

## The Capscan Partner Programme

### About Capscan

Capscan is a leading supplier of international addressing software and data integrity services. The company has over 35 years of experience in providing effective addressing solutions to companies worldwide and is headquartered in London with regional offices in Manchester, England and Edinburgh, Scotland.

Capscan data products and services are used across many industry sectors including:

- Marketing
- Manufacturing
- Central Government
- Local Authorities
- Transport and Distribution
- Charities
- Health
- Retail

There are currently more than 1800 customers worldwide across various commercial and public industry sectors using Capscan products and services. In the UK alone, there are more than 140 different government departments, agencies and local authorities using our solutions. Capscan's customers include well-known blue chip companies such as HBOS, Barclaycard, BT, and Ford etc.



*"In our research, Capscan came out on top in terms of performance, value-for-money and reputation. In Capscan we have found the ideal partner. They are very professional and well respected in the industry, with reliable products that are second-to-none."*

*Kalamazoo - UCS*

For further information on our full range of products and services, please call Capscan on:

**020 7428 1255**

Alternatively please visit our website at:

**[www.capscan.com](http://www.capscan.com)**

or email:

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## The Capscan Partner Programme

### Testimonials

"We researched the market, and in terms of batch processing we believe that Matchcode is the best around. The integration of Matchcode gives the end user more options. It provides our clients with a fully integrated software solution. We can now offer them batch address cleansing, as well as deduplication. Capscan's Matchcode has added value to matchIT by giving it enhanced functionality."

**Gareth Fearn, Marketing Manager, helpIT Systems**

"One of the reasons we chose Capscan was because they are a customer focused company and could provide us with better service. What's more, when we switched to Capscan, we saw a significant improvement to our commission margins. As address management software is becoming an essential requirement in the market in which we operate and sell to, this makes the strong partnership we have formed with Capscan vital to our business. Because we have such a strong partnership, I see a long and rewarding future for both our companies."

**Graeme Whittaker, Managing Director, Blue Flag Technologies**

"We undertook thorough market research before we chose a supplier as we wanted to provide our customers with the best solution possible. Our research showed that not only was Capscan's solution the best in the market for overall quality and value, but they also had an excellent reputation for service. They were the obvious choice."

**Martin Rides, Client Services Director, lequalsP**



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## The Capscan Partner Programme

### A Network of Strategic Partners

Capscan have established a network of strategic partners and resellers through our Capscan Partnership Programme. The Partner Programme offers companies the opportunity to enter into a successful and mutually profitable commercial relationship with Capscan by integrating, reselling or distributing our data cleansing products and services.

The rapidly expanding partnership network consists of Value Added Resellers (VAR), System Integrators and Strategic Partners. By working closely together, we believe that we can increase the quality of the products and services offered by your organisation to your customers.

### The Capscan Promise

We take our partnerships very seriously and recognise that partners will expect a high level of support and commitment from us. Through shared goals and ambitions we look to facilitate this relationship by providing the very best support in the form of marketing, technical and administration services.

At Capscan, we understand that your customers are important to your business and that any successful partnership has to be based upon trust and mutual respect. We therefore promise that we will not attempt to 'poach' customers from or attempt to bypass or undermine our partners. We also promise that in the event of any unintended conflict with our partners, we will not only do our utmost to resolve the issue as quickly as possible, but will also introduce procedures to help avoid future recurrences.



*"With the help of Capscan's Matchcode, we can help our customers save time and improve the quality of their data, which is imperative for our clients. Their professional and knowledgeable approach has helped us provide a more powerful product to our customers."*

*CSE Servelec*

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## The Capscan Partner Programme

### Benefits of Joining the Capscan Partner Programme

Partnering with Capscan allows you to offer effective, integrated and fully supported addressing solutions to your customers, giving you a competitive edge over your rivals, increasing the marketability of your products, and improving your ROI. It also allows you to benefit from attractive sales and referral margins, and comprehensive after sale support that the programme offers. We offer margins of up to 45% for partners for both the initial year and subsequent years depending on the partner level, combined with a flexible and competitive pricing structure.

### Benefits of joining include

- Generous margins available on initial fees and subsequent year fees
- A wide range of industry leading products and services available for reselling and distribution
- Marketing support and resources designed to assist your sales efforts
- Dedicated account manager and effective account management and joint site visits if needed
- 25% off your first booking for any training courses with Pareto Law, a leading training organisation

### Technical Benefits

- Comprehensive Software Developers Kit (SDK) with HTML manuals
- Technical and development support including the Capscan support extranet
- Sample interface code for faster, easier integration
- Cross platform support
- Established feedback procedures and clearly defined roles and responsibilities



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## The Capscan Partner Programme

### Capscan Products and Services

At Capscan, we offer a broad selection of address management and data integrity products and services. All of these products and services are available to partners to either resell or integrate, and all offer outstanding commercial and technical benefits.

Our products and services include:

- Address Management Solutions** - We offer a comprehensive range of rapid address capture and data cleansing products. Our flagship product, Matchcode, is a fully functional address management system with a highly sophisticated search engine, making it fast, reliable and accurate. It is available as a stand-alone program for data capture, a web-based tool for online data capture or as a tool for batch address cleansing.
- International Addressing Solutions** - Our award-winning international addressing solution, Matchcode International, now offers international addressing for over 240 countries or territories worldwide. This is significantly more than what is available from most competitors and is a clear differential selling advantage in the competitive reseller marketplace.
- Data Integrity Services** - We also offer a wide range of online and offline data cleansing services. These include a full Bureau Service, Capscan Integrity - a 24/7 online data cleansing and enhancement service, and ASP hosted services for UK and international addressing.
- Data Management Solutions** - Other data management products are also available from Capscan. These include Mailsort calculations and store locator solutions, as well as deduplication software.



*"We bench tested numerous alternatives, and found that none of these were able to match Zapcode in terms of functionality and ease of integration. Capscan was the natural choice, offering us a quality solution to our addressing needs."*

*Gedas UK*

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### Marketing Resources and Services

Capscan's Marketing team work closely with our partners to create effective and profitable joint marketing strategies to help promote our combined solutions. Our team of experts can assist you in identifying market opportunities and define your channel strategy, helping you to generate more business. They can also provide you with vital marketing intelligence by monitoring industry trends and reporting on salient findings to partners on a regular basis.

As a partner you can take advantage of the numerous benefits and marketing resources available including:

- **Regular Channel and Industry News** - You will receive regular email bulletins containing the latest industry news and events, as well as news on product developments and research to keep you fully up-to-date on everything that is happening in the Partner community.
- **Exhibitions and Events** - Capscan regularly exhibit alongside our partners at many leading exhibitions, conferences, seminars and networking opportunities in the UK and abroad. This provides partners with additional opportunities to promote our integrated solutions to a wide range of potential buyers and industry analysts.
- **Brand Endorsement** - With over 35 years of experience in providing addressing solutions worldwide, Capscan has established a leading corporate brand, which is now synonymous with quality, functionality and service. Our corporate identity is now an instantly recognisable brand name in the Direct Marketing and IT industries, which reassures potential customers and assists in overcoming buying inertia. Registered partners are able to use the Capscan Partner logo in their marketing literature and website.
- **Online Web Promotion** - Our popular website features information on all of our products, along with demos, downloads and evaluation software. You can access case studies, white papers and customer testimonials to help support your sales efforts.



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## The Capscan Partner Programme

### Technical Resources and Services

Capscan's Development team have extensive experience in helping partners integrate our address management and data cleansing products within their existing applications and solutions. Our designated helpdesk and development personnel provide partners with both telephone and online integration support.

A wide range of technical support and integration resources are available to partners including:

- **Capscan Software Developers Kit (SDK)** - This provides developers with the ability to easily integrate Capscan products into their own applications. It also provides previous examples of code used for integrations.
- **Capscan Support Helpline** - A dedicated technical support Helpline is available during normal UK business hours to provide a quick resolution to all of your technical problems and queries. Whether you have a question about an installation or require general software advice, the Helpline can assist.
- **Capscan Support Extranet** - This technical support includes online user manuals, software upgrades, data and software patches, and instant access to FAQ sheets for common technical queries. It also includes examples of code used as part of our APIs.



*"Although other address management software do exactly what they say on the tin, we would not be prepared to sell them again now that we have tried Capscan who have offered us software and support of the highest order."*

*Catalyst Systems*

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### Account Management Services

Our account managers are an invaluable resource, which is available to partners. Acting as your first point of contact, your account manager will strive to understand your business to enable you to benefit fully from the Capscan Partnership.

These industry experts can provide specialist knowledge on address management and data cleansing, and how it can benefit your clients. They can attend site visits with you to help explain the finer points of address management to your customers. Their knowledge are invaluable in helping you better promote our addressing products and services to your clients and can help you clinch those major business contracts.

### Administration Services and After Sales Support

Our dedicated Sales Support team provide partners with both pre and post sale support. These support services are available during normal UK business hours, providing you with information on licenses and user keys, resolving your invoicing queries as well as supplying you with relevant product news and software updates. They can also help with questions on existing pricing, and act as a central point of contact for partners.

### Joining the Partner Programme

Joining our Partner programme is a simple and hassle-free process. To Join, simply call our **Channel Sales team** on **020 7428 1255**, or email us at **partners@capscan.com** and we will take care of the rest.



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