



Channel Management Policy

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1. Preface

Objectif Lune's business relies on our channels finding end user opportunities. We build this capability by helping our resellers close business thereby simultaneously educating them and closing deals.

We work in an open market and do not control the business. This sentiment is supported by most of our partners and defined in most our reseller agreements. OL will not tell end users where to purchase product.

Objectif Lune truly appreciates the efforts of its resellers and understands the time and commitment of resources necessary to jointly develop end-user opportunities. OL will continue to help resellers develop business, to the best of its ability, within the open business framework we all live in.

2. Channel Conflict

OL does not control channel competition and the resulting conflict that can arise. End users will often time look for the best overall deal for their operations including Price, Product Quality, Service and Support.

They will choose the reseller they want to do business with and place orders. OL will process any and all orders by authorized resellers in good standing. In addition, certain end-users will choose to buy from multiple partners which is outside of our control.

3. Revised Channel Management Policy

OL will make every effort to support an incumbent reseller on an end-user account. OL will offer pre-sales technical or sales support to a reseller that is attempting to sell to an existing OL customer that purchased from a different reseller, but will **not** offer phone, web or on-site direct support direct with the End User. The intent is to give the incumbent reseller an advantage, but not block any resellers business activities.

Any reseller that wishes to sell to a current OL customer, who originally purchased from another reseller, is welcome to do so with their own resources. OL will, using its currently available resources, train any reseller to be capable of selling and supporting OL Connect

independent of OL. We see ourselves as a sales support organization and training is available to all our resellers.

Should a current End User wish to change resellers for any reason, OL will be happy to support their chosen reseller in all pre-sales activities to understand new applications within their organization. To initiate this support the End User simply needs to complete the attached form that the new Reseller supplies to OL.

4. Summary

This policy is intended to be fair to all, recognize the open market we all live in and support resellers that expend effort and resources to develop business on behalf of OL.

By completing and signing this form, you are indicating your desire to work with a different OL Connect reseller than your current, incumbent supplier. Please understand that the completion of this document does not constitute a purchase of any software or services, or agreement to do so. This document is to clearly identify the reseller that you wish for Objectif Lune to directly engage with and support for the current project you have in consideration.

This agreement does not preclude your working with other resellers, or Objectif Lune supporting their efforts indirectly, however Objectif Lune will only provide our technical resources to engage with you directly (on conference calls, in person etc.) in partnership with the reseller indicated below.

5. Agreement

END USER INFORMATION		
Last Name	First Name	Date
Company	Street Address	
City	State	ZIP
Phone	E-mail Address	

CURRENT RESELLER INFORMATION		
Current Reseller	Contact	
Street Address	Suite #	
City	State	ZIP
Phone	E-mail Address	

NEW RESELLER INFORMATION		
New Reseller	Contact	
Street Address	Suite #	
City	State	ZIP
Phone	E-mail Address	

SIGNATURE	
End User Signature	Date