

ATLAS.ti Reseller Guide

Revision 24

Please read the information in this guide carefully, it contains important instructions and explanations as well as the answers to many frequently asked questions. We recommend that you print it out and use it as your primary source of reference.

Prices

ATLAS.ti prices are published in different forms on our web site:

- For a convenient interactive selection panel, please see <http://www.atlasti.com/order.html>.
- A comprehensive and printable price list is available at <http://www.atlasti.com/pricelist.html>.

Resellers requiring a written quote prior to placing an order should contact cleverbridge.

Reseller Discount

Our standard reseller discount is 10%. You can purchase our products directly at this reduced rate after identifying yourself as an ATLAS.ti reseller.

(We are actually planning a more dynamic scheme under which your discount can increase in relation to sales, but this model has not yet been implemented. You will be informed once this new scheme is in place.)

Ordering Process and Payment

To place an order, simply go the ordering section on our web site (<http://www.atlasti.com/order.html>). Proceed as follows:

- select the desired product from the drop down menu, check the boxes if needed (upgrade / educational)
- click "order now"
- on the next page ("Shopping Cart"), verify the correct product selection, go back and correct, if necessary
- (if desired, go back to the ordering page and select additional products)
- click "Checkout"
- click "Partner Login"
- log in, using your user name and password given/selected at the time of application
- in the "Licensee Address" field, enter the information of the person to whom this product is to be licensed. Do NOT enter your own data!

You are now shown your selected products at a discounted price. Complete your order by selecting your preferred type of payment.

Please note that we do NOT automatically accept purchase orders; purchase order can be requested individually from us and are approved only on a case-by-case basis.

Payment for your order can be made in many different currencies, probably including yours. While we only show EUR, USD and GBP on our web site, you can select from a much larger number of currencies in the Shopping Cart (second page after having clicked the order button) and for the rest of the ordering process.

Resellers can make payment by credit card, check, or bank transfer. Purchase orders are also possible as long as this option is granted to the reseller via the ATLAS.ti GmbH online payment system. In this case, payment must be made within 30 days after placement of the order.

Of course, you can also place your by phone or fax through cleverbridge AG (see below).

Orders By Phone Or Fax

If you prefer to order by phone or fax, please contact the cleverbridge AG Ordering Center (<http://www.atlasti.com/custcare.html>). We strongly recommend that you first generate a written quote for your order (<http://www.atlasti.com/offlineQuote.html>). The quote automatically contains all required information, such as product ID, VAT, S/H etc.

Additional information re. ordering by fax or phone is available at <http://www.atlasti.com/offline.html>.

Please remember that all ORDER-related inquiries (orders, follow-ups, "where is my order" etc.) can only be answered by cleverbridge AG. The ATLAS.ti support team will NOT be able to help you with any such questions.

Sales Partner, Sales Agreement

Please remember that your purchase (and hence your purchase contract) is NOT with ATLAS.ti GmbH but with our e-sales partner cleverbridge. Please contact them directly with all questions re. your order, delivery, payment, as well as lost passwords, user names, etc. ONLY THEY ARE ABLE TO HELP YOU WITH THIS KIND OF ISSUES, not the ATLAS.ti Support Center!

Purchase and Lease Licenses

ATLAS.ti licenses are available for purchase (single, multi-user) and lease (multi-user only). All types of license INCLUDE full online support as well as regular updates (= service packs). LEASE license also include free upgrades to the next major release (during the lease period).

Discounted Licenses

ATLAS.ti makes available discounted EDUCATIONAL licenses. These licenses may only and exclusively be sold to accredited educational institutions as defined in our Educational Terms and Conditions (<http://www.atlasti.com/educational.html>) and their staff and students.

The reseller must make reasonably sure that a customer meets the requirements of an officially accredited educational institution as stated in the ATLAS.ti Educational Terms and Conditions, and must inform the customer of the conditions under which the discounted license was granted.

We reserve the right to request official written proof of educational status in each case where an educational license has been sold. The reseller may be charged for the difference between the discounted and the full price in each case where such proof cannot be produced and the customer was not explicitly made aware of the conditions under which the discounted license was granted.

Non-profit organizations do NOT automatically receive educational licenses at the discounted rate. A non-profit organization wishing to be considered for a discounted license will need to contact ATLAS.ti. Resellers are not at liberty to determine which organization deserves a discount.

Government agencies (and supra-national institutions, such as EU, UN, etc.) will need to obtain standard licenses exclusively.

Excluded Products, Limitations

We currently exclude certain types of licenses from sale by resellers:

- student licenses
- leased licenses (available only to Certified Resellers)

Please do not accept orders from customers for any of these products. They are available exclusively via the ATLAS.ti web site.

Campus Licenses: Please note that Campus Licenses (like all Subscription Licenses) can exclusively be sold by Certified Resellers. The reseller discount for Campus Licenses is limited to a maximum of 10% for all resellers (even if

your discount is normally higher). The reason is that we handle all the administrative activities and support which is considerably higher than with other licenses.

Leased Licenses / License Subscriptions

Resellers wishing to obtain and sell ATLAS.ti leased licenses need to know and be aware of several important facts. Please read the information carefully.

We extend the right to "sublease" ATLAS.ti leased licenses to those resellers who

- a) expressly agree to abide by the terms and conditions given below and who
- b) can demonstrate the ability to handle our subscription licenses in a competent manner by answering a set of questions.

Upon successful completion of this test, we grant you the title of "Certified ATLAS.ti Reseller." Go to <http://www.atlasti.com/getcertified.html> to apply and take the test online.

By selling a leased license (subscription) to a customer, you enter into the following obligations:

- You must designate one (and only one) contact person responsible for all aspects of ordering, billing, and communication in regard to leased license purchases.
- You must forward a copy of the ATLAS.ti "[Conditions of Use](#)" to the end user along with the product. These terms are binding to the end user and must be accepted before the product is used.
- Just like when making a purchase from our distributor, you enter into a legal agreement with our sales partner (cleverbridge), NOT with ATLAS.ti GmbH. cleverbridge handles all our orders on our behalf and is our exclusive distributor. The terms and conditions given here AMEND the regular Terms and Conditions of our subscription licenses. Consequently, when you order a lease product, cleverbridge will be the contractual partner for this deal. cleverbridge will bill YOU, not your customer, for the annual fee.
- It is therefore in your own interest (and your own responsibility) to bill your customer in a timely manner.
- Billing cycle: Our leased licenses are billable annually, i.e. once per year. You are advised to adjust your own billing cycle vis-a-vis your customer accordingly, i.e., you should use the same billing cycle.
- Just like with our purchased license, you will be billed at your normal reseller discount.
- Terms and Conditions: The Terms and Conditions of ATLAS.ti are binding. You are not allowed to create your own set of terms.
- Cancellation: Our product lease is automatically renewed each year and must be actively canceled. We require notice prior notice to cancellation of a product lease. You should contact your customer in time for the next billing cycle in order to avoid "getting stuck" with the bill.
- Lease Termination: A license lease is officially considered terminated when your cancellation notification has been received by us within the stipulated time-frame (six weeks prior to expiration date). Your cancellation notification must contain the license key of the license in question. NOTE: Your subscription is considered active as long as these conditions are not met, and you are billed accordingly, even if your customer has properly canceled the subscription with you.

Presentation Guidelines

Proper representation of our product and our corporate design is very important, and we expect our resellers to follow some basic guidelines in this regard.

Spelling Conventions

Please note that the correct (and ONLY authorized) spelling of our trademarked product name is "ATLAS.ti," not Atlas.ti, Atlast.ti, Atlas/ti, or any similar derivations. Please review your product texts and change the spelling accordingly.

Logo

Please make sure the ATLAS.ti logo image does not appear stretched or distorted (e.g., by non-matching size values in the HTML code), i.e. that it presents a clean and crisp appearance. Please use either one of the [.EPS files](#) we have

available for you, or let us know what specific size you need. Simply changing the dimension of a bitmap image (.gif, .jpg) usually does not yield a satisfactory result.

Images

If you use screenshots or other images from our web site, please make sure that the images on your page actually work, i.e. that the links are correct. Empty / missing images create a negative impression and are to be avoided. When you link directly to images on our site, use the correct path (see below).

Links and Paths

<http://www.atlasti.com> is the official and only URL of our web site. Do NOT use <http://www.atlasti.de>, as it is for German speakers only and will also not work for links to inline resources.

Information Structure

We place a lot of importance on clear, concise organization of the information presented on each page. Usability, and in particular an easy-to-read text flow, is very important to us, as it partially represents the principles inherent in our software. In other words: since one main use of ATLAS.ti is for organizing, structuring, and gaining easy access to bulk information, we make every effort to present our own information as usable and user-friendly as possible. We ask that you do likewise, i.e. try to optimize as much as possible the text passages that you use, both stylistically as well as visually. Using headings, different font-sizes, and otherwise differentiating the various layout sections of that page would already make a difference and create a better impression on the customer.

Updating

Please keep all content on your ATLAS.ti product page(s) current at all times.

Product Portfolio

Because of technical limitations, not all products are available for sale by our resellers. Please always refer to the [ATLAS.ti Reseller Guide](#) to be informed about the available product portfolio. Do not list products not available to you on your ATLAS.ti product pages.

Important Points To Remember

Because of previous bad experience, we specifically would like to highlight once again the following items from our Terms and Conditions for Resellers:

- Whenever possible (i.e., in the majority of cases!) you should enter the end-user's contact data as the licensee address during the ordering process. Under no circumstances should you enter yourself or your own contact data as the licensee!
- Student licenses cannot be sold by resellers under *any* circumstances.

Conclusion

We hope this information proves useful to you. Should questions arise nonetheless, please feel free to contact us any time via the [ATLAS.ti Support Center](#). We will gladly assist you in all technical as well as product- and license-related matters.

Remember, though, that all ORDER-related questions—including lost passwords/login data--should be directed exclusively to cleverbridge (<http://www.atlasti.com/custcare.html>).

We are looking forward to a long and productive relationship with you as a reseller of ATLAS.ti and wish you success and good luck in all your efforts and endeavors!