

The Kodak Alaris Global Alliance Program

Benefit from a world of opportunity: solutions, support, incentives.

As an organization focused on better solutions for your customers, you're all about offering technology that can enhance your offerings, locate more qualified leads, increase customer satisfaction and revenue, and grow repeat business. As a diversified global technology company, Kodak Alaris is all about helping you achieve these goals. Our Global Alliance Program is designed—and proven—to do just that.

We're here to partner with you every step of the way to help differentiate your solutions when you integrate technology from Kodak Alaris. Your Kodak Alaris contact can tell you much more. See the reverse side for a high-level overview of our Global Alliance features and advantages.

Why Kodak Alaris is your ideal partner

Scanners, software, and services from Kodak Alaris fit gracefully, efficiently, and profitably with your existing solutions. You can help customers find effective, intelligent ways to drive efficiency, growth, and possibilities through Kodak Alaris' expertise in:

- **Science**—helping customers capture, recognize, and extract more valuable information from data

- **Technology**—providing smarter software and devices to store, share, and integrate data with business process solutions and applications
- **Partnership**—offering service, installation, training, support and consultation

Combine our science/technology/partnership approach with your company's knowledge, expertise, and people and we can collaborate to offer true synergistic advantages. Together, we can help customers leverage the power of information, reduce costs and complexity, save time, and optimize business processes in new, exciting ways.

About Kodak Alaris

Kodak Alaris is a leading provider of information capture solutions that simplify business processes. We exist to help organizations make sense of information with smart, connected solutions powered by decades of image science innovation. Our award-winning range of scanners, software and services are available worldwide and through our network of channel partners. For more information, please visit AlarisWorld.com and follow us [@AlarisWorld](https://twitter.com/AlarisWorld).

The benefits of your strategic alliance with Kodak Alaris

Seamless, smarter solutions

- End-to-end, plug and play solutions—for seamlessly integrated document capture
- TWAIN, ISIS, and web APIs—making drivers simple
- Custom connectors—built for you and your solution(s)
- INfuse Smart Scanning Solution—a standalone, network-connected system that connects smoothly to customer apps and business processes
- Kodak Alaris Developer Kit—supports integration needs from traditional devices to creation of customer capture solutions
- Developer technical support—FAQs, joint business planning, and beyond

Best-in-class image quality and paper handling



EASE OF USE

The only manufacturer to score **90%** accuracy in every image quality category test*



PAPER HANDLING

99.999% document feed accuracy**



IMAGE QUALITY

Optimal image quality with file sizes **50%** smaller than the competition*

Marketing impact

Develop new business via joint marketing efforts featuring an array of effective materials and programs:

- End-user awareness and demand generation campaigns (social, email, paid search, etc.)
- Webinars
- Co-branded collateral
- Trade shows
- Special promotions
- Case studies
- Leads
- Leverage mutual partner base

Extensive, continuous sales support

- Comprehensive pre-, post-, and ongoing support
- Joint development and integration support of targeted customer solutions
- Easy-to-use, valuable programs and resources for:
 - Co-marketing activities
 - Business Development Support
 - Access to extensive training, sales tools, market data, sales playbooks, vertical market insights, competitive information, and why-to-buy tools
- Attract new customers and markets from our 30+ year installation base
- Access the varied expertise of the Kodak Alaris global network

Multiple, valuable incentives

- Increase revenue when promoting technology from Kodak Alaris within your solutions
- Optimize margins with customized pricing
- Evaluation and demo units—lets customers take a free technology test drive
- Special upgrade programs—to help customers move up more easily
- Joint marketing activities—to help you take on and penetrate new business segments

Kodak alaris

Want to learn more?
AlarisWorld.com

Contact us:
AlarisWorld.com/go/contactus

*Based on 3rd Party testing performed by BLI and commissioned by Kodak Alaris. Test was designed by Kodak Alaris with all devices tested in similar operational conditions and were tested with similar operational methods

**Based on Keypoint Intelligence-Buyers Lab testing of 19 scanners (2 million pages)

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