

How can a VAR make more money without investing in additional resources?

Partner with Versitec to offer the V-CARE® and FirstCerve preventative maintenance service programs.

"We have been doing business with Cranel [Versitec] for more than eight years. In that time, the Versitec sales force has become a valued and vital extension of our own sales team. Our Versitec representative is dedicated to making my business successful which in turn helps him to be successful. In today's economic environment, it is apparent that a team effort is the most effective way to win business."

Rick Morin
Owner, Pro Image

"The Versitec partnership has been instrumental in closing several new sales of upgraded service and support. By utilizing the FirstCerve and V-CARE service offerings, we are able to provide more comprehensive service to our customers at a cost savings."

Donna McClure,
Administration
Streamline Health

Can a VAR make three, five, even 10 times more money on service contracts?

Yes, and it is possible without adding additional resources or losing sight of core business objectives. With today's economy and business environment, it is imperative for a VAR to look for additional ways to not only grow business, but to get more out of the business they have in order to remain profitable.

Versitec offers VARs a free sales force that will sell a service on the VAR's behalf, providing additional revenue streams. A VAR can make three to 10 times more money on service contracts by having the Versitec sales team convert service prospects from break-fix contracts to a V-CARE or FirstCerve preventative maintenance contract for digital scanners and equipment.

Providing more than the competition.

Over the life span of an end user's business equipment, they will need a quick resolution to the problems that will inevitably occur. The V-CARE and FirstCerve service and maintenance care solutions surpass anything offered in the industry. Fully supported by a dedicated sales force, Versitec provides end users preventative service programs that are backed by Versitec's own 24-hour, seven-days-a-week customer support center and experienced technicians.

To keep VARs up-to-date with their end user's service contracts, the online Versitec Service Management Portal provides VARs with instant access to information regarding their end user accounts and service agreements. Information such as contract expiration dates, current status of scanning equipment and open trouble tickets, are just a click away. This information helps position a VAR as an end user's valuable business partner.

Two programs; two service solutions.

Service at the point of sale: **FirstCerve**

The FirstCerve program is a point-of-sale service agreement sold by the VAR that is designed to reduce downtime and provides customers with a three-year price guarantee. The FirstCerve program is a bundled service solution that provides customers with:

- Same business day, next business day, or 24/7 on-site response
- Scheduled consumable kit shipments
- Scheduled cleaning kit shipments
- Scheduled preventative maintenance visits
- Scheduled staff training
- Online asset management
- Comprehensive delivery and cleaning schedules
- Private label consumable and cleaning kits that feature the VAR company's logo shipped directly to customers

These items, designed to meet the requirements set forth by the manufacturer, are geared toward improving the overall performance of the digital scanners and equipment to ensure end users experience the maximum up-time possible.

Customized service at the point of renewal:

V-CARE

V-CARE is a fully customizable, all-inclusive service solution sold by Versitec on behalf of the VAR at the point of renewal. V-CARE integrates the break-fix service, preventative maintenance and consumable parts needs into one comprehensive offering. Items in the V-CARE program include:

"V-CARE has helped my customers by ensuring a critical part of their business process (scanners) maintain maximum up-time. The V-CARE solution goes way beyond a standard break-fix maintenance contract by providing managed service and preventative maintenance at tailored intervals based on the usage of the scanner. Having all equipment on one contract also helps my customers by making things easier to keep track of and gives them the peace of mind that equipment has not fallen off contract."

Rick Morin
Owner, Pro Image

"Our many years of experience with Versitec have been nothing but professional and beneficial. This unique service allows the trusted experts to present in the name of Streamline Health, the services that they know, which allows our sales force to concentrate in their particular area of expertise."

Donna McClure,
Administration
Streamline Health

"V-CARE has helped increase my revenue and profitability by an estimated 15 – 20 percent on V-CARE deals alone. This is not to mention that it gives me more leverage with my existing V-CARE customers to sell them new equipment. If a customer has a V-CARE contract with me, they are more likely to buy from me the next time they buy scanners."

Rick Morin
Owner, Pro Image

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There are numerous advantages to customers who have a V-CARE and FirstCerve service program in place. Benefits include reduced scanner downtime, reduced downtime soft costs, simplified budget planning, protection from price increases over a three-year period, and a single point of contact for all service-related questions and needs.

Implementing the Versitec offerings in a VAR's portfolio.

At Versitec, the goal is to work with a VAR to enhance the relationships they have and bring additional value to both the VAR and the customer. Versitec understands the necessity of being flexible and accommodating to those relationships. That is why, at Versitec, they are able to customize a business relationship with the VAR. When selling the FirstCerve and V-CARE programs, Versitec can offer direct billing or a Third Party Commission credit (TPC) arrangement. This provides the VAR with ultimate flexibility in how they want to structure the deal – either as "business as usual" without a TPC or on Versitec paper with a TPC.

There are several ways in which Versitec can offer the FirstCerve and V-CARE programs. Consider the following scenarios:

- 1) VAR sells a basic manufacturer service agreement at the point of sale and does not follow up at time of renewal.
 - a. Versitec would ask permission to follow up on the renewals, educate the customer on the importance of proper maintenance and offer the V-CARE service as an upgrade opportunity.

- 2) VAR sells a service agreement at the point of sale and actively follows up on renewals.
 - a. A Versitec representative works with the VAR to determine customers who are good candidates for an upgrade to V-CARE. The VAR withholds automatic renewals so the Versitec representative can go on-site to that customer, educate the end user on the proper maintenance of their equipment and offer the V-CARE program as a renewal option.
- 3) VAR would like to sell FirstCerve or V-CARE at the original point of sale.
 - a. Versitec works directly with the VAR sales team to educate them on the V-CARE and FirstCerve program offerings and how to properly sell them to the end user.

In any of these scenarios, the important point to remember is that 50 - 60 percent of the time, an end user upgrades to the V-CARE program, which results in three to 10 times more revenue for the VAR. The remaining 40 - 50 percent who do not upgrade to the V-CARE program usually renew their current maintenance agreement, which equals money for the VAR. Either way, the VAR ends up increasing their revenue stream – and they did it without adding additional resources or changing their business focus.

We stated that you could make three, five, or even 10 times more money on service contracts. We would like to prove this to you. Just give us a few moments of your time and we'll conduct a comprehensive Versitec Service Contract Profitability Assessment. This is an absolutely no-risk analysis. All it will take is a little of your time, but your rewards could be big.

If you are interested in a Versitec Service Contract Profitability Assessment or just want to learn more about the FirstCerve and V-CARE program offerings, you can reach us by calling 888.722.6548 or visit us on the web at www.versitec.com/VCARE.

