

Postcode PA Value Added Reseller Agreement

This agreement is for FileMaker developers & resellers who wish to promote and integrate Postcode PA (PCPA) with their own custom or off-the-shelf solutions.

This is an agreement to become a Productive IT Value Added Reseller (VAR) of the Postcode PA range of products. You will not actually have to purchase and then resell PCPA to your customers – we deal directly with all end users for the purpose of their purchase – you deal with the installation and integration.

You will also find it useful to read our FAQ document.

Please feel free to call us or send us an email with any questions.

Benefits for Registered Postcode PA VARs:

- a) You will receive a 10% commission on all your PCPA sales (we handle the financials directly with your client). As long as your client renews their license and you remain a registered VAR, you will continue to receive your commission year after year with no further input required on your part.
- b) Any charges you make to your client for integrating PCPA with their solution is all yours.
- c) PCPA offers you an opportunity to reawaken your relationship with old clients where things may have gone quiet. Take advantage of this opportunity to show them all the other things you can do for them now (for example - use our [Credit Card Transactor](#) module if they would benefit from transacting their own customer sales directly from within their FileMaker solution or our [SMS Text Message Server](#) if they could use it to enhance their marketing or create automated responses to incoming SMS enquiries).
- d) If we receive an enquiry direct from a prospective client who is not in our area and / or requires a developer with special market experience which we do not have, we may offer to recommend them to you or offer the work to you under a contactors agreement.
- e) Commissions are paid to you monthly on your client's cleared funds. We reserve the right to reclaim commission if at any time your client's payment fails to clear or is reclaimed for any reason. We also reserve the right to change the commission rate without notice, although there is no intention to do so at the time of writing.

Requirements & Responsibilities of a Postcode PA VAR:

- a) Your own single-user copy of PCPA is for personal use and is not for resale.
- b) Your own copy of PCPA can be used for both demonstration purposes and actual address management within your company.
- c) Where appropriate, you will include PCPA in sales pitches to generate PCPA sales.

FileMaker FSA Partner & Associate Members	TechNet Subscribers & Non FBA Members
The following offer is made to all FileMaker registered FBA Platinum & Associate members (not TechNet) and is valid from 1/1/2006 until further notice:	
d) Under our arrangement with Royal Mail, your own single user copy of PCPA is completely free of charge.	d) You must purchase, register and maintain at least a single license of the Premium version of PCPA in your own company name.
e) Your personal PCPA license will be for an initial six month period and renewed subject to PCPA license sales through you / your company.	e) Your license is renewable annually.
f) As long as you generate at least one sale in this period, we will extend your free license for a further six months.	f) There is no obligation to generate any sales, although it is in your interest to do so in order to receive commission payments.
g) On receipt of a commission payment, you will create and supply us with a VAT invoice for the commission amount.	
h) We may, at our discretion, further extend this free license as long as you continue to generate PCPA sales.	n/a
i) This offer may be withdrawn at any time (i.e. after the free period, we may request you purchase your own license to remain a VAR, although the offer will likely remain in force as long as you generate at least one PCPA license sale (new customer) per six month period.	n/a
j) There is no obligation to remain a VAR. Cancellation of this VAR agreement should be made in writing and sent to Productive IT by recorded delivery at least 30 days prior to the VAR agreement expiry date. Where applicable, any outstanding VAR license fees must be paid in full immediately upon cancellation of the agreement. Any change in your status as a VAR will not affect your clients' licences in any way. Following cancellation, you will still be obliged to comply with all copyright and data protection requirements related to Postcode PA and the Royal Mail data.	
k) Commissions are only payable for sales made to your clients following receipt of your completed VAR application and acceptance into the VAR program. Commissions are not payable for sales or renewals to your clients prior to or following lapse or cessation of your VAR agreement.	

Registering a Client / Sale:

- a) Each client must purchase their own copy of PCPA from us directly, or you can complete the order form on their behalf. We require a completed order form with their full contact and payment details, including company registered number (if appropriate).
- b) If your client will be ordering from us directly, you should inform us that customer *ABC Ltd.* is your customer and we will be receiving an order from them. They should also write your company name in the space provided on the order form.
- c) License details, CD, documentation, emails and updates will be supplied directly to the client, unless requested otherwise.

In order to register as a Postcode PA VAR, please complete and return the VAR Registration form below.



productive IT (uk) Ltd
75 the champions, borehamwood, hertfordshire wd6 5qg, england

T: 0845 128 4020
F: 0870 116 6086

info@productiveit.co.uk www.productiveit.co.uk

Postcode PA Value Added Reseller Agreement Registration Form

Please complete this form and return to us with an order form for at least a single copy of Postcode PA Premium version (TechNet & Non FBA members only) to be registered in your own company name.

Your Name:

Company Name:

Limited Company Registration Number:

VAT Registration Number:

FileMaker FBA membership number: Platinum Associate (please circle)

Full Address:

Postcode:

Telephone:

Fax:

Mobile:

Email:

Website:

In order to enable us to recommend you to prospective clients in your area and / or who require a developer with specific market experience, please answer the following questions.

Are you a FileMaker 7 or 8 Certified developer (please circle)? v7 Yes v7 No v8 Yes v8 No

Areas or markets within which you have specialist knowledge or expertise:

Details of your own products & services:

I wish to become a Postcode PA registered VAR. I understand that all copyright within Postcode PA remains with Productive IT and Royal Mail and I will proactively support and protect their rights in relation to my business and my customers. I understand that my details will be forwarded to Royal Mail as a VAR but that I am not entitle to use the Royal Mail logo or resell any postcode or address products other than those supplied by Productive IT under this agreement. This VAR agreement is between myself / my company and Productive IT, not with Royal Mail. Productive IT may change the terms and / or cancel this agreement at any time for any reason.

Name:

Signature:

Position:

Date:

For and on behalf of (company name):