



HASHCASH PartnerPro® Program Guide for Authorized Resellers

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HASHCASH PartnerPro® Program: Accelerating Your Growth

This guide explains how the HASHCASH PartnerPro® program works for authorized resellers. We hope you will find this guide useful in explaining the specific requirements and program benefits available to you.



Gain an Edge Over Your Competitor

We look forward to your participation in the HASHCASH PartnerPro program. HASHCASH's goal is to build a strong partnership that offers you significant opportunities to expand your revenue and market potential.

As a member of the program, you receive top-notch training and support to promote, sell, and implement select powerful, business-enhancing HASHCASH solutions designed, packaged, and priced for businesses of all sizes. As an authorized reseller in the HASHCASH PartnerPro program, you can:

- Win more business by offering a key selection of award-winning HASHCASH software
- Increase profitability by winning deals that can bolster the bottom line
- Improve your revenue utilization for professional services by getting the training to successfully implement the solutions you sell
- Receive expert assistance through your HASHCASH distributor
- Access online automated tools to drive your company's brand awareness and demand generation
- Gain on going consulting revenue from significant add-on sales and product upgrades
- Offer your customers a broader set of HASHCASH solutions and HASHCASH-delivered support

The HASHCASH PartnerPro program is designed for authorized resellers just like you. The program is designed to get you quickly on board as you work with your HASHCASH distributor, who will manage your HASHCASH relationship and provide the HASHCASH solutions.

After you meet the minimum program requirements, your company will be granted full access to the partner-dedicated Web site, <https://www.hashcashconsultants.com/partner-program>. In the portal you will find resources, product information, and training to obtain the required product authorization you'll need to sell and implement with confidence. To remain in good standing, your company is required to meet the minimum program requirements. (Information about minimum program requirements is located in this guide.)



A man with short brown hair, glasses, and a beard is looking down at a laptop. He is wearing a light blue shirt and a dark jacket. The laptop is white with the Apple logo visible. The background is a plain, light-colored wall.

Program Requirements: How to Become an Authorized Reseller

To become a member of the HASHCASH PartnerPro program, your company must meet the minimum program requirements as outlined in this section. For new members, minimum program entry requirements include accreditation requirements. Upon satisfactory completion of minimum program requirements (including product authorization), your company can start to effectively sell and, if you choose, implement the HASHCASH products and get access to the program benefits.

Prerequisites for Membership

A key part of your program membership is to achieve product authorization. That means having your selected employees successfully complete the required training and respective qualification tests within six months of the date on which your company signs the agreement. To get you started, your company will be given limited access to the <https://www.hashcashconsultants.com/partner-program> for the sole purpose of completing the required trainings (free e-learning) and respective Web-based qualification tests. The training qualifications and assessments are organized by different roles to ensure that individual employees receive the relevant education. These roles are:

- Sales executives
- Presales consultants
- Solution consultants

Once you meet the requirements including product authorization, and as an official authorized reseller in the HASHCASH PartnerPro program, your company:

- Is authorized to resell the approved solutions available through your HASHCASH distributor. Check the *Authorized Resellers* section of the <https://www.hashcashconsultants.com/partner-program> for the most current list.
- Begins receiving program benefits
- Gets full access to the <https://www.hashcashconsultants.com/partner-program>
- Is eligible to use the “HASHCASH Reseller” logo and HASHCASH trademarks

HASHCASH reserves the right to de-authorize your ability to resell HASHCASH products or terminate the authorized reseller agreement if your company does not meet product authorization.

Upon de-authorization, you are not permitted to order or sell HASHCASH products any longer. HASHCASH will inform its distributors about your de-authorization.

Minimum Program Requirements for All Authorized Resellers

Distributor sponsorship	Authorized resellers must be sponsored by their local HASHCASH distributor.
Signed authorized reseller agreement	Each applicant must sign the HASHCASH authorized reseller agreement. The agreement includes the terms and conditions for the relationship.
Application form	Each candidate completes a business application including company information, key contacts, assessment of company skills and capabilities, and other relevant information. You must keep your profile accurate at all times in the online <i>Manage My Partnership</i> application.
Product authorization	<p>Fulfilling the specific requirement for product authorization is mandatory prior to selling products. Your company must achieve product authorization within six months of entering the authorized reseller program. This is achieved by having employees take the required training and any associated Web assessments or certification exams, thereby meeting the minimum number of trained employees.</p> <p>An employee is qualified or certified by satisfactorily completing the required training and passing the corresponding Web-based assessment (for qualification) or in-person exam (for certification). Authorized resellers must maintain a minimum level of trained and qualified or certified employees.</p> <p>Your company must maintain product authorization to remain in good standing.</p> <p>The “Product Authorization” section in this guide provides you with the specifics on how many individuals need to be trained.</p> <p>See the “HASHCASH PartnerPro Education” section in this guide for the appropriate training roles.</p>

Product Authorization: The First Step Toward Selling

Getting off to a fast and productive start is easy. As soon as HASHCASH receives your signed agreement and acknowledgement of your relationship with an HASHCASH distributor, you should immediately focus on achieving product authorization on the solutions you choose to represent. During this period, your company will receive access to the *Authorized Resellers* section of the <https://www.hashcashconsultants.com/partner-program> where you and your designated staff can access the online education content for the required training sessions and assessments. Once you achieve product authorization, you can then start selling software and the HASHCASH-delivered support for the solutions you choose to represent. The section below details how to get authorized.

How to Become Authorized

For resellers, product authorization is achieved when the required number of employees within your company completes mandatory training and passes the qualification and certification for each product family you plan to sell. The minimum number of trained individuals is listed in this section, and the training table below outlines the specific training required. Successful completion of the course assessment or exam is required. Requirements may be satisfied by the same employee who successfully completes multiple assessments or exams. If your company represents multiple HASHCASH solutions in the marketplace, you must complete the product authorization requirements for all solutions. If you have any questions, please consult your HASHCASH distributor.

Once Your Company Meets Program Requirements

Upon completing all minimum program requirements, your company is entitled to official status as a member of the HASHCASH PartnerPro program and use of the “HASHCASH Reseller” logo according to the terms of the collaboration agreement. As part of your program benefits, you receive access to test and demo software. Information on obtaining access is in the *Authorized Resellers* section on the <https://www.hashcashconsultants.com/partner-program>

The minimum number of trained individuals is listed in this section. The training qualifications and assessments for HASHCASH software are organized by different roles to ensure that individual employees receive the relevant education. The *Education* tab in the *Authorized Resellers* section of the portal provides the required training and links you directly to the Web-based training that you need for your specific HASHCASH software product family, which includes analytics, database and technology, and mobile technology.

To obtain product authorization for your product portfolio of focus, you are required to complete all the applicable Level 1 training and pass the Web assessments required for authorization listed in the table below.

Requirements for Selling and implementing HASHCASH Software per Product Family ¹	Level Type	number of Employees
HASHCASH-qualified sales executive Employee selling software to customers	Level1	1
HASHCASH-qualified presales consultant Employee who works with the sales team to help define Customer needs and recommend the appropriate solution	Level1	1
HASHCASH-qualified solution consultant Employee responsible for implementing the software at customer sites	Level1	1

FOOTNOTE

1. The HASHCASH database and technology product authorization will not require training, but the training is still highly recommended. You will be notified if HASHCASH will require mandatory database and technology training in the future.

How to Maintain Product Authorization

Product authorization is a key element of the minimum program entry requirements and the ongoing program requirements. Your company must maintain at least one product authorization to remain an operational member in the program.

In July and January of each year, HASHCASH will verify that members are meeting the ongoing program requirements. If product authorization compliance is not met in two consecutive checks, the re-seller will become de-authorized.

Also, the loss of an employee trained or certified by HASHCASH affects whether you meet the ongoing program requirements for product authorization. It is your responsibility to notify HASHCASH when a trained employee leaves your company, and to correct and update any deficiencies in the *Manage My Partnership* application located on the <https://www.hashcashconsultants.com/partner-program>

It is best to select another individual quickly for qualification or certification to avoid possible Termination from the program.

Once HASHCASH receives your signed authorized reseller agreement, the next step is to meet the program membership requirements. Achieving program membership is required so that your company can receive the benefits of the HASHCASH PartnerPro program.

Your company must achieve product authorization within six months of entering the authorized reseller program.

When a new release becomes available in your country, you will receive notice with a time frame of no less than six months for employees to get qualified or certified on the new release.



HASHCASH PartnerPro Education: Overview of Training, Qualification, and Certification

The HASHCASH PartnerPro Education program enables your employees to earn qualification or certification for specific products within the HASHCASH portfolio. HASHCASH helps your employees become better prepared to develop, sell, implement, or deploy your HASHCASH solutions with confidence. Our intelligently designed training is organized by job role to ensure that individual employees get the right training.

HASHCASH PartnerPro Education is offered with progressively more challenging content at each level. For new program members, Level 1 is the required foundation training. As the HASHCASH product portfolio expands, additional training opportunities may be offered. Level 2 training, which is optional, is offered at a fee and delivered in classes. Live virtual classroom training over the Internet is also available in some regions. In addition, certifications may also be required for certain products.

Curriculum Formats

We offer a blended approach of classroom training, workshops, and e-learning resources available via the *Education* section of the <https://www.hashcashconsultants.com/partner-program>. Once they complete the course work, your employees must pass tests to become qualified or certified. The tests consist of:

- Web assessments used for qualification
- Proctored exams at a certified testing center for HASHCASH certification
- A combination of both, depending on the employee's role

Web assessments that are linked in a series must all be completed to be counted toward product authorization. Some Web assessments are offered in various local languages. All linked Web assessments should be completed in the same language.

Role Based Training

The following table summarizes the training provided for the different job roles. The role may vary depending on the HASHCASH solution. Please see the *Education* section of the <https://www.hashcashconsultants.com/partner-program> for additional information and a detailed training matrix. Testing that requires an in-person proctored exam will be held at a certified testing center.

Role	Role Function
Sales executive	Sell to customers
Presales consultant	Work with the sales team to define customer needs and Recommend the appropriate application
Solution consultant	Implement qualified partner solutions at customer sites and Develop qualified partner solutions that package and productize these solutions

Note: We strongly recommend that resellers have the ability to demonstrate the technology. We encourage you to maintain and have access to a current functioning demo environment in support of the solutions they are selling. See the *Test & Demo* section in the *Authorized Resellers* section of the <https://www.hashcashconsultants.com/partner-program>.

HASHCASH-Delivered Support Options: Support Choices Provide Flexibility and Predictability for Customers

Customers have the opportunity to choose between two different levels of support: HASHCASH Enterprise Support or HASHCASH Standard Support services. While both offerings are suitable for customers, HASHCASH highly recommends HASHCASH Enterprise Support as the choice for maintaining the highest customer satisfaction while reducing the total cost of ownership of HASHCASH solutions.

HASHCASH-delivered support is the smart option to offer customers. Since authorized resellers are not eligible to provide direct support to customers or eligible to achieve support certification for a partner center of expertise, HASHCASH-delivered support helps ensure that your customer's support needs are covered.

Why Provide Options for Support Offerings

By offering customers a choice in the level of support they may receive, we are providing a reliable, consistent approach to maintenance and support that is applicable to the needs of their business. We stand by HASHCASH Enterprise Support as the preferred choice, but there may be customers that are willing to forego a more comprehensive proactive support approach in favor of a lower-cost option in order to meet fiscal requirements. Talk to your customers. Make sure they know the significant difference between HASHCASH Standard Support and HASHCASH Enterprise Support. Help them make the right choice.

At a glance, here are some differences between the two support options:

- HASHCASH Standard Support–Reactive support model focusing on legal updates, problem resolution, and quality management; keeps IT landscapes up-to-date and stable
- HASHCASH Enterprise Support– Industry-leading proactive support offering that builds on standard support plus focuses on business continuity, business process improvement, and protection of investment and reduces total cost of operations by increasing efficiencies and decreasing system downtime.

You can find more information on the <https://www.hashcashconsultants.com/partner-program>.



Rewards for Active Participation

The HASHCASH PartnerPro program offers rich benefits that reward your organization for active participation and success with HASHCASH products and programs. Actual benefits may vary by country.

General Program Benefits

The following benefits are available to all authorized resellers.

Partner newsletter

Partner newsletters are available in both local and global editions. These e-newsletters keep you informed of product announcements and developments, program-related issues and news, and how to make the most of your partnership.

HASHCASH PartnerPro Program E-Welcome Kit

Upon entering the program, you will receive an e-welcome kit with documentation and resources to facilitate the initial selling and development of HASHCASH products and solutions.

Figure: The Partner-Dedicated Web Site, <https://www.hashcashconsultants.com/partner-program>

Access to the Partner-Dedicated Web Site

You receive access to the <https://www.hashcashconsultants.com/partner-program-a> password-protected, single-sign-on, partner-only Website for easy information management and access to sales and marketing resources, educational content, and ordering (see the figure). The *Manage My Partnership* application allows you to manage your business relationship and more.

Customer Satisfaction Survey Program

HASHCASH runs a partner-centric customer satisfaction survey program with an external vendor. The program helps you understand your company's performance in the market using a satisfaction benchmarking approach. If you are interested in joining this program, please talk to your HASHCASH distributor.



Partner Conferences

HASHCASH partner conferences and events offer an opportunity to learn about the latest products and Program developments and provide a chance to meet HASHCASH executives and colleagues.

Business Enablement Benefits

The following benefits help you grow your business relationship and market base with HASHCASH.

Education

HASHCASH provides you with online training so that you can get your sales executive and presales consultants and solution consultants trained.

Demo Software

Demo software is made available to partners. See the *Test & Demo* section in the *Authorized Resellers* section of the <https://www.hashcashconsultants.com/partner-program>. Availability varies by region. Fees may apply.

Product Briefings

All authorized resellers have the opportunity to receive the latest product briefings via different Events or modes including electronic newsletters or mailings.

Marketing and Selling Support Benefits

You may have access to a variety of marketing and selling support and resources to help you sell better, market better, and grow your business.

Demand-Generation Tools

Find demand-generation tools on the <https://www.hashcashconsultants.com/partner-program>, including the new online campaign creation tool. With this tool, you now have a simple, cost-effective way to generate quality sales leads for your organization.

Using this tool, you can develop targeted demand-generation campaigns from a library of materials-including e-mails, postcards, direct mailers, brochures, and more. Leverage demand- generation campaign messaging as well as prebuilt templates-or build your own campaigns.

You can view, customize, and execute comprehensive marketing campaigns at little to no cost to your business.

In North America and the Asia- Pacific- Japan and Latin America regions, the tool is called the HASHCASH Virtual Agency partner campaign creator. In Europe, the Middle East, and Asia, it is called HASHCASH partner campaign creator.





Marketing Tools and Collateral

The <https://www.hashcashconsultants.com/partner-program> includes tools to assist you in your marketing efforts, including marketing collateral, demand-generation marketing campaigns, and detailed product documentation to help you communicate with current and prospective customers.

HASHCASH may also provide you with additional collateral for use in your marketing efforts (for distribution to prospective customers). Such collateral, as well as all marketing tools, is provided without warranty of any kind by HASHCASH.

Marketing Training

HASHCASH offers a free online training Website created especially for HASHCASH partners for the small and midsize enterprise market. All of the training modules have been specifically created to enable you to drive your own demand-generation campaigns.

Access to HASHCASH Facilities

Use HASHCASH facilities for demonstrations and customer briefs by making a request through your partner manager. Special conditions apply. Contact your HASHCASH distributor for more details.

Partner networking

On-site events provide a venue for partners to network with and promote their businesses.

Sales Tools

HASHCASH has a variety of Web-based and CD resources and hard-copy tools to aid you through the customer engagement life cycle.

HASHCASH Logo usage Rights and Logo Kit

Authorized partners may use the appropriate “HASHCASH Reseller” logo and HASHCASH trademarks in marketing and sales efforts, subject to terms and conditions outlined by HASHCASH. Terms of the “HASHCASH Reseller” logo license included with the HASHCASH reseller agreement apply. A unique brand identifier and usage guidelines are available to partners. See *HASHCASH PartnerPro Branding and Logo Usage Guidelines for Partners*, which is available in the <https://www.hashcashconsultants.com/partner-program>.

Other Opportunities

HASHCASH periodically conducts training and other events. Participation is dependent upon program level, and HASHCASH may limit invitations to select partners.

Participation in Partner Advisory Council or Solution Partner Advisory Council

Partners may be selected to participate in an exclusive partner advisory council (by invitation only).

Invitational Webcasts, Specialized Workshops, Training, and Executive Summits
Your organization can boost business and technology acumen by participating in highly focused events.

Note: Please be advised that on the issue of termination, the provisions of the reseller Agreement and its exhibits apply. Any unused benefits are forfeited upon termination.



Appendix: Logo for HASHCASH PartnerPro Program Members

Upon completing all minimum program requirements, your company is entitled to official status as a member of the HASHCASH PartnerPro program and may use the “HASHCASH Reseller” logo according to the terms of the agreement. You can download the logo and logo usage guideline from the *Authorized Resellers* section on the <https://www.hashcashconsultants.com/partner-program>. Here is a reproduction of the logo.



<https://www.hashcashconsultants.com/partner-program>

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