



SoftPLC Corporation  
25603 Red Brangus Dr  
Spicewood, TX 78669  
512/264-8390  
FAX: 512/264-8399

Dear Systems Integrator:

Since 1983, SoftPLC Corporation has been actively occupied in creating and marketing advanced industrial control software and hardware products such as *SoftPLC*, *TOPDOC*, *Web Studio* and *TagWell*. Our open architecture products provide tremendous opportunities for aggressive, visionary control systems engineers to further establish themselves as industry experts. Our Allen-Bradley PLC and HMI migration solutions provide integrators a unique opportunity to easily help customers modernize at low cost

Open control systems with multi-vendor components, API's (*application program interfaces*) provide many benefits. However, the knowledge and expertise to create elegant and cost effective application solutions using these products is not always found at the end user level.

Our long time history in the industrial software arena enables us to provide a marketing program designed to create mutually beneficial relationships with companies such as yourselves, that provide support to the industrial control marketplace. Our **System Integrator Program**, which is described on the following pages, is intended to address your need for a vendor/partner in meeting your customer requirements for state-of-the-art automation/control systems.

Our objective is to supplement your current capabilities with our field proven software tools and industrial hardware products which will reduce the effort required to deliver solutions to your customer base, and will provide the customer with a better solution for his needs.

**This is not just a discount plan!** It is a comprehensive, structured partnering program designed to reward you for your efforts, and address your cost of sales as well as your overall system costs. **Please review the enclosed information and see for yourself the competitive advantage you can enjoy as an Authorized SoftPLC Systems Integrator**, then contact SoftPLC Corporation or your local SoftPLC Authorized Distributor, to discuss any questions that you may have. We look forward to a long and mutually beneficial relationship.

Sincerely,

A handwritten signature in black ink, reading "Cindy Hollenbeck". The signature is fluid and cursive, with the first name "Cindy" being more prominent.

Cindy Hollenbeck  
Vice President



## SoftPLC Corporation System Integrator Program

SoftPLC's Integrator Program is a mutually beneficial marketing relationship. It is not just a discount plan, but is a comprehensive, structured partnering program designed to reward SI's for their efforts while reducing their cost of sales, as well as overall system costs. There is no expectation that you offer our products exclusively or first. As an independent integrator you should make the best recommendations of product for your customers' projects.

Joining our Integrator Program is at no cost or obligation to qualified systems integrators. There are two levels in the program, Registered and Authorized. Benefits start when your application is approved by us, and greatly increase if you reach Authorized Integrator status.

To enroll, complete and submit the application via fax to 512-264-8399 or email to [info@softplc.com](mailto:info@softplc.com). A SoftPLC representative will contact you to review the details of the program and get started working together.

### Registered Integrators

Registered Integrators have been enrolled in our program and receive the benefits below.

- **Co-Marketing.** Your company is listed on our website, and we provide reasonable quantities of free marketing materials, product literature, or loans of demo products for trade shows, open houses or customer presentations. You can promote your company as a Registered SoftPLC Integrator in your marketing materials and website.
- **Free Support.** We don't charge our integrators for email or telephone technical support on standard products. As our partner in helping to promote and sell our products, we make it easy for you to support our mutual customers and prospects.
- **Discounts.** You can purchase TOPDOC and Web Studio software products at a 5% discount.
- **No Training Fees.** Integrator employees can attend product training courses in Austin, TX at no charge, based on availability.

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## SoftPLC Corporation

### System Integrator Program *(continued)*

#### Authorized Integrators

Authorized Integrators commit to a closer partnership relationship with SoftPLC Corporation.

#### Added Benefits:

- **Leads.** When customer prospects in your area (*geographical or industry specialization*) require or request integration assistance for a project, SoftPLC or our Authorized Distributor will provide an introduction to an Authorized Integrator.
- **Enhanced Co-Marketing.** Favored listing on our website, opportunities for publication of application stories in our newsletter and on our website. Promote your company as an Authorized SoftPLC Integrator in your marketing materials and website.
- **Development Software.** Receive a fully licensed TOPDOC NexGen (*Cat No TDNG-FN*) and a Web Studio software package (*Cat No SSDR-15*) for your own use on a consigned basis (*eg: not for resale/transfer to any other party*).
- **Demo Hardware.** Select one SoftPLC controller or Protocol Gateway for your own use on a consigned basis (*eg: not for resale/transfer to any other party*). Available models include Micro SoftPLC or Smart SoftPLC, and firmware or communication port options whose Catalog Number begins with SM or SPZ.
- **Premium Support.** No update or annual support fees on consignment software/firmware as long you maintain your status as an Authorized Systems Integrator and have a good credit history.
- **Deeper Discounts.** Purchase software and hardware products at attractive discounts, which are honored by our Authorized Distributors if you purchase through them (*discounts vary by product*). The Authorized Integrator Discount Schedule is provided with each release of the Master Price List.
- **Project Registration Commissions.** Authorized Integrators may register projects with SoftPLC. In the event SoftPLC wins the business for a registered project, but the customer uses another integrator or does the project themselves, you will receive a finder's fee of up to 7% of the SoftPLC product content.

#### Requirements:

In order to achieve/maintain Authorized Integrator status, integrators demonstrate their enthusiasm for our products by meeting these requirements:

- **One-time Program Fee.** A one-time, non-refundable fee of \$2,000 is required. This fee is a confirmation of intent to become a long-term partner with SoftPLC and helps cover the costs of consignment software and hardware. The consignment products are shipped upon receipt of this fee.
- **Annual Commitment.** Each year, to maintain Authorized Integrator status, integrators are expected to sell SoftPLC product(s) to at least 2 different end user accounts that have not previously used those SoftPLC product(s). Selling a different product at an existing end user qualifies toward this commitment (*eg: selling TagWell services to a SoftPLC user*).
- **Maintain Competency.** At least one engineer on staff must have attended product training class(es) or passed a written product competency exam for the current software version.



## SoftPLC Corporation Systems Integrator Program Application

<b>Company Name:</b>		
<b>Street Address:</b>		
<b>City:</b>	<b>State:</b>	<b>Zip/Postal Code:</b>
<b>Country:</b>		
<b>Phone:</b>	<b>Fax:</b>	
<b>Website:</b>		
<b>Email:</b>		

<b>Company President:</b>	<b>Date Founded:</b>
<b># Employees:</b>	<b>Annual Revenue:</b>

<b>Primary Contact for Program:</b>	<b>Title:</b>
<b>Phone/Ext:</b>	<b>Cell:</b>
<b>Email:</b>	

<b>Secondary Contact for Program:</b>	<b>Title:</b>
<b>Phone/Ext:</b>	<b>Cell:</b>
<b>Email:</b>	

<b>Geographic Areas Covered:</b>
<b>Industry/Application Specialties:</b>
<b>Other Information:</b>

*Send completed application to [info@softplc.com](mailto:info@softplc.com) or fax 512-264-8399*