



# Xchange Program

## **Program Summary**

The CBORD® Xchange Program is an alliance partner program designed to support Independent Software Vendors, Independent Hardware Vendors, and Original Equipment Manufacturers.

CBORD's Xchange Program unites third-party system solution providers with customers of CBORD systems by way of structured data exchanges. The Xchange Program provides not only the technical relationship for data exchanges between CBORD's systems and other selected partner systems, but also enables a defined set of marketing and sales opportunities with the CBORD user base.

The Xchange Program offers you an easy and convenient way to work with CBORD and our joint customers and prospects to provide solutions that complement CBORD's broad portfolio of products and services. We have many tools and resources to help you generate new revenue streams and improve our mutual profitability, while simultaneously adding unique value for our joint customers.

Building mutually beneficial partnerships is a strong part of CBORD's business and is critical to our continued growth. The Xchange Program comprises practical tools and services that will help you market and sell your solutions to the same targeted industries.

## **Program Availability**

The Xchange Program is open to all solutions partners. Enrollment is available for partners in all segments, including

- Independent Software Vendors (ISVs)
- Independent Hardware Vendors (IHVs)
- Original Equipment Manufacturers (OEMs)

## **Value of Participation**

There is a strong emphasis among the more than 6,000 CBORD customers to find and integrate more functionality with their core enterprise tools. Their goal is to leverage their investment to provide wider functionality to their direct customers.

CBORD's Data Xchange Program offers members that key connection at the customer level—a strong and functional data exchange with the site's mission-critical system(s). That is the primary benefit for members of the CBORD Data Xchange Program: an authorized connection to the site's CBORD system. An authorized connection means one that will be supported over time in the high-quality way that CBORD customers have come to expect.



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CBORD has a long history of working with other companies to provide data exchanges that offer enhanced functionality to our mutual customers, while also providing CBORD and its partners mutually beneficial new business opportunities.

The other benefits of the Xchange Program are described below. They round out the authorized data exchange value with sales, marketing, and support benefits to provide a tool to proactively grow your sales.

## **Program Benefits**

The following are CBORD's major products for which there can be Xchange participation:

- Odyssey PCS™ (campus card/payment/privilege control system)

- CS Gold® (campus card/payment/privilege control system)

- Odyssey HMS™ (housing management solution)

- Integrated Security Solutions (access control, intelligent video)

There are various program benefits associated with each program, as summarized below.

## **Development Assistance**

CBORD provides, as part of the Xchange Program, data exchange specifications for you [Partner] to use in the creation of the data exchange. CBORD experts will conduct an initial dialogue with a new Partner to advise on the best way of conducting the data exchange process. CBORD provides a reasonable amount of technical assistance, via phone and email, for your use during the data exchange development process. CBORD also provides reasonable assistance to a new Partner in the certification testing of the resulting data exchange. Extraordinary technical assistance required by a Partner during the development/certification testing process may be provided by CBORD to the Partner and charged for on an hourly basis at CBORD's sole discretion.

## **Development/Integration/Support**

- Integration analysis/best practices conference call

- Telephone support for data exchange development process

- Testing and certification

- Updates to licensed API and telephone support to Partner for data exchange

## **Technical Support Assistance**

CBORD provides, as part of the Xchange Program, ongoing technical support for the joint diagnosis of technical problems with the data exchange. Extraordinary technical assistance required by a



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Partner for subsequent support activities may be provided by CBORD to the Partner and charged for on an hourly basis at CBORD's sole discretion.

### **Marketing Assistance**

As part of the Xchange Program, partners gain access to CBORD's customer base in a number of ways:

Partner is permitted to use the CBORD Xchange logo on their marketing materials.

CBORD provides Partner with two CBORD Xchange signs for use in tradeshow exhibits.

CBORD lists Xchange Partners on its website, and you, as a Partner, list CBORD on your website. Xchange Partners on the CBORD website can list name, description, and website link.

CBORD sales staff may mention Partner as a data exchange solution provider during sales presentations.

CBORD provides at least two marketing opportunities, as composed by CBORD for each Partner, each year via CBORD's eNewsletters, eBlasts, and listserv postings (selection of particular media is at CBORD's sole discretion).

CBORD works collaboratively with each Partner to create a co-branded case study of a joint customer for use in print and on CBORD's website. The case study is available for the Partner to use on its website, at its discretion.

CBORD conducts an annual User Group Conference and offers its Xchange Partners the opportunity to sponsor the event. Sponsorship levels vary and may include advertising, staff attendance passes, an exhibit space, and possibly an educational session slot during the conference. Additional conference registration fees, as well as all normal travel and living expenses, are the responsibility of a selected Partner who agrees to sponsor the conference.

### **Marketing Collaboration**

Program logo

Tradeshow booth program sign

User Group Conference sponsorship opportunities (including exhibit space, session slots, etc.)

Website listing ([www.cbord.com/partners](http://www.cbord.com/partners))

Inclusion in standard sales presentation (logo/product description) as applicable

CBORD eBlast coverage to customer base

Co-branded customer case studies



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Press release coverage  
Combined webinar offering

## Program Fees

Program fees vary dependent on the CBORD solution for the Xchange. The resulting data exchange(s) from this program are licensed to CBORD customers at an initial and ongoing annual license fee rate determined by CBORD and paid to CBORD by the customer prior to the data exchange being implemented by either CBORD or the Partner at that customer's site.

## How to Enroll

We receive requests for data exchanges to CBORD systems from a variety of sources. Requests are evaluated based on the following criteria:

Data exchange is requested by a CBORD customer; exchanges will not be developed prior to a client request.

Data exchange provides new functionality that extends the usefulness of the licensed CBORD system at a joint customer location.

The Partner is able to provide excellent service to a joint customer. Not every application will be accepted. CBORD wishes to grow the Xchange Program with partners who provide our customers a needed value where there is also a good business case for creating and maintaining the resulting data exchange(s).

Resulting data exchange is likely to be licensed by multiple customers.

Upon acceptance into the Xchange Program, a partner is required to complete and sign an agreement outlining the relationship between the Partner and CBORD, as well as the license and nondisclosure requirements related to CBORD's intellectual property involved in creating a data exchange. If you are interested in becoming a partner, [apply now](#).

## CBORD Xchange Program Contact Information

Contact Melissa Flood, [mlf@cbord.com](mailto:mlf@cbord.com) or phone 607.330.3980.

*Notice: Description of the Xchange Program is subject to change without prior notices.*

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