



# Reseller Marketing Policy

ByteKast LXP  
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# Overview

A ByteKast Reseller is an entity or company that takes on the role of selling and supporting ByteKast as a Software as a Service (SaaS) to their customers.

Approved ByteKast Resellers represent the ByteKast platform and are mandated to, in alignment with ByteKast's Reseller Policies, to **handle the sales & marketing, to offer add-on services, manage the implementation process, and to support and provide training** to their customers that are subscribed to the ByteKast platform.

The Reseller's appointed team members will need to undergo relevant training and qualification in order to offer high quality technical and knowledge support for ByteKast subscribers and the users of these subscribers.

## PURPOSE

The purpose of this document is to:

1. Outline ByteKast's Brand Guidelines & Representation
2. Describe ByteKast Marketing Limitations

## SCOPE

All employees, contractors, consultants, resellers, temporary and other workers at ByteKast and its subsidiaries must adhere to this policy. This policy specifies requirements for correct certification of Resellers and the requirements that need to be met by them.

## POLICY

1. **Brand Guidelines**

- 1.1. The Reseller will be provided with a ByteKast brand guidelines document and a vector file of the logo. This document will include the do's and don'ts, i.e. logo usage & typography guidelines and best practice. Resellers are required to adhere to supplied brand guidelines at all times.
- 1.2. The Reseller may not re-brand any ByteKast product/ service offering by changing the name of the products / services / copyright material and/or references (unless otherwise agreed) and/or may not change ByteKast logos to match its own.
- 1.3. Resellers are encouraged to align with ByteKast's language with regards to features and processes as described on ByteKast's website, in its brochures, promotional material, on the platform itself and on its knowledge base.
- 1.4. ByteKast may, at its discretion, request the removal of marketing material distributed by the Reseller. This should, however, only be the case where the brand representation is questionable or misaligned.
- 1.5. Reseller shall exhibit and conduct behaviour in a manner consistent with the brand image, reputation and credibility of ByteKast, and shall engage in no activities that reflect adversely on ByteKast or its products / services.

## **2. Marketing Limitations**

- 2.1. A Reseller may not create a ByteKast website that could be mistaken for the official ByteKast website, e.g. by registering a domain name including the word "ByteKast", by replicating content that is on the ByteKast website, etc. Instead, it is recommended to create a dedicated ByteKast page on the

Reseller's own website and/or to redirect customers to the official ByteKast website.

- 2.2. A Reseller may not represent the ByteKast platform at an event, expo, PR exercise, etc. unless it is under the banner of their own company, or by prior agreement with ByteKast's Channel Manager. Resellers are required to represent themselves as "Resellers" of ByteKast, rather than "Owners" and/or "Creators" of ByteKast.