



DISTRIBUTION PARTNER (DP)

APPLICATION FORM

INTRODUCTION

What is IC-ENC?

The International Centre for ENC (IC-ENC) represents many national Hydrographic Offices (currently 45) who wish to offer a centralised and consistent database of Electronic Navigational Charts (ENCs) to the marketplace.

Operating as a Regional ENC Co-ordination Centre (RENC), IC-ENC's mission is to deliver to its member HOs a cost-effective service designed to meet the needs of the mariner and enhance safety at sea by providing high quality, fit-for-purpose ENCs that comply with IMO and IHO standards. IC-ENC therefore validates the ENC data for consistency with the S-57 data transfer standard, and from this compile a consistent ENC database which it makes widely available.

IC-ENCs non-ECDIS Electronic Navigation Service provides ENCs to a network of Distribution Partners (DPs) who derive navigational products and services to support safe navigation by those vessels who choose not to carry an Electronic Chart Display Information System (ECDIS).

What is a Distribution Partner?

Distribution Partners (DPs) are appointed by IC-ENC into the service via a transparent appointment and assessment process. DPs are responsible for converting IC-ENCs participating members ENCs into their own proprietary format, preparing the end-user services and managing the supply of that data to their customer base. IC-ENC treats all DPs equally, providing the ENCs to all DPs on the same conditions and at the same price. DPs are also bound by the DP Agreement (contract) which details the terms and conditions by which they must operate.

What is the application process to become a Distribution Partner?

You have expressed an interest in becoming an official Distribution Partner (DP). All applicants must complete the Application Form below. The purpose of the form is to assist the IC-ENC in making an objective assessment as to whether your application is appropriate to take forward for further consideration. The form sets out all the information which is required by IC-ENC in order to assess the suitability of your application in terms of your knowledge and experience of working within the shipping industry, technical capability, commercial standing, your company's financial viability, strategy and resource.

All questions contained in the form should be answered in full or, if not, reasons provided. Failure to complete all or part of the questionnaire without reasonable cause, or failure to provide enough narrative or comment where required, will result in your application being rejected.

Applicants are responsible for all costs, expenses and liabilities incurred by them in connection with preparation, submission, and ongoing application discussions.

For the avoidance of doubt, completion of an application form does not guarantee appointment as an IC-ENC Distribution Partner.

The answers given in this application form will form the basis upon which any application is granted in accordance with the terms and conditions of the DP Agreement. Where an Agreement is signed, the content of the answers to this application will form the proposal upon which the contract is granted.

IC-ENC will assess applications against the published criteria and decide on whether the potential DP has satisfactorily demonstrated on paper that they meet the criteria for appointment.

If IC-ENC is satisfied with the completed application, the company applying will be invited to sign the standard DP Agreement, and therefore become an appointed DP.

How should I complete this form?

If you feel that your company meets the criteria for appointment and is interested in becoming a Distribution Partner (DP), then please complete the application form below by inserting your typed answers in English within the boxes provided in each question.

You are welcome to enclose any supplementary information to support your typed answers which you believe may be useful during the assessment phase. Where you do enclose additional materials, please make clear references to them in your typed answers (e.g. brochure page number).

You are advised not to refer to other sources of information in your application that are not attached with your completed application form (e.g. websites) unless this is just to give an indication of the types of activities your company undertakes. Where you rely on the content of the information contained within these other sources to directly support your application, you should provide copies with your application.

IC-ENC, and any advisers it may use, will treat all responses as Commercial in Confidence and will take appropriate steps to preserve the confidentiality of information provided by applicants. Applicants are also advised that their responses may be reproduced by IC-ENC and any advisers it may use. Such reproduction will be for use by IC-ENC and its advisers solely in connection with your application.

PLEASE NOTE: This application form is subject to change.

Evaluation Process

Subject to certain mandatory pass/fail requirements being met, each applicant will be evaluated against several requirements. To ensure all applicants are given fair and equal consideration IC-ENC will use evaluation criteria to score responses in section 7 – Mandatory Requirements. Responses will be given a score of 0, 1, 4, 7, or 10, for each response which is determined in accordance with the following methodology. In each case, the overall strength/quality of the response will be evaluated in order to determine whether the response should be categorised as Poor, Weak, Fair, Adequate or Excellent and, for these purposes, an indicative (but not necessarily exhaustive) list of the characteristics that will be taken into account are those set out below.

Responses for each question will be scored on its own merit and therefore should contain all the information required to answer that question. IC-ENC will not consider information provided in answers to other questions

Score 0	Poor. No response or response which is irrelevant to question.
Score 1	Weak. Response only partially answers question, with major deficiencies apparent. Little relevant detail.
Score 4	Fair. Response almost meets question requirements but remains basic and missing some detail.
Score 7	Adequate. Response satisfies question requirement and has provided detail requested.
Score 10	Excellent. Comprehensive and useful response which answers the question and exceeds minimum expectations. Includes a full description and high level of detail which adds value to the application.

Where should I send my completed application?

When you have completed your application, please send it with the required supporting documentation to:

therenc@ic-enc.org

IC-ENC Application Form

A.	APPLICANT INFORMATION	
1.1	Registered company name	
1.2	Trading name (if different from Registered company name)	
1.3	Previous trading name (if different to current trading name)	
1.4	Registered company address	
1.5	Intended operating location (if different from registered company address)	
1.6	Registered company number	
1.7	Company website address - Please also give details of your website.	
1.8	Registered VAT number	
1.9	Name of immediate parent company (if relevant)	
1.10	Name of ultimate parent company	
1.11	Please mark 'X' in the relevant box to indicate your trading status	<input type="checkbox"/> A public limited company
		<input type="checkbox"/> A limited company
		<input type="checkbox"/> A limited liability partnership
		<input type="checkbox"/> Other partnership
		<input type="checkbox"/> Sole trader
1.12	Please provide a brief history of the Company including names of all directors, parent, and associated companies.	<input type="checkbox"/> Other (please specify)
1.13		
1.14	Authorised person for contact purposes for this application	
1.15	Position held in company	
1.16	Contact telephone number	
1.17	Contact email address	
1.17	If the application is being completed by an agent on behalf of a principal, please give the name, address, and status of agent.	

B. ECONOMIC AND FINANCIAL STANDING	
<p>IC-ENC may exclude any applicant unable to demonstrate its economic/financial standing. IC-ENC also reserves the right to require a personal guarantee from a Director or other beneficial owner as a condition of entering into any formal agreement.</p> <p>Please provide one of the following to demonstrate your economic/financial standing and include evidence as an appendix to this application.</p> <p>Please indicate your answer with an 'X' in the relevant box.</p>	
<input type="checkbox"/>	A copy of the audited accounts for the most recent two years
<input type="checkbox"/>	A statement of the turnover, profit & loss account, current liabilities and assets, and cash flow for the most recent year of trading for this organisation
<input type="checkbox"/>	Alternative means of demonstrating financial status if any of the above are not available (e.g. Forecast of turnover for the current year and a statement of funding provided by the owners and/or the bank, charity accruals accounts or an alternative means of demonstrating financial status).
<input type="checkbox"/>	Ticking this box confirms that you have no current and relevant legal disputes at the time of application.

C. MANDATORY REQUIREMENT (SCORED QUESTIONS)	
<p>Please refer to the published IC-ENC DP Appointment Criteria which outlines the main areas of capability to which the responses of this section will be evaluated against.</p>	
D. GENERAL REQUIREMENTS	
2.1	Give a brief outline of the work that your company is presently involved with and enclose any corporate brochure you have available.
2.2	What is the name of your proposed product or service range?
2.3	How frequently will you release new versions of your products or services?
2.4	Please provide a general description of your product or service that you presently sell (or plan to in the future). This should be similar to how you would describe your product to a customer. Enclose any product / service literature you have available.
2.5	What is the intended purpose of your product or service (i.e. how will it be used)?
2.6	Who are the intended users of your product or service?
2.7	Please describe what chart updating service options will be available and the frequency of those updates to your end-users.
2.8	Please provide information on what mechanisms you will use to update your product or service.
2.9	What is the geographic coverage of your product or service (please include current and planned coverage)?
2.10	What other data from other organisations will be included in your product?

2.11	Having read IC-ENCs published DP Appointment Criteria, please explain your proposed marketing strategy and sales / promotional plan of the services.	
2.12	Provide details of resources to be employed by you to ensure you achieve your sales and marketing plans. Details to include financial, infrastructure and people.	
2.13	Describe your customer support functionality. Including, how you resolve customer queries and complaints, response times and escalation procedures.	
2.14	Describe how you intend to inform IC-ENC of safety related user feedback. Details to include response times, escalation procedures etc.	

E.	SELLING OR DISTRIBUTING YOUR PRODUCT	
3.1	Who are the intended Distributors/agents that you plan to use (if any) to distribute your product/service?	
3.2	As described in question 2.2, please briefly describe how you presently sell/distribute your products/services and how you intend to do this in the future.	
3.3	Describe how your system would provide true and accurate sales reports to IC-ENC	
3.4	Describe how your accounting system would handle international in/out-going invoices.	
3.5	Describe how you audit your sales. Details to include how third parties audit your accounts.	

F.	DATA SECURITY	
4.1	What measures will be used to limit access to the unprotected ENC data and prevent unauthorised use of the data both within your company and by individuals attempting to access the data stored in your company from outside your company?	
4.2	Please provide information on how you intend to secure your product from improper use?	
4.3	Please describe how the product/service will be limited to only the licensed user?	

G.	TECHNICAL EXPERTISE	
5.1	Detail the knowledge and experience that your company has gained with regards to ENCs and specifically about the S57 data format.	
5.2	Describe what knowledge and experience your company has of electronic data exchange	

	techniques. Does the company have dedicated communication lines for the transfer of data?	
5.3	Describe the methods you would employ to check the integrity of the ENC's provided by IC-ENC.	
5.4	Describe the techniques that you would employ to ensure that you create accurate and complete exchange sets for your end-users.	
5.5	Describe how you would ensure that any privately sourced digital data included in your Service cannot be confused with the ENC data when received and used by the End-User of the Service.	

H.	INTELLECTUAL PROPERTY RIGHTS	
6.1	Describe any legal cases your organisation has been subject to related to intellectual property, including copyright, against any third party (include past, present, and future cases).	
6.2	Describe how you will protect the Intellectual Property of IC-ENC and its members ENC data within your proprietary products/services	
6.3	If you will need to use or reproduce the ENC data for internal purposes in support of your business activities related to the service (e.g. illustrations within promotional material, technical development of service), please indicate how.	

I.	DECLARATION	
	<ul style="list-style-type: none"> I declare that to the best of my knowledge the answers in this application are correct. I understand that the information will be used in the selection process to assess my organisation's suitability to be appointed into the service. I understand that IC-ENC may reject my application if there is a failure to answer all relevant questions fully or if I provide false/misleading information. If IC-ENC finds that, at any time, information included in this application has been falsely supplied it may, at its own discretion, terminate the application or agreement. By applying I give consent for IC-ENC to run company and credit checks. I understand that any IC-ENC Agreement will be entered into on a non-exclusive basis. 	
	Application completed by:	
	Name:	
	Role in organisation:	
	Signature:	
	Date:	