



IntelliTrack[®] Partner Program Overview

Summer 2009

Who is, What is IntelliTrack?

IntelliTrack[®] is a leading provider and developer of comprehensive off-the-shelf software systems that integrate bar code, RFID, batch and WiFi data collection. IntelliTrack products are sold to small and mid-sized operations but are used by almost every kind of organization, large and small, to help with their everyday tracking and inventory needs. With a network of Partners and a distribution channel, IntelliTrack is available throughout the world.

With thousands of IntelliTrack installations worldwide that include Global 2000 companies, you can be assured of solid performance and reliability.

Product Overview: Warehouse Management System (WMS)

IntelliTrack WMS is an affordable and easy to use warehouse management solution. The software is feature rich and yet simplistically implemented to offer its user easy to use functions. WMS is offered in three cost effective versions that maximize efficiency and optimize labor productivity in numerous and diverse environments. They are ISRP Batch, RF (WiFi) Standard and RF Professional. All WMS offerings provide the basic functions for a warehouse operation supporting inventory, shipping, receiving, and picking plus core management features such as queries, reporting and barcode labeling. WMS Professional includes advanced features such as basic space management, user defined sequence directed put-away and picks, batched orders management (Wave), replenishment, a cross-docking warning and zone picking.

IntelliTrack WMS includes state-of-the-art IntelliTrack data collection applications on your portable data terminal (PDT) or PDA. These devices support barcode reading and when available RFID reading, mobile computing and networking systems (WiFi.) The PDT/PDA applications utilize the latest Microsoft[®] handheld computer operating systems such as Windows CE.Net[®] and Pocket PC[®], Windows Mobile and for existing customers support legacy operating systems such Microsoft DOS.

IntelliTrack WMS is completely scalable in application functionality and database back-ends. This flexibility allows the user to cost-effectively advance to desired features, databases and portable/workstation licenses as business growth demands. Upgrades are available for transitions from Batch to RF Standard to RF Professional or from batch/offline to wireless networking.

WMS comes standard with Microsoft SQL Express providing the ability to comfortably manage tens of users and hundreds of thousands of SKUs with superb response time.

Today's businesses operate disparate and distinct systems to automate various departments and segments of their operations. These systems would include ERP, accounting, CRM, DRP, and shipping. Such environments present a challenge in interfacing various backend databases without redundant duplication of data. Fortunately, IntelliTrack WMS provides standard interface connectors, interface applications, and real-time data interchanges to the following systems:

➤ *3rd Party Shipping Systems*

IntelliTrack provides documented and stored SQL procedures that provide the completed order and shipping data. Within minutes, integrators can use these procedures to link to a carrier's shipping software. IntelliTrack offers a pre-defined link to UPS's WorldShip[®] system.

➤ *Barcode Labels*

Barcode label printing is standard with all IntelliTrack products. All IntelliTrack applications include Niceware[®] International's barcode printing software, NiceLabel[®] to provide barcode label printing functionality.

➤ *ERP, MRP, and Accounting Systems*

Once all validation and inventory files are converted into WMS, purchase and customer order become the two key data files that are processed to maintain the warehouse and its functions. This typically requires an interface to the company's purchasing and order entry system(s). IntelliTrack provides several tools and means to effectively provide this data transfer conduit.

○ **Import-Export Utility**

Utility software is provided to populate data in the WMS database and also export from them. This application's main form provides templates for defining data mapping for the various pre-defined import/export templates. These include base files and the more daily dynamic order files. Frequency of transfer is also established as an option. All data transfer is performed as a background operation and does not require user intervention.

○ **Staging Tables**

The WMS Staging Utility works with databases and tables with the same structures and relationships used in the WMS database. Data access is simpler, the user interface is more informative, and data integrity is more reliable. This flexible utility opens WMS to the many tools on the market that are used to access databases.

The Staging Utility currently supports Microsoft SQL Express databases.

Staging is designed to be a two way system with data marked as incoming to WMS or outgoing from WMS. The Host system can operate in the same manner, marking its data as incoming to the Host or outgoing from the Host. The WMS application imports/exports data from the WMS database to the Staging tables. Host systems can also import/export data from its tables to the Staging tables. Neither system communicates directly with the other, but uses the Staging database as common ground. The WMS Staging Utility manages data stored in the staging database tables. It can be processed manually or it can be automated as it is in the Import Export Utility. Source code availability makes it possible for developers to add functionality for the host system or modify existing functionality.

- **Warehouse Integration Application (IntelliTrack WIA)[®]**
When your interfacing needs are more robust and the need is to connect to ERP systems the IntelliTrack WIA is used to integrate WMS information with back-end business systems.

Application Integrator excels in these primary areas:

- Ease of use in setting up connections to 3rd party applications.
- Communications setup
- Back-end integration/mapping

IntelliTrack WMS speaks the language of the user. At its fundamental core, WMS contains a multi level data dictionary to display all text on forms and reports. This feature allows a user to configure any text in forms, PDA/PDT prompts, queries, reports and error messages to conform to its in-house terminology. Additionally, the data dictionary is also used to retain foreign languages. IntelliTrack WMS currently supports French.

Functional summary of the three versions of IntelliTrack WMS:

<i>IntelliTrack® WMS</i>			
Feature/Product	Batch Standard	RF Standard	RF Professional
Batch portable data collection terminal Application	✓	✓	✓
Cycle Counting	✓	✓	✓
Inquires	✓	✓	✓
Inventory Moves	✓	✓	✓
Multiple Units of Measure	✓	✓	✓
Paperless Picking & Receiving	✓	✓	✓
Physical Inventory	✓	✓	✓
SQL Server Capable	✓	✓	✓
Serial Numbers	✓	✓	✓
Source Code (optional)	✓	✓	✓
Staging	✓	✓	✓
Portable data collection terminal Barcode Printing		✓	✓
Terminal Messaging		✓	✓
RF (WiFi) portable data collection terminal Application		✓	✓
Cross Docking Notification			✓
Cubing (Space Management)			✓
Sequenced Pick & Put away Request			✓
Kitting	✓	✓	✓
Pallet Tracking		✓	✓
Replenishment			✓
Wave Picking (Batched Orders)			✓
Zone Picking			✓
3PL Module Compatibility	✓	✓	✓
QuickBooks Compatibility	✓	✓	✓
I-View Compatibility	✓	✓	✓

Over the past 12 years, IntelliTrack resellers have sold hundreds of copies of IntelliTrack WMS and its predecessors worldwide.

Market Dynamics

Integration to Multiple Systems

ERP and Accounting Systems continue to drive integration demands. IntelliTrack customers demand, more than ever before, faster access to real time information. Between 2004 and 2008 the demand by customers to integrate to Accounting and 3rd Party systems has increased by 80% even in small warehousing. Less than 5% of WMS sales are now considered truly stand-alone. IntelliTrack Project Metrics January 2007 to January 2008

Commoditization

In simple terms, according to Andrew Kinder, Director of Product Marketing Supply Chain Management at Infor, the market has matured and along with this maturation more robust, more functional, and easier to use solutions have arrived. "These solutions have a lower cost of ownership and are therefore more widely deployed," says Kinder. He also highlights the growth of solution footprints. "They are both wider and deeper - to cover a much wider spectrum of supply chain issues that are faced by organizations today," he said. "If you look back to 10 years ago, the software solutions were considered to be innovative. With this market maturation has become commoditization." Manufacturing & Logistics IT, September 2007

3PL market grows to new heights

U.S. logistics buyers and managers are outsourcing more of their operations to third-party logistics providers (3PLs) than ever before.

According to the latest report from market research firm Armstrong & Associates, the U.S. 3PL industry grew 9.5% in 2006, putting the U.S. market at more than \$110 billion, a record high.

The fastest-growing sector of the U.S. 3PL market was the international transportation management sector, which saw a whopping 17% growth in 2006. Armstrong's report says this growth "is primarily a reflection of continued economic expansion in China and the Asia Pacific markets." David Hannon -- Purchasing, 6/14/2007

U.S. 3PL market growth by sector	Gross revenues (\$ billions)	% Revenue growth
Domestic transportation management	33.8	12.0%
International transportation management	42.4	17.7%
Dedicated contract carriage	11	8.0%
Value-added warehouse and distribution	23.4	9.7%
Total	110.6	47.4%

What is IntelliTrack DMS?

IntelliTrack's Data Management Software (DMS) is designed to maintain inventory in a variety of business environments. This user-friendly inventory tracking system combines state-of-the-art barcode/RFID data collection on your portable data terminal (PDT) or PDA with a sophisticated Windows-based inventory management program for your PC.

With a suite of focused software applications, the IntelliTrack product line is designed to fit your customers operations. Choose the software that best works for you and your customer.

Products include:

- Inventory*
- Stockroom*
- Check In-Out*
- Fixed Assets*
- Package Track

List prices begin at \$595 for IntelliTrack DMS Lite licenses.

*Denotes DMS products with both full and Lite versions.

DMS: Product Overview

Inventory

IntelliTrack Inventory provides an efficient and cost-effective method for conducting physical counts of inventories by utilizing mobile computers, such as PDAs or PDTs, to scan barcodes. IntelliTrack Inventory tracks inventory to a location, tracks lots and expiration dates, as well as automates inventory reconciliation. IntelliTrack software contains user-customizable fields, which allow the user to specify the naming of each field to fit the terminology of their business, to generate user-customized reports, and to log into history of the receipt and movement of inventory.

Stockroom

IntelliTrack Stockroom provides an efficient and cost-effective method for tracking consumable inventory by utilizing mobile computers, such as PDAs or PDTs, to scan barcodes. IntelliTrack Stockroom allows for the receipt and issuance of consumable goods into inventory. In addition, it conducts routine physical inventories and manages a perpetual inventory.

Check In-Out

IntelliTrack Check In-Out provides an efficient and cost-effective method for tracking assets and consumable inventory within a company or department by utilizing mobile computers, such as PDAs or PDTs, to scan barcodes. IntelliTrack Check In-Out collects and stores user IDs, both consumable and check out items, locations, and quantities. In addition, Check In-Out completes routine physical inventories, manages a perpetual inventory and tracks items checked out by employees and/or customers. IntelliTrack Check In-Out contains user-customizable fields allowing the user to specify the naming of each field to fit the terminology of their business as well as generates user-customized reports, and logs into history the receipt, movement, and issuance of inventory.

Fixed Assets

IntelliTrack Fixed Assets provides an efficient and cost-effective method for tracking capital equipment and depreciating items over their lifetime by utilizing mobile computers, such as PDAs or PDTs, to scan barcodes. IntelliTrack Fixed Assets allows the user to give each asset a unique barcode, and track them through over thirty descriptors, such as serial number, cost, purchase date, and date received.

Product Overview (Continued)

Package Track

IntelliTrack Package Track is normally used by a company's mailroom personnel to automate the receipt and delivery of the company's packages or parcels. Packages that are delivered by FedEx, UPS, and any other carriers are easily received into the system using automatic data capture and barcode technology. Package(s) are then delivered to the recipient, scanned, and a signature is collected on the handheld verifying delivery of the package(s).

Wireless Support for DMS

Full versions of IntelliTrack Inventory, Stockroom, Fixed Assets and Check In-Out applications are wireless ready and support a wireless data collection option. Now you can view assets, inventory, items, locations and bin counts instantly. Receive and issue items with real-time inventory updates. All data is captured with validation through barcode scanning and/or reading of RFID tags.

*RFID capability requires IntelliTrack RFID add on and not all DMS products support RFID.

SQL Support for DMS

IntelliTrack DMS SQL was designed for the enterprise that needs to track assets or inventory at many remote sites. IntelliTrack applications have the ability to attach to the Microsoft SQL Express and the Microsoft SQL network database. By employing SQL, IntelliTrack software now supports more users, provides superior local and wide-area network performance, centralizes database administration and allows users to maintain longer history and larger data tables.

IntelliTrack with SQL is able to maintain and synchronize large amounts of data while giving the local user access the central database and portable data.

Who's Buying IntelliTrack?

Our partners have implemented IntelliTrack WMS and DMS products and provided their services into a varied base of customers on a worldwide basis and in diverse markets such as retail, transportation, warehousing and distribution, manufacturing, healthcare, hospitality, security, education, government, financial, food, utilities, information and technology, automotive, construction, arts and entertainment, agriculture, service industry, and scientific.

Sample of IntelliTrack customers are:

- Advanced Media, Inc.
- AGC Industries Pty Ltd, Australia
- Alloy Polymers, Inc.
- Alstom Signaling Inc., Taiwan
- American Red Cross
- Amtrak
- BlueStar
- Boissons Heintz, Luxembourg
- Brakes USA
- COURBON Siemens Industrie, France
- CPT Consolidation & Distribution
- Duty Free Caribbean, Trinidad
- Eastman Kodak
- Ford Motors
- Heller's Gas Inc.
- Hitachi Cable Indiana
- Jacobs Bakery, United Kingdom
- Jefferson Parish Public School
- Liverpool Exhaust, United Kingdom
- McGraw-Hill Companies
- McLeod USA
- MIS, an ADP Company
- New Haven Board of Education
- Panacya
- Rave Motion Pictures
- RR Donnelley
- SK Hand Tool
- SNC Fournil du Val de Loire, France
- Sotheby's
- Stephen Gould Paper Inc.
- UNICEF
- Volkswagen of America Inc
- Zyflex Sportgear

Clients listed here use IntelliTrack software, but these listings are not official endorsements.

The Value of IntelliTrack's Off- the-Shelf Software

IntelliTrack, Inc. has the technical resources that are exclusively focused on creating, improving, adding to, and maintaining a broad product line. This ensures that you will always be selling a product that supports the latest Microsoft® operating systems, handheld computer operating systems such as Windows CE.Net® and Mobile®, and wireless backbones.

An upgrade path is part of the product, and you and your customers will have access to a smooth upgrade path.

IntelliTrack focuses on product development so you can focus on integrating, selling, and closing highly profitable business.

Off-the-shelf software does more and costs less. Over the past 12 years, millions of dollars have been invested in the IntelliTrack product line. This means that you can sell your customers a highly functional system for a fraction of its actual cost while minimizing the risks that are normally associated with a custom software development effort. Custom software is not easily upgraded, expensive to support and maintain, and does not change with the times.

IntelliTrack WMS is an affordable solution for an organization that operates a warehouse that deals outside the “Four walls.” The sales cycle takes three to six months and generally does not require extensive proposal work to reach the buyer’s attention and quick decision. An average project consists of software, 10 days of services, support agreements, 8 PDTs, 2 access points, 1 printer and various accessories and consumables. That sums up to \$65,000 with a gross margin of 35%. WMS sales, laced with consistent DMS sales, provides an excellent and profitable business proposition for any of our partners.

IntelliTrack Partner Program

IntelliTrack commits itself to sell its products through a channel of resellers. IntelliTrack's Partner Program has four (4) levels: Referral, Silver, Gold and Platinum.

Referral Partner

Referral Partners come from all areas of the AIDC industry including consulting firms, accounting firms and even other software providers. They may or may not be able to support the hardware needs of the customer. A referral partner simply refers opportunities to IntelliTrack and IntelliTrack manages the sales process, implementation and overall project.

Silver Partners

Any Value Added Reseller with access to standard distribution channels may sell IntelliTrack. There is no long-term commitment and standard Silver Partner discounts on products, services and support apply. While the Silver VAR may sell the IntelliTrack product IntelliTrack conducts these projects as if they are a referral. IntelliTrack serves as the project lead. This ensures the proper implementation of the project. IntelliTrack at minimum expects Silver Partners to provide correctly configured hardware, conduct site surveys and install wireless networks. There is no minimal commitment to IntelliTrack, yet Silver partners still receive benefits such as the use of IntelliTrack marketing, training, sales tools and a dedicated Channel Account Manager.

Gold Partner

IntelliTrack Gold Certified Partners (Gold Partners) demonstrate an increasing dedication to the IntelliTrack product. Gold Partners must maintain yearly performance targets. In return for their participation, Gold Partners will receive benefits such as a substantial distribution discount, access to non-channel products, increased access to IntelliTrack support and a dedicated Regional Account Manager. If the Gold Partner is specialized, regional leads are provided for specific types of opportunities within their immediate operating geography.

Platinum Partner

IntelliTrack Platinum Certified Partners (Platinum Partners) have a higher level of credibility in the marketplace. In addition to the items above, Platinum Partners make an increased commitment to IntelliTrack, deliver the highest possible level of customer support, and have a higher yearly performance target. In exchange for this level of commitment, IntelliTrack enables Platinum Partners to attain higher revenue through attractive distribution discounts, pre-sales support, product training, and priority access to leads, plus the same benefits attributed to the Referral, Silver, and Gold Partners.

Partner Program Requirements

Program Requirements	Platinum	Gold	Silver Authorized
Reseller Application & Agreement Reseller must submit a Reseller Application and execute a Reseller Program Agreement.	Yes	Yes	No
Annual Business Plan Reseller must submit annual high-level overview of how Reseller intends to achieve the Annual Volume Quota.	Yes	Optional	No
Annual Revenue Target	\$80,000 in product	\$50,000 in product	No
Credit Application	Yes	Yes Credit card	Credit Card
Performance Targets Volume Quota measured annually ("Annual Volume Quota). Allows for seasonal variations.	Yes	Yes	No
Metrics Reporting IntelliTrack will analyze and discuss the effectiveness of the Reseller's Annual Business Plan. Quarterly business reviews may be held to assess Reseller's progress towards Annual Volume Quota.	Based on Business Plan	Through Distribution Sales Out Reports	No
IntelliTrack Content on your website and link to IntelliTrack (Approved by IntelliTrack).	Yes	Yes	Optional
Sales Training Participation as made available through IntelliTrack (Web-Based).	Yes-Web and by volume on site	Yes-Web Based	No, Referral Process
Not-for-resale Software (NFR) Includes fully functional WMS software suite and is used for demonstrations and development. Must be purchased prior to training.	Yes-When Business Plan Submitted and Approved	Purchased	Purchased
Technical Training Each Platinum and Gold Reseller is required to attend ongoing technical trainings yearly.	Web Based Provided by IntelliTrack when meeting quota	Web Based Provided by IntelliTrack When meeting quota	Must use IntelliTrack CAM for pre-sale support and customer qualification
Advanced Technical Training (ATT) Each Platinum Reseller is required to attend ATT training yearly.	Mandatory-Fee (Waived when meeting quota)	Optional (Fee)	Optional (Fee)

Program Requirements	Platinum	Gold	Silver Authorized
System Consultant (SC) Organization must have a system consultant on staff to provide pre-sales support and the business flow analysis required to provide potential clients with an SRD (system requirement definition).	Required	Must use IntelliTrack RAM for pre-sale support and customer qualification is required	Must use IntelliTrack CAM for pre-sale support and customer qualification is required
Sales Forecast All Platinum Resellers are required to submit a 12 month rolling monthly sales forecast - within 90 days.	Yes	No	No
Software Support Partners may be required to sell IntelliTrack support contracts. <ul style="list-style-type: none"> Suggested but optional when selling DMS. Required for ISRP, WMS RF-Standard and WMS RF-Professional 	Yes	Yes	Yes
Annual Re-Qualification	Yes	Yes	No
Demonstration Capabilities Reseller must have the ability to demonstrate Company Product solutions to prospective customers. Web-based presentations are strongly recommended.	Yes	Yes	Optional
Reseller Level Approval To be eligible for nomination as a Platinum or Gold Reseller, companies must meet the requirements listed above. Nomination to be a Platinum or Gold Reseller is at the sole discretion of IntelliTrack.	Yes	Yes	Yes
Success Stories Partner must publish and release to the mass media application(s) success stories.	Two per year- Posted to Partners Webpage and submitted to IntelliTrack	One per year- Posted to Partners Webpage and submitted to IntelliTrack	No
Web Demo Tools-IntelliTrack Self Running Demo's Web demos are a great way to close business fast. Gold and Platinum Partners are required to Link and or provide an internal link to IntelliTrack self running demos.	Provided by IntelliTrack	Provided by IntelliTrack.	Work with Channel Account Manager

Partner Program Benefits

Program Benefits	Platinum	Gold	Silver Authorized
Source Code Distribution Platinum and Gold Partners are authorized to distribute the source code for IntelliTrack products where it's made available. This gives an end-user the ability to modify reports, queries, and other parts of the application.	Yes	Yes-Restricted	No
Leads As partner you will have access to sales leads—however, Platinum and Gold Partners have first priority. IntelliTrack reserves the right to distribute leads based on reseller abilities and geographical territories.	1 st Priority	Yes	No
Discount Levels Software discounts suitable to partner level	Platinum Discount Through Distribution	Gold Discount Through Distribution	Silver Discount Through Distribution
Regional Account Manager Consultant Assignment Platinum and Gold Partners are assigned a primary Regional Account Manager contact who is available to answer sales and technically based questions.	Yes	Yes	Channel Account Manager
Engineering Resource Assignment	No	No	No
Enterprise and Web based add-ons RF and Enterprise add-on sales represent a way for our Platinum and Gold Partners to increase the overall sales volume and profit margin in selling IntelliTrack products.	Restricted	Restricted	No
Company Branded Self Running Demos IntelliTrack will brand with your company logo self-running demos as they become available.	Restricted	No	No
Marketing Support IntelliTrack will provide its Partners with free marketing material which may include free product offers in association with regional trade shows when IntelliTrack products are actively promoted and exhibited.	Restricted to Select Platinum Partners- Requires advance notification	Restricted to Select Gold Partners-Requires advance notification	On Line Resource
Monthly Reseller Bulletin The IntelliTrack Partner Bulletin is full of useful information, including industry and company news.	Yes	Yes	Yes

Program Benefits	Platinum	Gold	Silver Authorized
Certification Logo Use of IntelliTrack Certification Logo on website and other marketing/advertising material.	Yes	Yes	No
Link Referral Program IntelliTrack's Link Referral Program is designed to increase sales leads and to protect you and your prospects from getting mixed-up in our general lead pool.	Yes	Yes	Yes
Partner Resource Website A wealth of resources is at your disposal. They include but are not limited to the following: Quote Templates, PowerPoint Presentations, Pricing Guides, Marketing Collateral, and lots more.	Yes	Yes	Yes

How Do I Get Started?

Please complete each of the following steps to become an IntelliTrack Certified Partner:

- Review IntelliTrack's Certified Partner Program Summary (*above*)
- Decide your anticipated commitment level
 - Referral - None. Simply refer leads to IntelliTrack.
 - Silver - None
 - Gold - \$50,000 in Product Sales-Excludes all services/\$12,250 per quarter.
 - Platinum- \$80,000 in Product Sales-Excludes all services/\$20,000 per quarter.
- Complete and submit the application (*attached*)
- Platinum level applicants must also submit a proposed high level business plan and credit application
- Receive notification of authorization approval
- Complete applicable trainings and achieve certification
- Learn the product market, product positioning, and demo scripts.
- Start selling IntelliTrack WMS and DMS and boost profits today!

For Additional Information

For additional information and training schedules, please contact your IntelliTrack Regional Account Manager. Please send all partner application forms to:

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IntelliTrack Regional Account Managers

Account Manager	Region Supported	Email	Phone
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