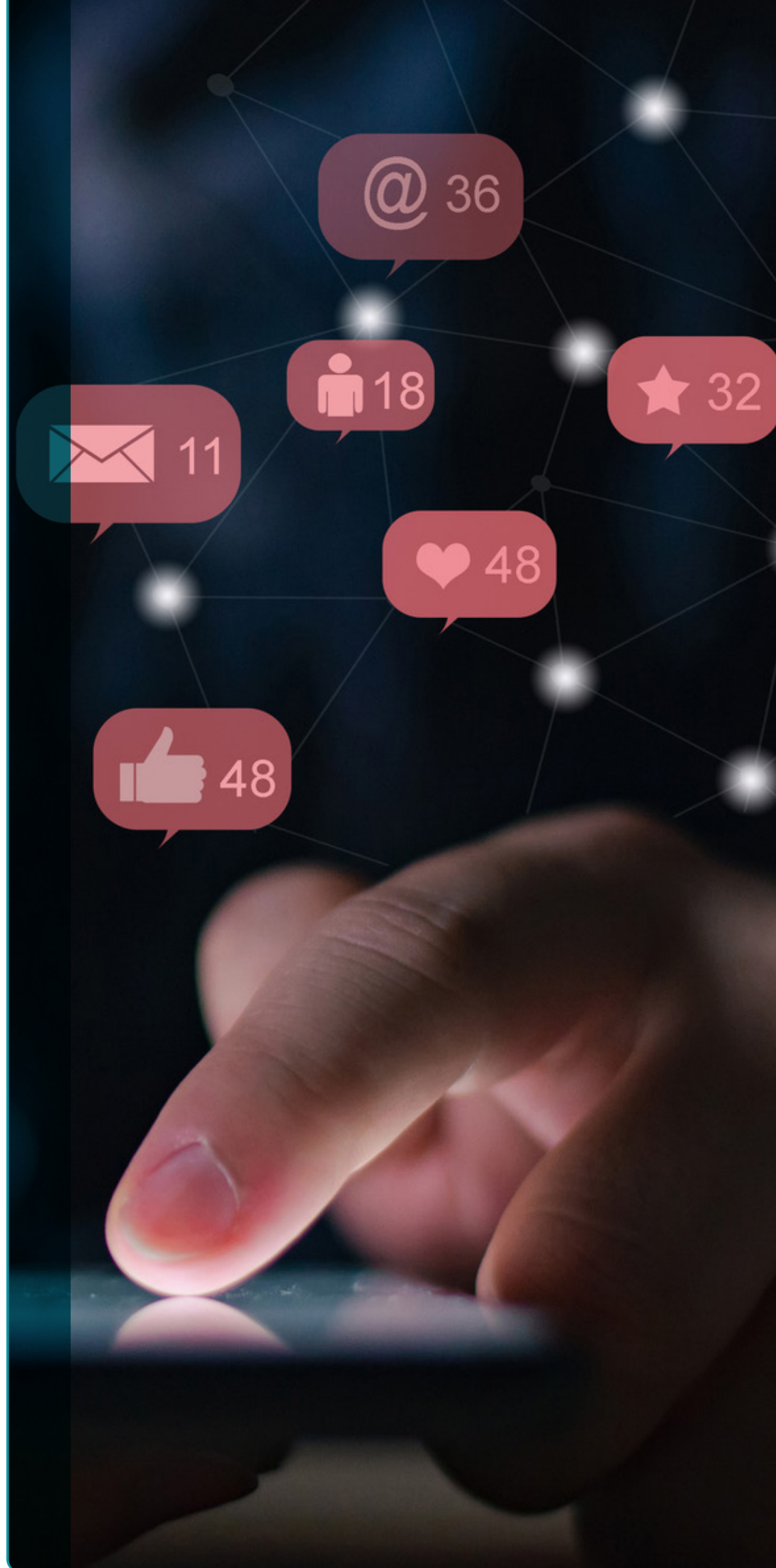
AVAILABLE ASSETS

- Campaign assets
- Infographics
- Industry-specific case studies
- Email verbiage
- Product sell sheets

[Visit the Partner Portal to View All Our Assets](#)

CUSTOM CASE STUDY CONTENT REQUESTS

We value all of our customer success stories. Contact us if you have a customer success story that you would like to highlight.



MARKETING ONBOARDING

We set our resellers up for success. We will provide you with all the tools to run a successful business. Part of your onboarding will include target customer personas, top industries, SEM and paid search keyword analysis, web site copy, email marketing campaigns, and more.

LANDING PAGE

As part of our partnership, we will host a landing page on WorkWave.com specific to your company details. Prospects will be able to search our site to find an in-region resource like yourself to work with. We can also host up to two different language options, assuming you provide the proper translation.

SOCIAL ANNOUNCEMENT

Once official, we will proudly announce our partnership on our WorkWave social media channels, telling our audience about your company and how to contact you.

QUARTERLY NEWSLETTER

Our partner newsletter is published on a quarterly basis and will give you an overall summary of new content and marketing materials, new workshop recordings, new features releases, and much, much more. Our goal is to keep our partner community engaged, involved, and updated with all things WorkWave.