



VALUE ADDED RESELLERS (VAR) APPOINTMENT CRITERIA

In order to be considered for acceptance as an official IC-ENC Value Added Reseller applicants are required to complete and return the VAR Application Questionnaire.

The application questionnaire contains several questions, the responses to which will be considered by IC-ENC in order to assess the suitability of the applicant's proposal. The criteria applied to the evaluation of answers to the Mandatory Requirements (Scored Questions) of the form are based on the following main areas of capability:

- 1) Complete and verifiable responses to all questions in the standard VAR application questionnaire.
- 2) The ability to apply and protect the intellectual property, including copyright, in the ENC Data in accordance with national and international law.
- 3) No current and relevant legal disputes at the time of application.
- 4) A market strategy and plan for sales of the Service that demonstrates that the applicant will offer benefits over and above those which the applicant could offer as a distributor of a VAR through the provision of a Service which will:
 - Offer a selling proposition to the market that will maximise the sales of ENC Data.
 - Provide evidence of potential ENC sales levels sufficient to reasonably cover the ongoing investment in the relationship between the IC-ENC and the applicant.
 - Add value to the core ENC Data by incorporating it within a hydrographic information service which is attractive to potential customers.
 - Be developed and delivered using methods designed to maintain the standards of quality of the service and integrity of the ENC Data and so help to promote safety of life at sea.
- 5) A promotional plan for the Service which will maximise the sales of ENC Data.
- 6) A robust mechanism for the distribution of the Service compatible with the market strategy above, that will ensure the wide availability of the ENC Data, and which incorporates qualified personnel who have:
 - Experience of selling navigational products to the shipping industry.
 - Knowledge of, and customer contacts in, the shipping industry.
 - Experience in managing and supporting the chosen distribution mechanism.
- 7) Sufficient personnel with the skills and experience:
 - To manage the provision of a weekly updating service.
 - To manage sales and marketing of the Service.
 - To support Subscribers and registered End-Users.
 - For communication in English with IC-ENC (at least one person).
- 8) An acceptable method of ensuring that any privately produced navigational products included in the applicant's service cannot be confused with the ENC Data when received and used by the End-User of the Service.
- 9) Procedures for customer complaints.

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- 10) The technical infrastructure to support the sales and updating of electronic products, including Internet access.
- 11) Equipment for, and experienced personnel with, a good working understanding of:
 - the process of creating accurate and complete ENC exchange sets;
 - exchanging data files via secured electronic transmission.
- 12) Suitable equipment and qualified personnel capable of implementing and administering a service incorporating ENC Data delivered in S57, and optionally in SENC, and protected using any international ENC data security standard that may be recognised and described by relevant publications and resolutions of the International Hydrographic Organisation (IHO). Where such an IHO approved standard does not exist at the time of application, a data security system of the applicant's choice, and which the applicant is entitled to use, which at the time of application is:
 - Already established and proven in the market place;
 - Professionally administered;
 - Compatible with the systems produced by a number of equipment manufacturers, and which are designed to display ENC Data;
 - Capable of ensuring the ENC Data is reasonably protected from unauthorised use, and access to it is limited to only the licensed user.
- 13) Sound financial standing assessed from an examination of the last three years audited accounts, where available, with particular reference to liquidity rating, and from references from bankers and / or credit reference agencies.
- 14) A system for providing accurate and true sales reports to IC-ENC.
- 15) Accounting systems for handling international in/out-going invoices.