Welcome to the first edition of **Geoforce Partner News**. Through these quarterly communications, we'll keep you updated with relevant Geoforce news, Channel Partner-specific notifications, sales and installation best practices, and more. Please continue to reach out directly to Pru Bikkannavar or Henry Rosen for specific questions. Until then, from the Geoforce family to yours, stay safe, healthy, and productive.

PLANES, TRAINS, AND AUTOMOBILES: ONE MAN'S TAKE ON CURRENT OIL & GAS MARKET CONDITIONS
One of our technology partners recently asked our VP of Business Development, Henry Rosen, for his perspective on how the current Oil & Gas market would impact Geoforce's customer base and our outlook on the future. Read Henry's response here: https://www.geoforce.com/planes-trains-and-automobiles-one-mans-take-on-current-oil-gas-market-conditions/

Upcoming Price Adjustment - effective July 15, 2020 (Does not include APAC)
Earlier this week, you received a formal notification of upcoming price adjustement (most in your favor!) effective in July. That email also contained updated Pricing Exhibits that should replace your existing ones. Please let us know if you did NOT receive that notice.

Partner Portal on Geoforce.com
Soon, you'll have a dedicated portal on our website, where you can access a repository of materials including price lists, marketing materials, archived newsletters, partner case studies and success stories, and more. Stay tuned!

Enhanced Reseller Support
Have you heard? Significant enhancements have been made to the Geoforce Channel Partner program in 2020. You may already be aware of some of the positive changes, but if not, below are some of the ways we've really beefed up the support we provide to our valued partners:

-Marketing

- Collaboration on the creation of press releases, blogs, and other SEO efforts.
- Production of industry videos for use during events, trade shows, or elsewhere. (Like this one we recently created for the offshore market: Geoforce Deepwater Operations Tracking)
- Providing customizable marketing materials with placeholder for partner logo and contact information (print and digital versions available)
- Geoforce normally offers marketing support for partner trade shows and events. However, given the cancellation of most on-site activities, we realize most partners will not be attending or exhibiting at shows for the time being. Partners contemplating replacement activities for trade shows (webinars, videos, etc.) are encouraged to contact Geoforce to see if we can help.

-Sales

- Sharing qualified leads generated from our website and SEO efforts, depending upon the geographic, language, and vertical market fit.
- Maintaining a "Resellers" section on Geoforce.com, which allows prospects to self-select Channel Partners to work with.

-Administrative/Operational

- Additional staffing has been added to better support our Channel Partners. We now have a dedicated Channel Account Manager and Help Desk Specialist for a consistent point of contact.
- Formal training sessions are conducted (in person or via webinar) as soon as the Channel Partner's initial order has shipped, and upon further request.
- In addition to the added resources, Partners also have access to Geoforce's 24/7 Help Desk and online help for quick response to urgent support issues.
- Flexible billing options available. Channel Partners can elect monthly, quarterly, or yearly billing. Additionally, Partners are exempt from Geoforce's annual service contracts.

Resources
Customizable marketing materials - add your logo and contact information!
Ponder Environmental Reduces Invoice Processing Time
What is HALT Testing?
Why Zone 0 and Safety Go Hand in Hand
Geoforce Track & Trace Training Registration

Help Desk: 972.546.3878 option 3 or helpdesk@geoforce.com

Need more?

Please contact your Geoforce Channel Partner team:

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