

The CharacTell FARE™

FormStorm Authorized Reseller Endeavor - how you can increase revenues and margins with FormStorm



FormStorm Enterprise - THE Latest Revolution in Form Processing Software

It has been years since the form processing market has witnessed a revolution. It is about to do so now.

CharacTell is proud to introduce FormStorm Enterprise™, the fourth generation in form processing and automated data entry software. FormStorm is unique because it is:

Easy - No longer do users must be tied to complex, difficult to learn and use products.

Robust - No longer do your customers have to choose from either complex products, or solutions that don't quite deliver the accuracy and functionality they need and want.

Cost Effective - No longer do the solutions you sell cost many tens of thousands of dollars to acquire and maintain.

Fast to implement - No longer does it take months to implement and provide initial training to the operators and staff, and maintain the knowledge level over time due to turnover.

New Revenues and Margins Potential

FormStorm not only makes it easier and less expensive for you to address your customer's existing needs, it makes it possible for you to offer solutions to departmental projects, or other smaller scale needs, that previously could not justify the investment in existing form processing solutions.



FormStorm Enterprise is a significant addition to your form processing software arsenal, enabling you to address your customers' data entry needs, stay competitive, and increase your profits.

Your customer does not compromise the functionality of the solution, and you can quote a sensible system, while still maintaining your profits and margins.

FormStorm Enterprise allows you to expand your business and sales reach!

Commitment to Support

With FARE™, CharacTell has made a major commitment to resellers and partners. We strongly believe that VARs, integrators, OEMs, and other providers of form processing, knowledge, content and document management systems, are crucial to smooth and successful delivery of solutions to end user customers.

Whether you are a potential OEM or a VAR, we have the FARE program for you. Authorized participants enjoy benefits such as attractive margins via aggressive channel discount, lead referrals and cross links of corporate web sites, are eligible for close pre- and post-sales support from CharacTell, as well as application analysis and setup, and will have access to the

FormStorm Enterprise web-based, on-line training courses (when available). All program elements are listed in the table below.

Contact us today, and have the revolution in form processing software start working for you. ■



FARE Program Benefits and Participation Levels

<i>Program Level Components</i>	FormStorm Enterprise OEM	FormStorm Enterprise Value Added Reseller
Product private label	Yes	No
Custom Product Features	Yes	No
Pre-sales support and application set up assistance	Yes	Yes
Post-sales support	Yes	Yes
Lead referral	Yes	Yes
Unit floor planning	Yes	Yes
Access to web based tutorials (when available)	Unlimited	Yes
Use of sales tools	Yes	Yes
Reciprocal web sites links	Yes	Yes
Joint sales calls	Yes	No
FormStorm Advisory Council Membership	Yes	No

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