

Authorized Dealer/Reseller Application

Datacap Systems, Inc.

100 New Britain Boulevard
Chalfont, PA 18914-1832
215/997-8989 fax: 215/997-3919

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Fax Number: _____

E-Mail Address: _____

Type of Business: Dealer / Reseller

Business Ownership: Corporation Number of Locations: _____
 Partnership Years in Business: _____
 Proprietorship

Annual Sales: to \$500k Markets Sold: Retail
 \$500k to \$1 mil Restaurant
 \$1 mil to \$3 mil Lodging/Hotel
 \$3 mil to \$5 mil Retail Petroleum
 over \$5 mil Dir Mkt/Mail Order

Number of Employees: _____ Other _____

Geographic/Regional Coverage: _____

Industry Associations / Memberships: _____

Sales: Now Sell POS? Yes No How long? _____ Nbr installs _____

Direct Sales People? Yes No Number inside? _____ Outside? _____

Reseller Sales Orgs? Yes No How many? _____

Support: Provide Merchant Support? Yes No How many reps? _____

Service: Provide Service/Maintenance? Yes No

Authorized Reseller Application – Continued

Products, Relationships, Contacts

Company's POS Systems Experience: _____

Products Sold: _____

Reseller Company Personnel

President: _____

Sales/Marketing Contact: _____

Financial Contact: _____

Technical Contact: _____

Administrative Contact: _____



Reseller Program Overview

Datacap Systems markets reliable integrated electronic payment solutions that make it easy for any POS, ECR, terminal or business system to add integrated payments and use the payment service(s) of choice. Datacap solutions are easy to sell and implement, and easy to support.

Datacap is dedicated to a “Dealer-Centric” business strategy, delivering integrated payment systems to retailers via the ECR/POS systems dealer channel, replacing stand-beside terminals normally sold by ISO’s. Dealers must be involved for successfully implemented and supported integrated installations. This synergistic strategy allows dealers to profit on the sale of integrated payment products, and/or also positions them to realize referral commissions and after-sale value-add support revenue from cooperating Banks/ISO’s. Dealer profitability is based on selling and supporting integrated systems, where dealers’ systems expertise provides significant benefits and value-added services not provided by non-systems sales organizations nor by non-integrated solutions.

Recognizing the need for cooperation between retail systems providers and banks/ISO’s to meet retailers’ integrated payments requirements, Datacap products and services synchronize the competencies of both groups, making it easy and profitable for everyone involved to meet retailers’ evolving payment processing needs. Many Banks/ISO’s compensate Datacap’s reseller partners for the services provided and for the value added. Datacap has also developed programs with several Dealer-friendly ISO’s enabling those ISO’s to offer a “No Up-front Cost” payment solution option for dealers and their customers.

Datacap Reseller Program Participation Requirements

- Must be an authorized reseller for a ECR/POS System using Datacap products
- Must be a business system reseller, selling products and services to multiple end users
- Must sell Datacap products directly to end-users and not to any third party intending to resell said Datacap products to another entity, without Datacap’s written consent
- Must not rent/lease Datacap Products to end-user without the direct consent of Datacap Systems
- Maintain trained sales and support staff for installation and after-sale support of Datacap Products
- Signed Reseller Program Overview and completed Reseller Application, reviewed and approved by Datacap Systems

If you would like to become a Datacap reseller, and comply and agree with the above terms, please sign below and send this with a completed Reseller Application to Datacap for review and approval.

_____ Signature ___/___/___ Date

_____ Printed Name

_____ Business Name