



# Reseller Application

*The questions in this Reseller Application are necessary to evaluate your request to resell Pinnacle ID Solutions' products. All information provided would be treated as confidential. To insure timely processing of your application, please complete all questions and enclose brochures, marketing materials, purchase order for initial equipment order, credit application and tax certificate with your application. Please type your information or write legibly.*

**BUSINESS NAME (DBA):** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **COUNTY:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**TELEPHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

**BRANCH LOCATIONS:** (Use additional sheet if necessary) \_\_\_\_\_

**DATE BUSINESS STARTED:** \_\_\_\_\_ **FEDERAL ID#:** \_\_\_\_\_

**TYPE OF ORGANIZATION:**  Public  Private  Partnership  Proprietorship **STATE OF INCORPORATION:** \_\_\_\_\_

Contacts	Name	Title	Phone/Fax
Marketing			
Sales			
Contracts			
Service			
Other			

## **COMPANY INFORMATION**

Please list the principals in your organization and their backgrounds, or attach resumes:

**NAME:** \_\_\_\_\_ **TITLE:** \_\_\_\_\_

Background: \_\_\_\_\_

**NAME:** \_\_\_\_\_ **TITLE:** \_\_\_\_\_

Background: \_\_\_\_\_

500 Gene Reed Road  Suite 103  Birmingham, AL 35215

www.pinnacleidsolutions.com

Phone – 1-866-317-7554  fax – 205-833-1642

**COMPANY INFORMATION – con't.**

AREA	#	# PLANNED IN 12 MOS.
<b>TECHNICAL</b>		
Programmers		
Technical Support		
Market Support		
Training		
<b>CUSTOMER ENGINEERING</b>		
Direct Customer Engineers		
3 <sup>rd</sup> Party Customer Engineers		

AREA	#	# PLANNED IN 12 MOS.
<b>SALES</b>		
Sales Management		
Sales Representatives		
<b>ADMINISTRATIVE</b>		
Administrative Support		
<b>SUMMARY</b>		
Total # of Employees		

**Estimated Sales Volume** Fiscal Year Ending \_\_\_\_\_ (Please check one box)

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> \$0 - No Sales        | <input type="checkbox"/> \$250,001 - \$500,000  | <input type="checkbox"/> \$ 5.0 - \$ 10 Million |
| <input type="checkbox"/> \$1 - \$50,000        | <input type="checkbox"/> \$500,001 - \$1Million | <input type="checkbox"/> \$10 - \$25 Million    |
| <input type="checkbox"/> \$50,001 - \$100,000  | <input type="checkbox"/> \$1.0 - \$ 2.5 Million | <input type="checkbox"/> \$25 - \$50 Million    |
| <input type="checkbox"/> \$100,001 - \$250,000 | <input type="checkbox"/> \$2.5 - \$ 5 Million   | <input type="checkbox"/> \$50+ Million          |

**Industry/Vertical Markets that you sell to:**

- Access Control
- Distribution
- Education, K -12
- Education, College / University
- General ID
- Time & Attendance
- Other (Specify) \_\_\_\_\_

**PRODUCT INFORMATION**

Pinnacle ID Solutions Product(s) you wish to remarket:

- |   |   |
|---|---|
| <input type="checkbox"/> ID Works Photo ID Software             | <input type="checkbox"/> Visitor Manager Software |
| <input type="checkbox"/> SP-35, SP-55 Card Printers             | <input type="checkbox"/> Preface ID Software      |
| <input type="checkbox"/> ImageCard Magna Class Photo ID Printer | <input type="checkbox"/> Mobile Manager           |
| <input type="checkbox"/> True Photo Camera Packages             | <input type="checkbox"/> Other: _____             |

What other Products would you like Pinnacle ID Solutions to provide to you?

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**MARKET INFORMATION**

Have you purchased any DataCard products in the past 12 months?     Yes     No

If yes, list products and organization you purchased from: \_\_\_\_\_

Who are your key competitors?

Your Products                      Primary Competition (Company & Product)

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What is your market share?

Package                      Market                      # Systems Sold                      Approx. Market Share

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Identify the geographic markets where you intend to sell Pinnacle ID Solutions products as part of your total solution and indicate whether products will be sold to end users by your company (direct) or through third party distribution (indirect). For countries outside the United States, please list the name and address of the company that will be selling Pinnacle ID Solutions products as part of your solution and whether they will service the Pinnacle ID Solutions products they sell. (Use additional sheet if necessary.)

Direct	Indirect	Geographic Market or Country	Company Name and Address	Service Provider

Describe the advertising/marketing campaigns you will be launching this year (including trade shows):

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What key opportunities do you plan to pursue with Pinnacle ID Solutions products?

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Annual commitment (in units) for Pinnacle ID Solutions products: (You must complete this section)

Product                      Year 1                      Year 2                      Year 3                      Year 4                      Year 5

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## **SUPPORT PLANS**

In addition to Pinnacle ID Solutions depot repair facilities, Pinnacle ID Solutions has an extensive service organization (including Pinnacle ID Solutions Dealers and Distributors) with whom you may contract to provide installation and on-site service for Pinnacle ID Solutions products throughout the United States and most major cities worldwide. How do you intend to provide service to the Pinnacle ID Solutions products you sell?

- Depot
- Contract with Authorized Pinnacle ID Solutions Service organization
- Combination (Explain): \_\_\_\_\_

How do you handle on-going customer and technical support?

Applicant hereby represents that the information contained in this Application is accurate and agrees that Applicant will not disclose to third parties or use for its own benefit any confidential information disclosed by Pinnacle ID Solutions to Applicant in the review and processing of this application.

\_\_\_\_\_  
Name of company representative completing this application

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Please send application to:**

**Pinnacle ID Solutions  
500 Gene Reed Rd.  
Suite 103  
Birmingham, AL. 35215**

**Phone: 205-833-2154  
866-317-7554  
Fax: 205-833-1642  
info@pinnacleIDSolutions.com**