



*inspyre*

**Inspyre Reseller Program**

## Introduction

The Inspyre Reseller Program allows third-party designers and consultants to offer Inspyre's services, products, and resources as their own in order to expand their services to their clients. The program is offered in two different ways that vary in initial investment and the ability to private label our services. The purpose of this document is to provide potential resellers with an overview of the programs that are available, the pricing and features of each program, and a description of the process that follows enrollment.

If you have specific questions regarding the Inspyre Reseller Program, please call Jose Gomez, Managing Partner, at (813) 549-0467.

# Reseller Programs

## Level 1: Third-Party Administrator Program

A Third-Party Administrator (TPA) is an individual or company that serves as the main administrative contact for a client using Inspyre's services. TPAs communicate directly with Inspyre for the creation of new accounts, ongoing project communication, and billing issues. TPAs are responsible to bill their own clients for all charges, and may mark up Inspyre's services at their own discretion.

All services are provided to the client on behalf of the TPA as Inspyre-branded services. For this reason, TPAs will want to either (a) configure and utilize Inspyre's services to serve their client behind the scenes, or (b) freely disclose Inspyre's partnership in servicing the client. TPAs may do that with complete freedom, knowing that Inspyre's corporate website contains no reference to pricing – only to features of the services and products we offer.

Enrollment in the TPA program does not require any formal process. Inspyre client administrators are automatically enrolled after opening 4 or more accounts under their administrative user. These do not include clients being utilized for credit under any of Inspyre's referral programs, such as the "Three and You're Free" Referral Program.

## Level 2: Private Label Reseller Program

A Private Label Reseller (PLR) is an individual or company that provides Inspyre's services through a completely rebranded version of Inspyre's Dashboard System. This system provides access to any products and services Inspyre offers through the dashboard that the PLR elects to offer. These services currently include only the Inspyre CMS Platform. However, new services, such as Online Backup, Shared and Dedicated Hosting, and more will be released soon.

The PLR Program is unique in its ability to "skin" the Dashboard System to utilize templates provided by the PLR and installed by Inspyre developers. PLRs are able to customize the branding, look, layout, and color scheme of the entire Dashboard System, achieving a completely customized look with all of the functionality of the Dashboard System. In addition, custom content pages can be added to provide the feel of an entire public website in front of the Dashboard.

Enrollment in the PLR Program requires an initial investment and a more elaborate process than the TPA Program due to these customizations.

### ***PLR Fee Structure***

- One-Time Enrollment Fee: \$649
- Annual PLR Renewal Fee: \$250

### ***Optional Services***

- Template Design Service: \$1,000
- Private Business Consulting: \$150/hr
- Live Training Sessions: \$75/hr
- Custom Development: \$150/hr

### ***PLR Advantage***

- Private Label Dashboard Site
- Quarterly Training Sessions
- Weekly One-Hour PLR Conference Calls
- Access to BETA Applications

## Private Labeling

Inspyre's Private Reseller Program provides the unique capability to allow PLRs to rebrand the entire Dashboard System used to deliver Inspyre's many products and services. This allows PLRs to provide these services to your clients through your own brand while utilizing our technical and support resources. The PLR Program provides clients with the same feature-rich Dashboard that Inspyre uses to deliver to its own clients through its various market-specific programs.

### *The Private Label Process*

Inspyre has streamlined the process of rebranding its Dashboard System, making it easy for PLRs to submit branding templates and content. The Dashboard System utilizes a collection of HTML files to "skin" the dashboard and even provide content control and custom functionality.

Individuals and companies first enroll in the PLR Program and pay the one-time enrollment fee. This entitles PLRs to an initial delivery package consisting of:

1. A Customized Sales Website
2. Dashboard System Manual
3. Product & Service Manuals (for Selected Products & Services)
4. One Hour of Business Consulting
5. Four Hours of Live Training
6. Private Label Work Order

This combination of consulting, training, and services are intended to prepare the PLR for integrating Inspyre's services and systems into their business. The Private Label Work Order will facilitate the creation of your rebranded Dashboard and may include a Template Design Order for clients who need Inspyre's template design service.

# Terms & Conditions

All Third-Party Administrators and Private Label Reseller clients are bound by Inspyre's Terms and Conditions, found at:

[http://www.inspyre.com/web/content/OurCompany\\_TermsAndConditions/page.asp](http://www.inspyre.com/web/content/OurCompany_TermsAndConditions/page.asp)

In addition, the following policies are in place to insure clarity and the integrity of our reseller network.

## *Usage of Inspyre Name and Branding*

'Inspyre' and Inspyre's logo are trademarked by Inspyre, Inc. In order to protect our brand while allowing resellers to promote our service, the following policies are in effect:

- Inspyre's logo may only be used with express written permission from Inspyre, Inc.
- Inspyre's name may be used in describing the relationship between the reseller and Inspyre. This relationship may only be described as a "strategic partnership" or "vendor relationship". The relationship may not be described in a way that implies that the reseller is an employee, authorized agent of, or a partner/owner of Inspyre, Inc.

If you have any questions regarding a specific instance, please contact us at [resellers@inspyre.com](mailto:resellers@inspyre.com).

## *Access to Clients*

The intention of a reseller relationship is to allow PLRs and TPAs to provide Inspyre's services to their clients without interference from Inspyre. However, we reserve the right to contact clients directly if the following cases:

- Blatant violation of Inspyre's Terms and Conditions
- Callbacks to clients who proactively contact Inspyre for any reason
- Clients abandoned by their resellers through lack of communication or poor service
- Clients of resellers who discontinue the reseller relationship but are still using Inspyre's services

## *Billing Policies*

All clients are bound to the Billing Policies of the service they enable. In addition, TPAs and PLRs are solely responsible for payment of all service fees. In order to remove an account from one's administrative user, payment must be received for any outstanding balance from the third-party subscriber or reseller BEFORE placing responsibility on the organization utilizing the service. No exceptions will be made to this policy.

## *Private Label Limitations*

The PLR Program is provided to make Inspyre's services available through a rebranded Dashboard. Although we will make every effort to provide access to all of our services through this Dashboard, we do not guarantee that all services will in fact be available through our Dashboard system.

Reseller Dashboards are controlled and maintained by Inspyre development staff. An initial customization is included with enrollment into the program. PLRs may change their private label Dashboard by submitting their requests to Inspyre's development team. A charge of \$150/hr will be assessed for the time to make the requested changes.

Inspyre's PLR program does not provide billing or account management systems. PLRs are responsible for acquiring or developing their own billing, account, and delivery systems in order to manage their clients and business.

### ***Indemnification Policy***

You agree to use all Inspyre services and facilities at your own risk. Inspyre specifically disclaims all warranties of merchantability and fitness for a particular purpose. In no event shall Inspyre be liable for any loss, or loss of data, or other commercial damage, including but not limited to special, incidental, consequential or other damages. Customer agrees that it shall defend, indemnify, save and hold Inspyre harmless from any and all demands, liabilities, losses, costs and claims, including reasonable attorney's fees asserted against Inspyre, its agents, its customers, officers and employees, that may arise or result from any service provided or performed or agreed to be performed or any product sold by customer, its agents, employees or assigns. Customer agrees to defend, indemnify and hold harmless Inspyre against liabilities arising out of:

- any injury to person or property caused by any products sold or otherwise distributed in connection with Inspyre's server;
- any material supplied by customer infringing or allegedly infringing on the proprietary rights of a third party;
- copyright infringement and
- any defective products sold to customer from Inspyre's servers.

### ***Important Contacts***

The following contacts are provided to TPAs and PLRs for support of their Reseller Accounts.

Reseller Relations

Jose Gomez, Jr., Senior Partner

Phone: (813) 549-0444

Technical Support

<http://messaging.inspyre.com>

## Reseller Price List

The following price list provides resellers with an easy reference in order to calculate their costs of providing the services outlined below. These prices are subject to change without notice.

### *Standard Hourly Rates*

Graphic Design	\$75/hr
Custom Programming	\$100/hr
IT Services	\$125/hr

### *Template Design*

Level 1: Start Up	\$149
Level 2: Business	\$499
Level 3: Enterprise (Premium)	\$1,800
Template Ownership Buyout	\$500

*Available only with Level 2 and Level 3*

### *Website Content*

Homepage Layout	\$100
Premium Homepage Layout	\$900
Basic Content Typesetting	\$25
Advanced Page Typesetting	\$100
Premium Page Design	\$900
E-commerce Setup	\$100
Premium E-Commerce Setup	\$1,000
Form Creation (20 field maximum)	\$50
Webmaster Light	\$70/mo
Webmaster Professional	\$260/mo
Webmaster Elite	\$480/mo

### *CMS Hosting*

Monthly Service	\$24.95
Quarterly Service	\$64.95
Yearly Service	\$249.50

### *Custom Development*

Server Side Programming	\$100/hr
Client-Side Programming	\$75/hr
Dropdown Menus	\$75

### ***Domain Names***

Domain Name Registration	\$24/yr
DNS Hosting	\$15/yr
Domain Name Transfer	\$50
DNS Update	\$25

### ***E-mail Services***

POP/IMAP/SMTP Account	\$1/mo
Listserv	\$5/mo
Dedicated E-mail Server	\$500/mo
Dedicated E-mail Server Setup	\$1,200
Additional 500 MB Domain E-mail Storage	\$5/mo
Mass E-mail	\$.004/recipient

### ***Graphic Design***

Flash Design	\$125/hr
Banner Design	\$50/hr
Flash Animated Billboard	\$125
Logo Design Package 1 (4 comps, 2 revisions)	\$399
Logo Design Package 2 (6 comps, unlimited revisions)	\$599

### ***Collocation***

Hosting Services Setup	\$499
Hosting Services	\$250/mo
Site to-Site VPN	\$50/mo
Collocation User VPN	\$5/mo
Additional Bandwidth	\$99/mo

### ***Internet Marketing***

Search Engine Submission	\$49
Search Engine Submission Monthly	\$25
Search Engine Submission Quarterly	\$35
Search Engine Submission Yearly	\$40
META Tag Coding	\$75/hr
Web Position Tracking Monthly	\$20
Web Position Tracking Quarterly	\$40
Search Engine Optimization	\$500/quarter
Internet Marketing Consulting	\$125/hr

### ***Media Services***

Media Server Light (50 MB)	\$10/mo
Media Server 100 (100 MB)	\$15/mo
Media Server Advanced (250 MB)	\$25/mo
Media Server Pro (500 MB)	\$35/mo
Media Server Extreme (1 GB)	\$45/mo
Inspyre Media Player (Bundled with CMS)	\$5/mo
Inspyre Media Player (Stand Alone)	\$240/yr
Media Server Bandwidth (Every 1 GB above 10 GB)	\$1/mo

### ***Storage Upgrades***

Media Server Light (50 MB)	\$10/mo
Media Server 100 (100 MB)	\$15/mo
Media Server Advanced (250 MB)	\$25/mo
Media Server Pro (500 MB)	\$35/mo
Media Server Extreme (1 GB)	\$45/mo

### ***Training & Support***

Premium Support Agreement	\$75/mo
Premium Support Agreement w/ After Hours Access	\$100/mo
Support Incident	\$14.95