

**ORC**

Vantage



# Marketing Overview

**The Marketing Overview** explains what is available to an Orc partner in terms of marketing activities as a part of the partner program.

## Trademark Guidelines

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Follow Orc's comprehensive graphical guidelines to ensure correct placement and use of the Orc brand identity in all print and online communications.

## Public Web Site Recognition and Promotion

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Orc partner recognition and promotion is an integral part of the public section of the Orc web site. Orc partners will be given premium placement, including corporate logos on [www.orcsoftware.com](http://www.orcsoftware.com). Additionally a hotlink to each partner's corporate web site will be provided. The partner shall in turn provide a link from its corporate web site to Orc's web site. If the partner's web site provides a search function, the partner should ensure that visitors by using "Orc" as a search term quickly can access information promoting Orc. Any material for presentation on a web site regarding the other party shall be approved by each party before implementation and shall thereafter be subject to the continuing approval thereof.

## Orc Partner Portal Content and Access

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The Orc partner portal provides complete on-line delivery of all available program information. The site will contain a wealth of sales and marketing tools aimed at the Orc partners. The web site will contain the following information:

**Solution Information** – Orc solution and marketing information will be easily accessible. Digital versions of all product literature will be made available for downloading.

**Sales & Marketing Tools** – In addition to solution information, partners will have access to the complete Orc program guide and key selling points as well as information on the competition.

## Marketing Material

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As described above, Orc product and marketing material will be easily accessible on the Orc partner portal. Upon written request, Orc will also provide reasonable quantities of available printed sales and marketing material.

## Press Releases

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Orc encourage joint press activities. Both parties will need to approve any announcement such as press releases or any other public statement concerning the partner agreement.

## Orc Customer Newsletters

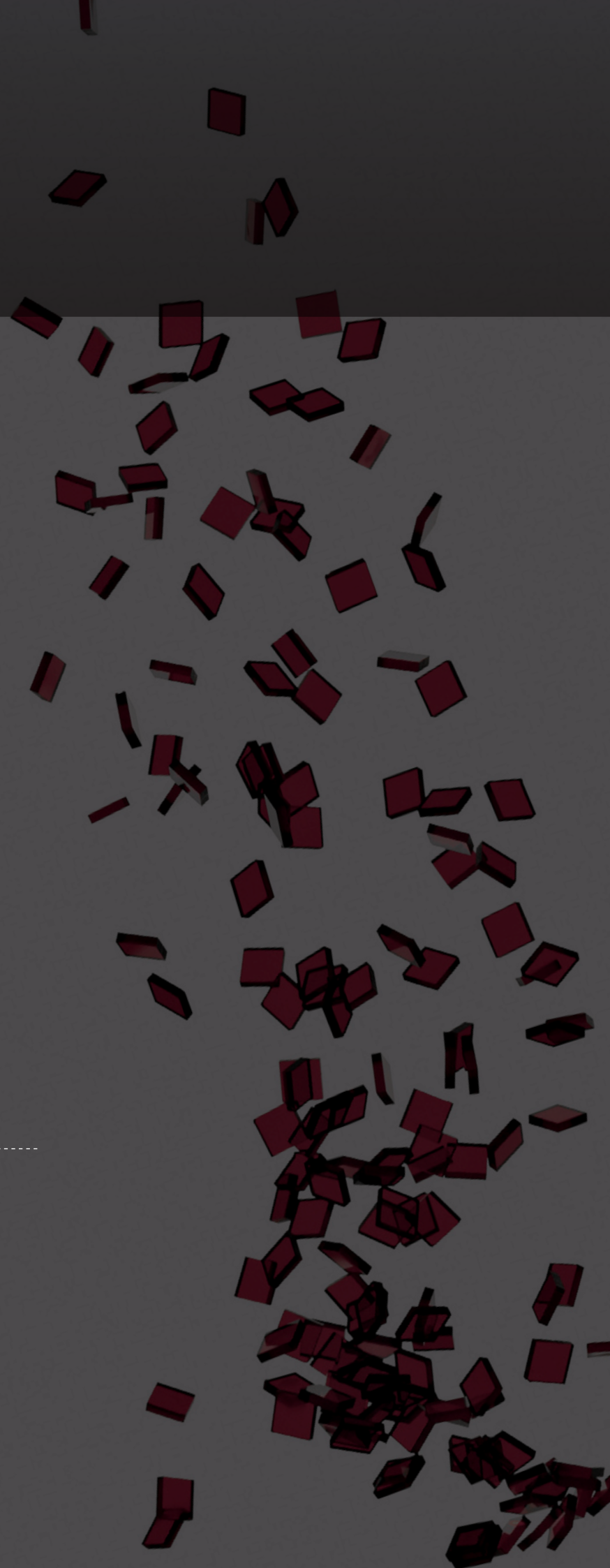
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All Orc partners will be given opportunities to be seen and written about in Orc's quarterly newsletter, Orc News. We also encourage partners to actively participate and submit story ideas to the newsletter. The stories in the newsletter will mainly be case studies or other news stories.

## Incentive Program

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The partner channel is important to Orc, which you will experience from the support you get when taking the Orc solutions to the market. Since expectations on incentive and recognition programs vary from country to country, Orc offers different ways of showing appreciation in different parts of the world. Turn to your Orc Channel Manager to learn more.



ORC

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