



Content Rich Digital Signage

# Reseller Program





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- ▶ Certified
- ▶ Strategic

# WELCOME TO THE MVIX RESELLER PROGRAM

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Welcome to the Mvix Reseller Program, a program designed to help commercial integrators and AV firms grow their digital signage revenues.

Digital signage represents a tremendous high-margin growth opportunity for integrators and resellers. We're glad you are partnering with us to help your clients communicate better and grow their businesses.

As an Mvix reseller, you have access to tools and resources that will help you market your company as a digital signage provider, deliver services and grow your business,

As you move up in the Reseller Tiers, you will unlock new resources with higher levels of support to help you fuel growth and reap new rewards for your company.

We look forward to building a successful partnership with you, and providing you with the resources and support you need to grow your own business to become a successful digital signage reseller.

Sincerely,  
Mike Kilian  
Senior Director of Business Development



# ABOUT THE MVIX RESELLER PROGRAM

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The Mvix Reseller Program is designed to provide a revenue stream and support to integrators, VARs and service providers who deploy digital signage.

It brings together a community of partners with the skills and components needed to build an end-to-end digital signage network that'll engage audiences, improve efficiency and reduce operating costs.

The Reseller Program helps innovative integrators complete the evolution from service provider to trusted business and technology partner.

Perks of the Reseller Program include:

- recurring revenue
- significant sales opportunities with extended terms & discounts
- enterprise digital signage systems available exclusively through partners
- partnership tracks
- in-depth training
- support by Mvix's digital signage certified experts (DSCEs)

Resellers also get assistance with RFPS, proposal generation, sales engineering support, demos, and pilots, and marketing collateral including a Project Requirements Worksheet for thorough pre-sales client qualification.

We place our partners in tiers using a combination of metrics, looking at monthly sold and managed recurring revenue (MRR), engagement, and actual digital signage success.

Be sure to review the Tier Benefit chart see how the benefits compare at a glance, and the in depth description of each benefit on the subsequent pages.

Take advantage of the benefits available to you and get the most out of your Mvix partnership!

	Certified	Strategic
<b>PEOPLE</b>		
Channel Consultant	✓	✓
<b>TOOLS</b>		
Marketing Kits	✓	✓
Partner Directory Listing	✓	✓
Partner Spotlight	✓	✓
Access to Partner Resource Center	✓	✓
Partner-exclusive Product Sales	✓	✓
Product Spotlight	✓	✓
Priority Beta Access	✓	✓
Partner Discounts	✓	✓
Role Based Training		✓
Lead Share		✓
Free Express Support		✓
White Label		✓
Quarterly Joint Planning Call		✓
Invitation to Partner Day		✓
Partner Event Support		✓



# RESELLER PROGRAM RESOURCES & TOOLS

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## PEOPLE

### **Channel Consultant**

As an Mvix Reseller, you have access to a Channel Consultant, who will work with you to expand your service offerings, drive revenue and achieve better client results. Your CC is your point of contact for all things digital signage and can help answer any of your Mvix software questions.

## TOOLS

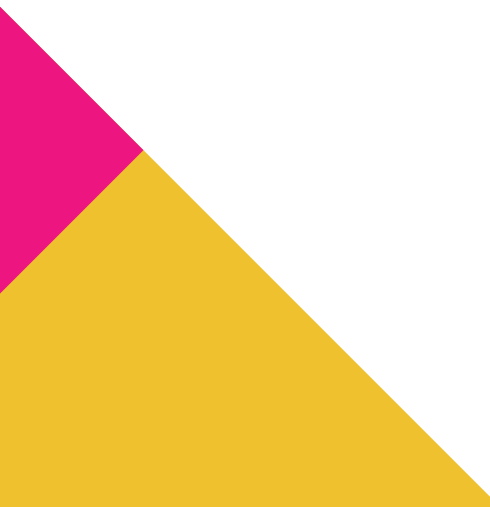
### **Role Based Training**

Partner specific and role based trainings help you scale your team and your business via an intuitive and learning focused experience. These trainings will help you master how to sell digital signage.

\*Disclaimer: This is NOT a software training.

### **Reseller Directory Listing**

Every day businesses are looking for an integrator to help them with AV needs. As an Mvix Reseller, you have the ability to create a listing in Mvix's Reseller Directory to get found by your next new client. The Reseller Directory allows you to showcase your areas of specialization; by Industry, geo, your Mvix certifications, Awards, and past client reviews.





### **Access to the Reseller Resource Center**

Once you join the Mvix Reseller Program, you'll have immediate access to everything you need to be successful within your Reseller Resource Center. From the latest program updates to the most up-to-date sales collateral, our resource library will ensure that you have everything you need to market, sell, deliver and grow, including the links to learn more about your Reseller resources.

### **Partner-Exclusive Product Sales**

Enjoy having partner-exclusive Mvix products to sell to your clients. These products and services are only available through our resellers, guaranteeing revenue and an opportunity to upsell additional products and services.

### **Product Spotlight**

We know it's hard to stay up to date on new advancements in the Mvix product. That's why we created a Product Spotlight, a monthly video recap and email with all of Mvix's latest product updates and announcements.



The background is a collage of business and technology-related images. It includes a man in a suit pointing at a large screen displaying a dollar sign, various hexagonal icons representing different business functions like communication, people, and technology, and a financial chart with red and blue data points and numbers.

**Mvix**  
**CERTIFIED** PARTNER

**Mvix**  
**STRATEGIC** PARTNER



# TIER BENEFITS

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## CERTIFIED

### **Priority Beta Access**

The Mvix Beta Program puts new features in your account as they become available. Being a part of the beta group at Mvix is a commitment--meaning you agree to use some software in your daily life that is bound to be a little rough around the edges. It also means you're willing to take the time to help us smooth out those rough edges, and help shape the future of our product.

### **Lead Generation "Campaign Kits"**

Campaign Kits are whitelabeled materials you can use at every stage of your agency's marketing funnel. These kits contain whitelabeled resources such as brochures and demo webinars, and all the promotional materials you need to start driving new leads and opportunities for your business.

### **Reseller Discounts**

Enrolled resellers will receive competitive pricing on Mvix solutions. Healthy margins expand the project bottom line while Mvix solutions ensure customer satisfaction.

### **Reseller Spotlight**

We'll highlight a reseller through a Q&A to be published on the Mvix blog and shared with our customers and leads through different channels such as email and social media. This will give the reseller better exposure and lead to new leads.



# STRATEGIC

## **Free Express Support**

Resellers will receive free Express Support for their Mvix clients. This means they have 24/7 phone support and a free personalized training session every year. Players also come with a 1 year warranty and have advanced replacement in case of damage.

## **White Label**

Set yourself as a turn-key digital signage provider to increase your revenues. Getting a whitelabel software account that you can rebrand as your own will distinguish you from other resellers and integrators, and allow you to charge for additional services and support.

## **Quarterly Joint Planning Call**

Resellers have exclusive access to a quarterly joint planning call with a Mvix Reseller Marketer. During this call, the agency and marketer will brainstorm topics for your blog contribution and set a publishing schedule and outline any upcoming events needs.

## **Reseller Day**

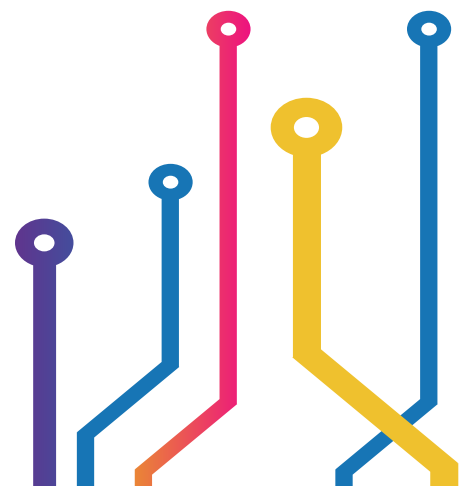
Recieve an invitation to a day full of learning, networking, and celebration with the Mvix team and other partners. Get the latest product updates from Mvix, meet our executives and engineers, and discover how to increase your profit margin by selling digital signage solutions.

## **Partner Event Support**

We know that as advocates for digital signage, you may attend events and want to invite Mvix-sters to speak at them but you're not sure who can request to speak and when. That's why we introduced partner event support guidelines--to enable us to send the right fit speaker to help make your event a success.

## **Lead Share**

Mvix resellers also get to engage in lead sharing with Mvix, presenting new sales opportunities. Lead sharing allows resellers to create more client relationships with those who are seeking their specialized services.



# CAMPAIGN KIT

Text for Digital Signage page (what is Digital Signage and how it works)

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A list of blog ideas

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Brochures for your clients to download e.g. how it works, digital signage solutions

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Powerpoint for client demos (can also be used for training)

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Mvix partner logo

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Mvix brand guideline

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Press release copy (to promote partnership with Mvix and ideally showcase a project)

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Speak at partner event or with client

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Recording of Inside Mvix Marketing (to show resellers how to market their services and get new leads)





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