

IC~ENC

IC~ENC

VALUE ADDED RESELLER (VAR)

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 through appointed Value-Added-Resellers (VARs).

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.

ENCs are the official electronic charting products produced and released by, or on behalf of, national hydrographic organisations. They are designed to be displayed on Electronic Chart Display and Information Systems (ECDIS) which are recognised under the relevant SOLAS regulations as being capable of meeting the chart carriage requirements for international shipping. So, unlike other electronic charts, ENCs and ECDIS can be used as the primary source of navigational information.

IC-ENC provides ENCs to market through a network of Value-Added-Resellers (VARs), who are responsible for preparing the end-user services which include the ENCs and distributing these services through their respective distribution chains to Electronic Chart Display & Information Systems (ECDIS) end-users. IC-ENC treats all VARs equally, providing the ENCs to all VARs on the same conditions and at the same price. VARs are also bound by the VAR Agreement (contract) which details the terms and conditions by which they should operate in order to protect the data and income from ENC sales of IC-ENC Member HOs.

What is the application process to become a VAR?

You have expressed an interest in becoming an official Value-Added-Reseller. 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 SOLAS 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 Value-Added-Reseller.

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 VAR Agreement. Where an Agreement is signed, the content of the answers to this application will form the proposal upon which the contract is granted.

An independent panel, made up from representatives from IC-ENC Member nations, will assess applications against the published criteria and decide on whether the potential VAR has satisfactorily demonstrated on paper that they meet the criteria for appointment.

If the independent panel is satisfied with the completed application, IC-ENC will then ask the company applying to conduct several straightforward "technical compliance" tests designed to physically demonstrate that the company is capable of offering a secure service where the integrity of the ENCs are ensured, and the ENCs are protected from unlicensed use.



Upon successful completion of these technical compliance tests, the company applying will be invited to sign the standard VAR Agreement, and therefore become an appointed VAR.

How should I complete this form?

If you feel that your company meets the criteria for appointment, and is interested in the distribution of ENCs, 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 support directly 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. Individual confidentiality agreements may be requested. 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.

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, the information it contains and its capability.	
1.8	ISO 9001 certificate number (please enclose a copy of certificate in the application)	
1.9	Registered VAT number	
1.10	Registered charity number	
1.11	Name of immediate parent company	
1.12	Name of ultimate parent company	
1.13	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
		<input type="checkbox"/> Other (please specify)
1.14	Please provide a brief history of the Company including names of all directors, parent and associated companies.	
1.15	Authorised person for contact purposes for this application	
1.16	Position held in company	
1.17	Contact telephone number	
1.18	Contact email address	
1.19	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	
	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.	
	Please provide one of the following to demonstrate your economic/financial standing and include evidence as an appendix to this application. Please indicate your answer with an 'X' in the relevant box.	
	<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.

SECTIONS C. TO G.

MANDATORY REQUIREMENT (SCORED QUESTIONS)

Please refer to the published IC-ENC VAR Appointment Criteria which outlines the main areas of capability to which the responses of this section will be evaluated against.

C.	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	Briefly describe any products and services that you presently sell which incorporate digital maritime navigational information, making it clear for how long you have been involved with these products and services, and whether these are products / services that your company has developed or which you distribute on behalf of another company. Enclose any product / service literature you have available.	
2.3	Briefly describe how you presently distribute the products and services that you described in question 2.2 above, and for how long you have been involved in such distribution.	
2.4	Having read IC-ENCs published Appointment Criteria, please explain your proposed marketing strategy and sales plan of the services, including: Details of your proposed approach to meeting the marketing section of the Appointment Criteria (part 4).	

	<p>Current and target customers (nationally and internationally, Inc. geographical areas).</p> <p>How you intend to promote and distribute IC-ENC products and services.</p> <p>How you intend to manage accounting and payment of goods and services from IC-ENC.</p>	
2.5	Provide details of resources to be employed by you to ensure you achieve your sales and marketing plans. Details to include financial, infrastructure and manpower.	
2.6	Describe your customer support functionality. Including, how you resolve customer queries and complaints, response times and escalation procedures.	
2.7	Describe how your system would provide accurate and true sales reports to IC-ENC.	
2.8	Describe how your accounting system would handle international in/out-going invoices.	

D.	IC-ENC VALUE ADDED RESELLER (VAR) REQUIREMENTS	
<p>NOTE: This application form is NOT intended for use by companies wishing to reproduce the ENC data within separate derivative products, in other words where you wish to use the ENC data as a raw material to create new products. Please contact the respective national hydrographic authorities for a copyright licence in these instances.</p>		
<p>IC-ENC provides its Members ENC data in units, with a unit (including updates) costing on average around \$20 per year. By answering the questions below describe the pricing and licensing structures you plan to offer customers for the ENC and other products within the service, highlighting any differences in approach between the products, with reasons why such differences have been adopted:</p>		
3.1	Detail the regions and countries that will be covered by these methods and include a list of any distributors/agents that you plan to use.	
3.2	What chart updating service option(s) will be available and will they be priced differently based on frequency?	
3.3	Will the basic charts and updates be sold as a single package, or priced separately?	
3.4	Will the ENC data be sold individually or grouped together as one inclusive price?	
3.5	<p>Other than appointing distributors simply to market and sell your branded service, would you need to provide the ENC data to another company, acting as a sub-contractor, in order to complete some of the work to prepare your service for sale? If so, provide:</p> <p>Company details (including name and address).</p> <p>Describe the work that the company will undertake on your behalf.</p>	

	Detail what contractual arrangement you will have with the company covering this work and specify whether the company will receive the ENC before your data security measures (eg encryption) are applied to the ENCs.	
E.	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	Make clear which equipment manufacturers are already compatible with your proposed measures, and what order of magnitude of compatible systems which can also read the ENC S57 data format have already been sold (e.g. tens, hundreds, thousands, etc).	
4.3	Will any of the other products that you plan to include in your service also be protected by this or by other measures?	
4.4	Will the measures limit access to the data to only on specific equipment installations?	
4.5	Where no IHO data security standard exists at time of application, confirm if your chosen data security system is: <p>Already established in the market-place.</p> <p>Professionally administered.</p> <p>Compatible with ENC-display systems.</p> <p>Capable of protecting ENC data from unauthorised use.</p>	
F.	TECHNICAL EXPERTISE	
<p>Please note: Before final appointment approval can be given, you will be required to: Prove your ability to receive and return ENC data from IC-ENC using secure data transfer methods. Prove your ability to create accurate and complete exchange sets from a series of test ENC files that the IC-ENC will provide. These checks will be conducted as part of the assessment of your data security methods described in section F above. This work must be successfully completed within 12 months of receipt of your completed application.</p>		
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 within the service(s) that you are wishing to distribute.	
5.4	Describe any techniques you would employ that allow an ECDIS to verify the authenticity of the ENC's provided within your service(s).	
5.5	Describe the techniques that you would employ to ensure that you create accurate and complete ENC exchange sets	
5.6	Describe how you would ensure that any privately produced navigational products included in your Service cannot be confused with the ENC data when received and used by the End-User of the Service.	

G.	INTELLECTUAL PROPERTY RIGHTS	
6.1	Describe any legal cases related to intellectual property, including copyright, against any third party.	
6.2	Where your company owns its own intellectual property, including copyright, is this intellectual property accounted for on your balance sheet, and please describe what measures you take to protect this property?	
6.3	List any trademarks your company has registered.	
6.4	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.	

H.	Declaration	
	<p>I declare that to the best of my knowledge the answers in this application are correct.</p> <p>I understand that the information will be used in the selection process to assess my organisation's suitability to be invited to participate further in this application process.</p> <p>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.</p> <p>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.</p> <p>By applying I give consent for IC-ENC to run company and credit checks.</p> <p>I understand that any IC-ENC Agreement will be entered into on a non-exclusive basis.</p>	
	Application completed by:	
	Name	
	Role in organisation	
	Signature	
	Date	