



# Reseller KPI Levels, Reviews & Billing Policy

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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 as follows:

1. Reseller Levels
2. Reseller KPIs
3. Quarterly Reviews
4. Reseller Billing & Pricing

## SCOPE

All employees, contractors, consultants, resellers, temporary and other workers within the Reseller's organisation and its subsidiaries must adhere to this policy. This policy specifies requirements for handling support & knowledge queries, onboarding & training customers/subscribers, as well as marketing and selling ByteKast.

## **POLICY**

### **1. Reseller Levels**

#### **1.1. Silver**

Silver Resellers need to retain 10-15 active accounts in any given quarter, are required to attend quarterly reviews, are required to have a positive rating with regards to competence and nature of support tickets escalated, and are required to have a qualified team (technical and sales) in place who attend ongoing training.

The discount per App Setup and monthly subscription for Silver Level Resellers is 20%.

#### **1.2. Gold**

Gold Resellers need to retain 16-26 active accounts in any given quarter, are required to attend quarterly reviews, are required to have a positive rating with regards to competence and nature of support tickets escalated, and are required to have a qualified team (technical and sales) in place who attend ongoing training.

The discount per App Setup and monthly subscription for Silver Level Resellers is 33%.

#### **1.3. Platinum**

Platinum Resellers need to retain 27+ active accounts in any given quarter, are required to attend quarterly reviews, are required to have a positive rating with regards to competence and nature of support tickets escalated, and are required to have a qualified team (technical and sales) in place who attend ongoing training.

The discount per App Setup and monthly subscription for Silver Level Resellers is 50%.

## **2. Reseller Key Performance Indices (KPI)**

KPIs are to be based around the following key-points:

### **2.1. Participation & Attendance**

This is evaluated based on the amount of Webinars/ Consultations and training completed by the team. It also takes into consideration whether or not deal/pipeline registrations were fulfilled.

### **2.2. Active Accounts & Retention**

Retention is evaluated based on a Reseller's ability to retain customers over time. The amount of active accounts affect the Reseller's discount level (see Levels).

### **2.3. Promotion**

We evaluate the marketing material you have produced and how you have represented the ByteKast brand.

### **2.4. Vision**

We value your own business vision and therefore evaluate your go-to-market strategy and related planning.

### **2.5. Competence**

This is evaluated based on the number and nature of escalated support tickets in the previous quarter.

### **2.6. Qualification**

We continuously assess the enablement and training of your team members to sell & support ByteKast, specifically with regards to minimum completion requirements.

- 3. Quarterly Review Sessions** will be scheduled so that the Reseller can highlight areas where they may require more help or input from ByteKast. Quarterly reviews are an opportunity for Resellers to share

progress and pain points, and for ByteKast to respond and assist accordingly.

**3.1. Goals & Targets**

Predictions around quarterly & annual goals and targets.

**3.2. Key Milestones**

Training, action plans, pipeline, activities, marketing plans and campaigns.

**3.1. Necessary Resources and Support**

Legal, technical, production & marketing support discussions to identify gaps.

**3.2. Realistic Activity Schedules**

Possible marketing campaigns. Joint sales calls/meetings. Deal registrations.

**3.3. Business Cases**

Market segmentation and target market insights.  
Complimentary Services. Go-to-market strategy.

**3.4. Reseller Evaluations & Audits**

Reseller evaluation on support and sales activities.

**3.5. ByteKast Relationship Review**

Review on past interactions, general issues and concerns. KPI review. Shortfalls. Getting to the next level.

**3.6. Future Releases of ByteKast**

Up and coming ByteKast releases and features. Roadmap of development.

**2. Reseller Billing & Pricing**

**2.1. Account & App Setup**

Resellers will be invoiced for the setup fee when an order

form is submitted. The setup fee must be paid in full upon receipt (unless otherwise agreed).

## **2.2. Subscription**

The first monthly subscription fee will be due one month after the account is set up. Example, the account is set up on the 1st of February and the first monthly subscription is due at the end of March.