**Microsoft Partner**
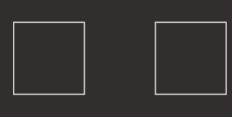Silver  Application Development

**kwiktag**® by Imagetag

# Partner Marketing Toolkit

## Marketing and Sales Resources for Partners

KwikTag balances comprehensive, feature-rich Transactional Content Management with affordability, fast implementation, ease of use and maintenance, and low cost of ownership.

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# Introduction

Welcome to ImageTag's Partner Program! We are delighted to have you on board and we are committed to supporting your sales and marketing efforts. Our objective is to provide you with strategies and tools that will maximize your success. The items contained in this document were developed as an introductory marketing package. They are intended to make it easy for you to begin promoting and selling KwikTag as a premier solution for your customers.

As you begin to market and sell KwikTag, we encourage feedback and new ideas. Let us know how we can help you in the development and execution of your campaigns and other marketing initiatives. Meanwhile, feel free to "copy and paste" from this document as needed - we encourage it!

# Graphics and Content

At ImageTag, we understand and respect that your website is - your website! We therefore, try to be least invasive, yet deliver the results we both seek.

We encourage you to include a KwikTag product and/or ImageTag partner presence on your website. Our objective is to provide the necessary product exposure to support our mutual business objectives. Below are graphics and descriptions for you to include on your product and/or partner pages.

## KwikTag Product Descriptions

The content below is generic for all Microsoft Dynamics partners, targeting companies using any Microsoft Dynamics application and can be adapted for non-Dynamics partners.

> KwikTag by ImageTag is the market-leading document and business process management solution. Implemented in days and easy to use, KwikTag delivers document imaging, content-based retrieval, instant audit, multi-document case management, workflow routing, approval and tracking for greater cost control, auditability and efficiency. KwikTag is fully embedded in Microsoft Dynamics GP, AX and NAV, or can be used stand-alone throughout the enterprise. KwikTag KwikApps™ provide complete business solutions for processes including purchase-to-pay, order-to-cash, human resources, and more. Years of experience creating comprehensive, yet cost-effective, solutions ensure KwikTag delivers value with a fast ROI and low cost of ownership. Learn more at www.imagetag.com. See KwikTag in action at www.kwiktagdemo.com.

## KwikTag Logos

### KwikTag Generic Logos (Dynamics or non-Dynamics)
The logo below can be used for any partner, Dynamics or non-Dynamics and is our preferred product logo.



### ImageTag, Inc. Logos

## Partnership Announcements and Partner Programs

Every partner sells and markets their offerings differently, and ImageTag wants to support your unique initiatives. Please contact Kelleigh Tegels Nelson, Channel and Marketing Manager, to discuss Press Releases, Newsletter and Email Content, Collateral, and specialized programs.  Kelleigh is available at ktegelsnelson@imagetag.com or at 480.477.3807.

## Additional Marketing and Sales Resources

### ImageTag Partner Portal

The Partner Portal gives you access to marketing collateral and sales tools that were designed to support you through every stage of the sales process. From brochures and data sheets, to battle cards and presentation templates, the Portal provides added value to help you achieve your business goals. Examples of materials available on the ImageTag Partner Program include:

- o **Marketing Materials:**
  - o **Collateral** - Access everything you need from datasheets to customer case studies to battlecards
  - o **Presentations** - Use our PowerPoint slides for your next KwikTag presentation
- o **Sales Tools:**
  - o **KwikDiscovery** - 1-page document to assist Partners in easily uncovering KwikTag opportunities and growing their revenue
  - o **Demonstrations** - KwikTag demo video or our hosted demo environment
  - o **KwikSheet Survey** - Shorten the sales cycle by using this survey to better qualify your prospects
  - o **Price Guides** - The KwikTag Pricing and Companion Guides make it easy for you to prepare proposals

## After the Sale

### KwikTag Supplies

You and your customers can order additional KwikTag supplies such as KwikBaskets, KwikPaper, KwikTag Labels and more, by visiting www.kwikstuff.com.

### KwikTag Customer Supportal®

The KwikTag Customer Supportal provides your customers with access to ImageTag's extensive Knowledge Base, professional services, tutorials, webinar archives, and collateral that includes user and administrator guides, product release notes, support plans and more. Access the Portal from the top right tab on ImageTag's website.

For more information, or if you have questions or comments, please contact Kelleigh Tegels Nelson at ktegelsnelson@imagetag.com or 480.477.3807.