



Mobile Messaging for Business Productivity

## Reseller Programme

Dynmark has engaged software originators, Sage, Microsoft, and their existing reseller partners to bring Dynmark's products and services to the end-user market. This initiative has culminated in the Dynmark Reseller Programme.

Dynmark resellers can add Dynmark's extensive product range to their existing offering, to generate a healthy margin on software and recurring revenues by selling:

- **e-txt™** - enterprise PC-to-mobile messaging software
- **e-txt™ mobile features plug-ins** - add mobile messaging functionality to business software like ACT!, Goldmine, Sage CRM and Microsoft CRM
- **Training & Support** – for all e-txt™ stand alone and plug-in software
- **Bespoke solutions** – using APIs for integrating Dynmark's mobile technologies to your clients' applications

Dynmark International Limited is the UK's leading mobile messaging applications developer, providing a comprehensive range of software for mobile messaging services and data solutions. The company is one of a select group of global mobile message aggregators to enjoy direct relationships with international mobile operators, including Vodafone UK.

Dynmark's software and services add mobile functionality to software vendors' applications. This functionality is made available through a quality products supported by excellent customer service.

## Programme Overview

Joining Dynmark's reseller scheme couldn't be easier. Visit [www.dynmark.com/resellers](http://www.dynmark.com/resellers) and complete a simple form to register. There is a charge of £495 to become a Dynmark Reseller which is quickly rebated in additional discounts as you sell Dynmark's products and services.

Following registration you will be sent a comprehensive Dynmark Reseller Pack. This includes an array of sales and marketing collateral, and master copies of ALL Dynmark software uniquely identified so that you can provide your customers with a range of software and services either via your website or as packaged applications.

White label e-txt™ software can be provided to resellers with master copies of all e-txt™ versions and plug-ins that can incorporate elements of the reseller's corporate branding. Any customers who install these versions of e-txt™ are uniquely tagged to the reseller so that ongoing monitoring can be undertaken by Dynmark and the reseller. Importantly, ongoing sales commissions are paid to the reseller based on end-users' monthly spend.

Online reporting is undertaken in the same way that Dynmark uses its extranet to monitor day-to-day customer action, administration and support. For a full compliment of management reports, resellers can use the Dynmark extranet to manage customers specifically tagged to their account. Monthly reports with self billing invoice requests are sent to each reseller.



Dynmark's Reseller Programme offers its members the best chance of achieving healthy revenues, with generous margins and full ongoing support

## Features and Benefits of the Dymark Reseller Programme

- Resellers generate great margin on software sales.
- Resellers receive a share of gross sales generated by customers' ongoing use of Dynmark's software (end-users pay ongoing fees for messages and other services).
- The e-txt™ product range can integrate with existing software that resellers currently sell and support.
- e-txt™ and its plug-in applications boast the most feature-rich and easy to use PC-based mobile messaging applications on the market.
- Dynmark provides a wide range of sales, marketing and PR support.
- Resellers regularly receive qualified sales leads from Dynmark and Dynmark partners, such as Vodafone, Sage and Microsoft.
- Resellers can access the Dynmark Reseller extranet to monitor and administrate ALL the reseller's customers using e-txt™ products.
- Dynmark provides its resellers with outstanding support, advice and resources to maximise sales opportunities.

e-txt™  
msg manager  
www.e-txt.com



Visit [www.dynmark.com/reseller](http://www.dynmark.com/reseller) or call **0800 328 3741**  
for further information about joining the Dynmark Reseller Programme