



Data Management Solutions for Your Enterprise

## **Bradmark Authorized Partner Application**



To apply for participation in the Bradmark Authorized Partner program, please complete & return this application form. This document represents an application ONLY. All specific terms, conditions, approvals and authorizations associated with this relationship will be determined upon acceptance. Please include any additional information that you feel will be useful when considering your Authorized Partner Application.

Please contact Bradmark Channel Sales with any questions.

**Contact Info:**

Bradmark Channels Program

Tel: 713-621-2808

Toll Free: 800-621-2808

Fax: 713-623-2564

E-mail: [channels@bradmark.com](mailto:channels@bradmark.com)

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**PLEASE RETURN THIS INFORMATION TO:**

FAX: 713-623-2564

Or mail:

Bradmark Technologies, Inc.

Attn: Channel Sales

4265 San Felipe, Suite 700

Houston, TX 77027

USA

**Contact Information**

Business Name \_\_\_\_\_

Legal Entity: Corporation \_\_\_\_\_ Partnership \_\_\_\_\_ Sole Proprietor \_\_\_\_\_ Other (Please Describe) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Executive (President/CEO) \_\_\_\_\_

	Name/Title	E-mail
Primary Contact:	_____	_____
Technical Contact:	_____	_____
Sales Contact:	_____	_____
Purchasing Contact:	_____	_____
Training Contact:	_____	_____

Company E-mail Address \_\_\_\_\_ Web Address \_\_\_\_\_

1. Which of the following best describes your business?

- |  |   |
|--|---|
| <input type="checkbox"/> Independent Software Vendor | <input type="checkbox"/> Computer Specialty Store |
| <input type="checkbox"/> Value Added Reseller        | <input type="checkbox"/> Computer Reseller        |
| <input type="checkbox"/> System Integrator           | <input type="checkbox"/> Office Equipment Dealer  |
| <input type="checkbox"/> Computer Manufacturer       |   |
| <input type="checkbox"/> Other ( _____ )             |   |

2. How many years in business? \_\_\_\_\_

3. What are the total (estimated) revenues for:

Current Year \_\_\_\_\_ Prior Year \_\_\_\_\_

4. Please list the geographic area where you'd like to represent Bradmark products.

United States    States or Regions: \_\_\_\_\_

Please indicate sales and support office locations (attach additional pages, if necessary):

City	State	# of Sales	# of Support
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

...List the geographic area; continued

\_\_\_\_\_ Canada Province: \_\_\_\_\_

Please indicate sales and support office locations (attach additional pages, if necessary):

City	# of Sales	# of Support
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

\_\_\_\_\_ International Countries: \_\_\_\_\_

Please indicate sales and support office locations (attach additional pages, if necessary):

City	# of Sales	# of Support
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

8. Please list all vendor relationships and partnership agreements you have:

Vendor	Relationship
_____	_____
_____	_____
_____	_____
_____	_____

9. Please list all Vendor Certifications and Authorizations you currently have:

Vendor	Certification	Description
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

### Sales and Marketing

For your current products:

1. What percentage of your sales are to accounts of these sizes:

- \_\_\_\_\_ Small (1-49 employees)
- \_\_\_\_\_ Medium (50-999 employees)
- \_\_\_\_\_ Large (1000+ employees)

2. Please describe your customer and prospective customer base. Is it best described by type of industry (manufacturing, government, etc.) or by application (SAP, Peoplesoft, etc.), or by some other criteria?

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3. What percentage of your annual revenue is generated from:

- Application Software \_\_\_\_\_
- Consulting \_\_\_\_\_
- Database Software \_\_\_\_\_
- Hardware \_\_\_\_\_
- Service/Support/Installation \_\_\_\_\_
- Utility/System Management Software \_\_\_\_\_
- Other (please describe) \_\_\_\_\_

What percentage of your business is focused on:

Windows \_\_\_\_\_ UNIX \_\_\_\_\_ Linux \_\_\_\_\_ NT \_\_\_\_\_ AIX \_\_\_\_\_ Other \_\_\_\_\_

4. Which of the following vendor products to you resell?

Hardware Databases

HP \_\_\_\_\_ IBM \_\_\_\_\_ Oracle \_\_\_\_\_ Sybase \_\_\_\_\_  
 Sun \_\_\_\_\_ Other \_\_\_\_\_ MS SQL \_\_\_\_\_ Other \_\_\_\_\_

Other Hardware (*please list*)

Other Databases (*please list*)

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5. Which Bradmark Products are you interested in selling

- \_\_\_\_\_ DBControl Online™
- \_\_\_\_\_ Surveillance™ (Includes; Operating Systems, and Database environments.)

6. Are you interested in reselling the products as is, or will you be integrating them with your other software or services?  Yes  No

7. If integration is part of your interest, would you please explain what products or applications you would integrate with. If possible, also provide as much information as possible regarding the technical effort required on your behalf and on Bradmark's behalf.

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8. If you have developed a marketing plan, please attach it. If not, please provide the following information:

- a. Do you plan to sell to your existing customers?  Yes     No  
*Please indicate number of active customers:* \_\_\_\_\_
- b. Of existing customers, how many are prospects for Bradmark products: \_\_\_\_\_
- c. Methods for generating new leads: \_\_\_\_\_
- d. Methods for follow-up: \_\_\_\_\_
- e. Number of new prospects that will be generated within:
  - Three months    \_\_\_\_\_
  - Six months      \_\_\_\_\_
  - One Year         \_\_\_\_\_

Projected Gross Revenue:	3 months	6 months	1 year
DBControl Online™	_____	_____	_____
Surveillance™	_____	_____	_____

**Technical Support**

1. Which products do you provide technical support or training for currently?

Product	Tech Support	Training
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

2. What type of end user support does your company currently provide:

Phone Support    \_\_\_\_\_    On site    \_\_\_\_\_    24 x 7    \_\_\_\_\_  
 Custom Programming \_\_\_\_\_    Training    \_\_\_\_\_    DBA Services \_\_\_\_\_  
 Other (please describe) \_\_\_\_\_

**Certification**

I certify that, to the best of my knowledge, the information provided in this application is accurate and complete. I understand that this information will be used to select Bradmark Authorized Partners for certain products offered for sale by Bradmark Technologies and that acceptance into the Bradmark Authorized Partner program is at the sole discretion of Bradmark. This application in no way forms a contract or agreement between Bradmark Technologies and the applicant firm. Should any clarification be necessary, I will communicate additional information to the address stated on page 1 of this application form.

Company \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

Printed Name \_\_\_\_\_ Title \_\_\_\_\_

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