

SECTION:	Marketing Communications		
POLICY #:	MC 10	PAGE:	1 of 2
SUBJECT:	Collateral Design and Materials		
DATE:	4/05	SUPERSEDES:	9/91

TITLE: MC10, Collateral Design and Materials

POLICY: While customer presentations and materials are the ultimate responsibility of the Reseller, StoreNext makes a variety of materials available to assist the Reseller.

SCOPE: All StoreNext dealer partners

PROCEDURES:

1. StoreNext provides a number of collateral materials for dealers to assist them in marketing and selling StoreNext products. Such materials will differ depending upon what is required to optimize the sales program of a specific product, but may include:
 - a. Product/offering brochures in hard copy and electronic format
 - b. Special-subject data sheets that provide more detailed information or specifications, normally in electronic format
 - c. Flyers describing specific products or features
 - d. Electronic presentations (PowerPoint)
 - e. Presentation "Book" – summary presentation materials in hard-copy format designed as leave-behinds for customer campaigns
 - f. Case studies
 - g. Press releases
 - h. Booth or event invitations for major shows in both hard and electronic media
 - i. ROI analysis materials
 - j. Video presentations or demonstrations
 - k. Proposal templates and information
 - l. References and white papers may also be provided from time to time
2. StoreNext also offers generic materials for dealer use
 - a. Presentation (PowerPoint) templates
 - b. Collateral folders



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- c. Photographs in electronic format that can be used for presentations, demonstrations and so forth
- d. StoreNext-branded collateral and promotional items – available for purchase as posted at “The StoreNext Store” Web site (see Policy [MC11](#).)

