



**Actall Corporation**

ISO 9001:2015 Certified

**Actall Corporation**  
*Dealer Advantage Program*  
*Guidelines*

## THE ACTALL-DEALER RELATIONSHIP

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Actall Corporation's industry leading Personal Alarm Locating Systems (PALS), including personal duress, real time location, and alarm notification systems, are sold through leading security electronics integrators and select distributors worldwide. These integrators and distributors are more commonly referred to as Actall Dealers. We realize our dealers are long-established members of their communities and can get closer to customers than Actall can on its own. Simply put, dealers know more about their customers' needs than Actall ever could. We recognize how this has played a pivotal role in expanding the Actall installation base. Our dealers consistently exhibit a strong skillset in building and maintaining professional relationships with their customers; and we appreciate their expert ability to effectively promote, successfully install, and properly educate end users of Actall solutions.

While the Actall dealer relationship does provide an obvious financial benefit by increasing sales, we understand the vital role our dealers play in many aspects of our business. Specifically, dealers give us feedback to help us design new products, they provide service and field support for our products, and they serve as project managers throughout the installation process. The Actall-Dealer relationship shares mutual benefits through an open exchange of market information and intelligence, acting as proxies for customers, as consultants, and as problem solvers. Through our Actall-Dealer relationships, we are able to learn more about our shared customers' needs and as a result have developed strong ties with our shared customer base.

## ACTALL DEALER ADVANTAGE PROGRAM




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In an effort to continually improve the Actall product line and related services, we have developed simple dealer program levels to help dealers better understand what they should expect from Actall and vice versa. The underlying intent of our dealer program is to solidify extremely close ties with our dealers and further integrate them into our operations.

Historically we have required all prospective dealers to complete the Actall Dealer Packet and have accurate and up to date information on file. We carefully consider each dealer applicant and analyze a variety of factors before approving dealer status. This process will continue to be a requirement and must be updated as needed or when benchmark items occur with regards to pricing or product lines. Information must be accurate in order for Dealers qualify for any classification level.

## DEALER PACKET

The Actall Dealer Packet consists of:

-  Confidentiality & NDA Agreement
-  Reseller Dealer Agreement
-  Credit Application

After reviewing the completed dealer packet, Actall will determine discount levels, payment terms, and credit amounts. We will also assign a Dealer level. The dealer level will clarify benefits and requirements.

## DEALER DISCOUNTS

Each dealer is eligible to receive a variety of discounts in addition to their standard Actall dealer discount as determined by level classification. The following list represents possible ways for dealers to earn additional discounts and reduced certification costs. Conversely, dealer discounts may be impacted negatively should approved dealers fail to meet certain criteria (↻).

***Individual installers with active dealers are required to complete full product training and certification for PALS ATLAS prior to installing LDNs, MGEs and/or any other related ATLAS software or hardware.***

We encourage all active dealers to urge their installers to occasionally brush up on their Actall product knowledge. We offer a flexible, on demand class schedule. Just let us know when you would like to come to Denver. We will be happy to have you.

## EARNING ADDITIONAL DISCOUNTS/REDUCED COSTS

- ↻ Dealers recommending technology substitutions that favor Actall
- ↻ Dealers bidding multiple Actall specified projects
- ↻ Dealers actively marketing Actall products to their clients
- ↻ Dealers holding Actall inventory totaling 5K or more (includes demo equipment).
- ↻ Dealers completing 2 or more Actall installations in one calendar year
- ↻ Dealers completing a minimum of 1 install per year for 5 consecutive years
- ↻ Dealers with direct consultation or design build influence to specify Actall on a project
  - ↻ Dealers with certified and trained employees
  - ↻ Dealers consistently in good financial standing with Actall
  - ↻ Dealers completing installations with little or no support needed

## DEALER ADVANTAGE PROGRAM LEVELS

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In order to continually preserve and build on our existing dealer relationships while simultaneously offering incentive for newer dealers, we have created different levels for certified Actall dealers.



### LEVEL 1

#### LEVEL 1 DEALER BENEFITS

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- Discount minimum 5%
- Approved product credit \$25K minimum / 30 day terms
- Up to 5% in additional marketing discounts available
- Free product training at Actall offices
- Ability to sell and install all items in PALS 9000 and PALS ATLAS product lines
- Complimentary site layout and system design
- Complimentary phone support (Dealer)
- Complimentary phone support (End User)
- Complimentary access to support documentation, data sheets, and operations manuals
- Annual customer feedback surveys (installation, operation, service)
- Product Upgrade referrals to active customers
- Site mapping (software), post-award site inspection and device audit, post-install inspection and testing.

#### LEVEL 1 DEALER REQUIREMENTS

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- 0+ successful PALS 9000 installation
- 0+ successful PALS ATLAS installation
- Minimum 1 trained and certified Actall installer
- >65 Actall credit rating
- Pre-bid device counts and layout completed by Actall
- PRE-PAID Installation Support and/or all services on all projects
- Actall completed device and head end programming (mapping)
- Actall assisted post bid site walk through including site inspection and device audit
- Actall assisted pre-install RF survey
- Post-Install Actall assistance:
  - o System inspection and testing
  - o PALS 9000 installation certification
  - o PALS ATLAS device tuning and certification
  - o Post-Install Actall assisted end user training (PALS 9K and ATLAS)

**LEVEL 2****LEVEL 2 DEALER BENEFITS**

- Discount minimum 10%
- Approved product credit \$50K minimum / 30 day terms
- 2% Net 10 payment terms available
- Up to 5% in additional marketing discounts available
- Free product training at Actall offices
- Ability to sell and install all items in PALS 9000 and PALS ATLAS product lines
- NO PRE-PAYMENT requirements for Installation Support and/or services on PALS 9000 projects
- Complimentary site layout and system design
- Pre-bid device counts and layout may be completed by Dealer (with final approval by Actall)
- Complimentary phone support (Dealer)
- Complimentary phone support (End User)
- Complimentary access to support documentation, data sheets, and operations manuals
- Annual customer feedback surveys (installation, operation, service)
- Product Upgrade referrals to active customers
- Site mapping (software) post-award site inspection and device audit, post-install inspection and testing.
- Reduced service costs
- Discounted Demo equipment
- Optional Actall end user training (PALS 9K)

**LEVEL 2 DEALER REQUIREMENTS**

- 1+ successful ATLAS Installation
- 1+ successful PALS 9000 installation (waived with 2 ATLAS installations)
- 1+ Actall assisted ATLAS device tuning and certification
- > 75 Actall credit rating
- \$150K+ in cumulative revenue
- 2-5 trained and certified Actall installers
- Post-Install Actall assistance:
  - o PALS 9000 installation certification
  - o PALS ATLAS device tuning and installation certification
  - o Post-Install Actall assisted end user training (ATLAS)

## LEVEL 3 PLATINUM

### LEVEL 3 PLATINUM DEALER BENEFITS

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- Discount minimum 20%
- Approved product credit \$100K minimum / 30 day terms
- 2% Net 10 payment terms available
- Up to 5% in additional marketing discounts available
- Lead sharing available
- New product access and beta testing
- Access to demo room peripheral devices
- Top tier pricing,
- Access to marketing materials
- Upgrade/buyback eligible for previous FA installs.
- Free product training at Actall offices
- Ability to sell and install all items in PALS 9000 and PALS ATLAS product lines
- NO PRE-PAYMENT requirements for Installation Support and/or services on PALS 9000 projects
- Complimentary site layout and system design
- Pre-bid device counts and layout may be completed by Dealer (with final approval by Actall)
- Complimentary phone support (Dealer)
- Complimentary phone support (End User)
- Complimentary access to support documentation, data sheets, and operations manuals
- Annual customer feedback surveys (installation, operation, service)
- Product Upgrade referrals to active customers
- Site mapping (software) post-award site inspection and device audit, post-install inspection and testing.
- Reduced service costs
- Discounted Demo equipment
- Optional Actall end user training (PALS 9K)

### LEVEL 3 DEALER REQUIREMENTS

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- 5+ successful ATLAS Installation
- 5+ successful PALS 9000 installation (waived with 5 ATLAS installations)
- 1+ Actall assisted ATLAS device tuning and certification
- > 90 Actall credit rating
- \$350K+ in cumulative revenue
- 3+ trained and certified Actall installers
- Post-Install Actall assistance:
  - o PALS 9000 installation certification
  - o PALS ATLAS device tuning and installation certification
  - o Post-Install Actall assisted end user training (ATLAS)

## ADDITIONAL DEALER REQUIREMENTS

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As a rule, all active dealers will be required to meet criteria to retain their Level Classification status. All dealers must meet the following requirements to be eligible to order PALS products and receive a standard dealer discount.

### REQUIRED COURSES

Complete PALS 9000 and PALS ATLAS product introduction and technical training (minimum 1 employee).

Free training classes are available either via webinar, at Actall's offices in Denver, or at a separate location (dealer is responsible for travel related expenses)

Classes include:

- PALS 9000 Product Introduction and Training.
- PALS ATLAS Product Introduction and Training.

### COURSE CERTIFICATION REQUIREMENTS

***In order to earn course certification dealer must:***

- Pass any related tests to earn PALS 9000 and PALS ATLAS installer certification.
- Dealer must comply with all payment terms.

### PALS 9000 PRODUCT INTRODUCTION & TRAINING

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- Identifying devices used with the P9K product line (Personal Mobile Transmitters, Infra-Red Transmitters, Repeaters, Receivers, Fixed Transmitters, and Crisis Controller Software).
- System specification and typical operational narrative
- System programming and basic software troubleshooting
- Recommended installation guidelines and procedures
- System set up and ongoing maintenance for PALS 9000 Systems.
- System specification and typical operational narrative
- System programming and basic software troubleshooting
- Recommended installation guidelines and procedures
- System set up and ongoing maintenance for PALS 9000 Systems.

### PALS ATLAS PRODUCT INTRODUCTION & TRAINING

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- Identifying devices used with the PALS ATLAS product line (Full size and reduced size Personal Mobile Transmitters, Location Device Nodes, Gateways, Switches, and Crisis Controller Software)
- System Specification and typical operational narrative
- Specialized LDN device installation guidelines, with programming, testing, calibration and troubleshooting
- ATLAS Network requirements
- Programming and basic troubleshooting for Personal Mobile Transmitters, Location Device Nodes, Gateways, additional rf transmitters and Crisis Controller Software for PALS ATLAS Systems
- ATLAS setup and testing (hardware and software)

## ADDITIONAL DEALER BENEFITS

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In addition to the benefits awarded at each level of certification, Actall will also work with dealers to survey every purchaser of an Actall system at least 4 times during the first two years after the sale; and 1x per year from thereafter. In addition, we will survey customers about delivery of parts and service.

## SUPPORT, INSTALLATION & PROGRAMING SERVICES

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Support, installation and programing services includes:

- (1) All device programming preload of all devices and initial settings into software
- (2) Site support services during installation
- (3) All Mapping in CC software
- (4) participation in Level 3 testing and System Certification

*Includes all travel*





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