



# Reseller Application

**INSTRUCTIONS / PURPOSE:** Please print or type. Answer all applicable questions to the best of your ability. If the applicant is a corporation, the signature provided must be that of a Principal officer or authorized agent. A completed Reseller Application must be returned before an account will be opened, special pricing is quoted, and potential End-user clients are redirected. The purpose of this application is to gain additional information about resellers, consultants and integrators for use in a qualification process for becoming an authorized Caen Engineering, Inc. reseller. The information provided by means of this application will not be sold, leased or redistributed in any way and is confidential between the applying entity and Caen Engineering, Inc.

## Reseller Corporate Profile

This company is a (check one):  Sole Proprietorship  Partnership  Corporation (specify state)

State of Corporation: \_\_\_\_\_

Date Business Established: \_\_\_\_\_ Length of Time at this Address: Yrs: \_\_\_\_\_ Mos: \_\_\_\_\_

Legal Business Name (As it appears on business license) \_\_\_\_\_

Business Trade Name (DBA) \_\_\_\_\_ Business Address (Must be provided) \_\_\_\_\_

First Principle Officer's/Owner's Name \_\_\_\_\_ Title \_\_\_\_\_

Second Principle Officer's/Owners Name (if applicable) \_\_\_\_\_ Title \_\_\_\_\_

Business Phone \_\_\_\_\_ Business Fax \_\_\_\_\_

### How many employees does your company have? (✓Check One)

1-5  6-10  11-20  21-50  51-100  101 or more  Don't know

### How many employees will be communicating directly with Caen Engineering, Inc.? (✓Check One)

1-5  6-10  11-20  21-50  51-100  101 or more  Don't know

Authorized Purchasing Agent(s) \_\_\_\_\_

**Does your company currently finance any of your purchases through a financing plan?**  Yes  No  
If yes, through which financing company? \_\_\_\_\_

**Does your company currently offer a Leasing Program to your customers?**  Yes  No  
If yes, through which leasing company? \_\_\_\_\_

## Reseller Questioner

1. How did you hear about Caen Engineering, Inc.? \_\_\_\_\_

### 2. Which category best describes your company's business? (✓Check one)

- Dealer  Mass Merchant  Distributor  Computer Superstore
- Software Only  Telecommunications  Educational/Govt. Reseller  Warehouse Club
- Corporate Reseller  VAR/System Consultant  Office Products Store  Manufacturer
- Direct Marketer  Consumer Electronics  Internet Service Provider  OEM

### 3. Which category best describes your company's ownership affiliation? (✓Check One)

- Owner-Operated Chain  Member of Franchise Group  Affiliated w/Franchise Group
- Independent Reseller

## Reseller Questioner cont.

4. If you are a VAR, which of the following best describes your company's reseller activities? (✓Check One)

- Application VAR    Systems Integrator    Network    Integrator/Technical VAR    Other: \_\_\_\_\_

5. If your company is involved in telecommunications, which of the following best describes your company's reseller activity? (✓Check One)

- Contractor    Interconnect VAR    Telephone Company    Other: \_\_\_\_\_

6. On average, which of the following best describes your company's total monthly computer purchases (for resale purposes) through all sources? (✓Check One)

- Less than \$3,000    \$3,000 - \$4,999    \$5,000 - \$9,999    \$10,000 - \$24,999    \$25,000 - \$49,999  
 \$50,000 - \$74,999    \$75,000 - \$99,999    \$100,000 - \$149,999    \$150,000 - \$249,999  
 \$250,000 - \$499,999    \$500,000 - \$749,999    \$750,000 - \$999,999    \$1,000,000 - \$1,999,999  
 \$2,000,000 - \$2,999,999    \$3,000,000 - 3,999,999    \$4,000,000 or more    Don't Know

7. What were your company's total gross sales last year? (✓Check One)

- Less than \$500,000    \$500,000 - \$999,999    \$1,000,000 - \$4,999,999    \$5,000,000 - \$9,999,999  
 \$10,000,000 - \$24,999,999    \$25,000,000 or more    Don't Know

8. Which platform(s) does your company sell and support primarily? (✓Check All That Apply)

- PC Based    Server Based    NAS    SAN    RAID    Other: \_\_\_\_\_

9. Which of the following solutions does your company sell and support primarily? (✓Check All That Apply)

- Hewlett-Packard    Sun Microsystems    DEC    SGI    IBM    Microsoft    Compaq    3Com  
 Novell    Cisco    Other: \_\_\_\_\_

10. Which of the following manufacturers does your company have authorized reseller agreements with? (✓Check All That Apply)

- Hewlett-Packard    Sun Microsystems    DEC    SGI    IBM    Microsoft    Compaq    3Com  
 Novell    Cisco    Other: \_\_\_\_\_

11. Does your company manufacture its own enclosures? (✓Check One)

- Yes    No, we purchase our enclosures from: \_\_\_\_\_

12. What percentages of your company's purchases are from the following sources? (✓Check All That Apply)

- Manufacturer Direct: \_\_\_\_\_%    Tech Data: \_\_\_\_\_%    Ingram Micro: \_\_\_\_\_%  
 Aggregator: \_\_\_\_\_%    Merisel: \_\_\_\_\_%    Other Distributor \_\_\_\_\_: \_\_\_\_\_%

13. What are the main vertical markets on which your company focuses on for sales targets, if any? (✓Check All That Apply)

- Corporate Consulting    PC End-Users    RAID End-Users    Government    Education    Legal  
 Telephone Company    Entertainment    Health Care    Internet Service Providers    Audio/Visual  
 Other: \_\_\_\_\_

14. Briefly describe your company's sales structure: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Reseller Questioner cont.**

15. Briefly describe your company's marketing structure: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

16. Briefly describe any current "Key" marketing or sales relationships that your company has with other manufacturers that give your company an advantage over your competitors:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

17. Briefly describe any current "Key" marketing activities that are planned for the next 6 months (including advertising, editorials, promotions, etc.) that are projected to increase sales:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I certify that the information that I have provided above is accurate, complete and represents a concise and correct description of my company and its dealings. I understand that this information will be used by Caen Engineering, Inc. to determine eligibility for inclusion in their "Authorized Reseller" program. I also understand that Caen Engineering, Inc. will keep the information that is provided within this document confidential and will not redistribute this information to any third party.

Date	X Authorized Signature	By: Type or Print Name and Title	Title:
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Please list any comments that you might have in the space provided below:  
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