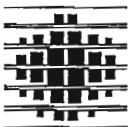


# Information Packet

# ICS Business Partner Services



**International Computer Solutions, Inc.**

4470 Chamblee-Dunwoody Road • Suite 500

Atlanta, Georgia 30338

800/444-0201 • 770/451-0161

Fax: 770/457-1304



# ICS Business Partners

We established the ICS Business Partner Program to help meet the needs of our billing centers and resellers. The Business Partner registration fee is \$480 per year. The following describes what it means to be an ICS Business Partner.

## PARTNERS IN SUCCESS

International Computer Solutions, Inc. enjoys a strong reputation in the healthcare industry for excellent products and outstanding service. The ICS logo is recognized across the country because of extensive marketing campaigns involving print advertising, direct mail, and trade shows. We have developed the ICS Business Partner Program to allow you market under the umbrella of our reputation.

## TECHNICAL PRODUCT SUPPORT

Only registered ICS Business Partners receive toll-free support for ICS's products and electronic claims. All calls from Business Partners of a technical nature are forwarded directly to ICS's Client Relations Group where you call is handle quickly and efficiently. For more information, see "Service & Support".

## MARKETING & SALES CONSULTING

With more than a decade of experience in the healthcare industry, ICS has developed a high level of expertise in marketing products and services to doctors. As a registered ICS Business Partner, you have toll-free access to ICS Marketing Services Group which will be more than glad to answer any questions you may have about ICS product features, marketing strategies, or sales information.

## USE OF ICS BUSINESS PARTNER LOGO

Only registered ICS Business Partners may use the ICS Business Partner logo on their printed materials (letterhead, business cards, and mailers), This logo will help provide you with the image of being connected with a strong national company.

## PRESENTATION MATERIALS

We have assembled a set of top quality presentation materials for use in marketing ICS products and services. As an ICS Business Partner, you may purchase these materials from us for creating your own presentations.

## COOPERATIVE ADVERTISING

For print advertising, ICS will help share the cost of placing an ad, including generating the necessary camera-ready artwork.

## TRADE SHOWS

Only registered ICS Business Partners will be invited to participate in any national and regional trade shows that ICS attends. Additionally, ICS can assist you with planning and attending state and local trade shows and seminars.





# ICS Business Partner Training

## "LINKS IN THE CHAIN"

"Links in the Chain" is an initial training course for resellers and billing centers that is conducted at ICS's Training Center in Atlanta. The course is designed to take you through the entire sales cycle, including:

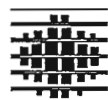
- Understanding the healthcare industry and how the practice operates
- Identifying prospects
- Tailoring your services to meet the practice's needs
- Marketing your products and services
- Selling your products and services
- Servicing your clients
- Using ICS products for your billing service
- Demonstrating ICS products during the sales cycle

"Links in the Chain", whether purchased individually or as part of the ICS Reseller Program, includes the 2-day course for up to two people. As space allows, you may schedule additional people to attend "Links in the Chain" with you. The cost is \$160 each additional person (\$120 for ICS Business Partners).

There may also come times in the future when you want to have people, such as sales representatives, attend "Links in the Chain". We will make every effort to accommodate them in one of our regularly scheduled sessions. The cost is \$800 for the first person (\$600 for ICS Business Partners) and \$160 for each additional person attending the same training session (\$120 for ICS Business Partners).

## "LINKS IN THE CHAIN" 1995 SCHEDULE

Thursday & Friday	January 19 - 20
Monday & Tuesday	January 23 - 24
Thursday & Friday	February 16 - 17
Monday & Tuesday	February 20 - 21
Thursday & Friday	March 16 - 17
Monday & Tuesday	March 20 - 21
Thursday & Friday	April 20 - 21
Monday & Tuesday	April 24 - 25
Thursday & Friday	May 18 - 19
Monday & Tuesday	May 22 - 23
Thursday & Friday	June 15 - 16
Monday & Tuesday	June 19 - 20
Thursday & Friday	July 20 - 21
Monday & Tuesday	July 24 - 25
Thursday & Friday	August 17 - 18
Monday & Tuesday	August 21 - 22
Thursday & Friday	September 21 - 22
Monday & Tuesday	September 25 - 26
Thursday & Friday	October 19 - 20
Monday & Tuesday	October 23 - 24
Thursday & Friday	November 16 - 17
Monday & Tuesday	November 20 - 21
Thursday & Friday	December 18 - 19





# Marketing Assistance Program

## MAPping YOUR SUCCESS IN MARKETING

One hurdle that businesses face is preparing and executing a sustained marketing program. The success or failure of many companies can be attributed directly to the success or failure of the company's marketing efforts.

Each year, more than 18% of ICS's gross revenues are put back into the company for the purposes of marketing ICS products and services. This money not only pays for direct expenses such as advertising, direct mail, telemarketing, and trade shows, but also pays for such indirect expenses as materials development and printing, mailing list acquisition and maintenance, and market research.

ICS prepares an annual marketing plan during the last quarter of the fiscal year, around which a budget is developed for the following year. Quarterly, the plan is reviewed and adjusted to compensate for trends in the industry. The primary focus of this plan is to create name awareness for ICS, promote the technical reputation of all ICS products and services, and generate leads for the UNIX Systems Division.

In your business, you, too, will want to develop and implement a marketing plan. This plan should have the same focus as ICS's national campaign, only you want doctor's to know you are the local representative of ICS. Part of the difficulty in creating a plan is finding affordably priced resources for executing your plan, namely graphic design, printing, advertising, and mailing. Just preparing for a direct mail campaign involves graphic designers, printers, listing services, and the US Postal Service. A single mistake at any step could cost hundreds, even thousands of dollars.

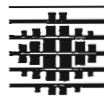
## ICS MARKETING ASSISTANCE PROGRAM

Helping you overcome the obstacles of marketing is why we developed the ICS Marketing Assistance Program. In a nutshell, we help you avoid re-inventing the wheel. We can help you develop, budget, and execute a local marketing campaign without the need for large capital expenditures.

Your participation in the ICS Marketing Assistance Program includes:

- Access to a prospect database of more than 240,000 healthcare practices
- Low-cost telemarketing lists
- Low-cost mailing labels for your own direct mail programs
- High-quality color stock materials and information brochures
- Toll-free marketing support from 8:30 AM to 5:30 PM EST, Monday through Friday

ICS has assembled a team of marketing professionals designed to help meet your marketing needs.





# Marketing Services

## BUSINESS START-UP GUIDE

The business start-up guide provides you with information about establishing your business as an authorized ICS reseller or billing center. Topics range from naming your company to creating a corporate image. The guide is free of charge to all new ICS business partners.

## STOCK PROPOSAL MATERIALS

Presentation is everything when it comes to making a first impression with your customers. ICS has spent tens of thousands of dollars developing high quality presentation materials for our UNIX-based systems.

We have modified these materials to fit the needs of our resellers and billing centers. Available materials include brochures, flyers, folders, products sheets and may be ordered in packs of 25 or more.

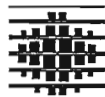
## DIRECT MAIL

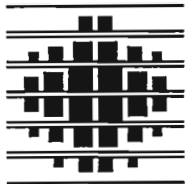
Direct mail has been one of the most successful marketing tools that ICS has employed. Unlike telemarketing and cold-calling, which are considered "invasive", direct mail allows the practice to respond at their convenience.

Because of the steps involved, direct mail can also be one of the more challenging marketing programs to execute. You must negotiate through the design and printing process, mail list development, and finally labeling and postage, keeping in mind the requirements of the US Postal Service. ICS can help take the hassle out of direct mail for you by:

- Working with you to determine where to mail and how many pieces will be required
- Consult with you on designing and printing your mail piece
- Providing mailing labels for direct mail
- Entering leads into our lead tracking system when they are returned to ICS's BRM Address

For maximum saturation and response, we recommend that you mail your target area at least twice within a three month period. For registered ICS Business Partners, your materials can also include the ICS Business Partner logo, providing you with the image of being connected with a strong national company.





# International Computer Solutions, Inc.

4470 Chamblee-Dunwoody Rd      800/444-0201  
 Suite 500                                770/451-0161  
 Atlanta, GA 30338                      Fax: 770/457-1304

# Marketing Services

## Request & Fulfillment

**Received By**

Name: \_\_\_\_\_

Region: \_\_\_\_\_

Ext: \_\_\_\_\_

**Business Partner**

Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Facsimile: \_\_\_\_\_

ICS ID #    Reseller Tax ID # \_\_\_\_\_

Initial Order     Restock     Additional Service     Ship to:  "Received By"     "Business Partner"

\_\_\_\_\_ Method: \_\_\_\_\_

Quantity Ordered	Quantity Shipped	Description	Unit Price	Total Price
		ICS Product Brochure 50 Pack "Knowledge & Experience"	\$75.00	
		ICS Product Brochure 100 Pack "Knowledge & Experience"	\$125.00	
		ICS Service Center Brochure 50 Pack "Service & Commitment"	\$75.00	
		ICS Service Center Brochure 100 Pack "Service & Commitment"	\$125.00	
		ICS Tri-Fold Software Handout 50 Pack	\$40.00	
		ICS Tri-Fold Software Handout 100 Pack	\$60.00	
		ICS Tri-Fold Billing Center Handout 50 Pack	\$40.00	
		ICS Tri-Fold Billing Center Handout 100 Pack	\$60.00	
		Target Marketing Area Analysis - Area Code	\$50.00	
		Mailing Labels - 30-label Sheet [Partial Sheets Counts as 1] (List Zip Codes and Counts in "Mailing Label Zip Codes" Below)	\$1.50	

Zip Code	Ct from TMA	Zip Code	Ct from TMA		Ct from TMA
				<b>Total</b>	

Total Taxable	
Sales Tax*	
Special Shipping & Handling	
Total Order	
Amount Received	
Balance Due	

\*If business partner is not taxable, an Exemption Certificate must be attached.

**ICS Business Partner**

I have read the contractual terms of the ICS Marketing Assistance Program Agreement Terms and Conditions on the reverse hereof and agree to pay the above amounts.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

EXP \$	R/M	ORDER#
REC \$	A/M	CUST#
DUE \$		

**Payment Method**

Cash

Check No. \_\_\_\_\_

Charge (circle one)

Visa     MasterCard     AMEX     Discover

Card #: \_\_\_\_\_

Name: \_\_\_\_\_  
exactly as it appears on the card

Expiration Date: \_\_\_\_\_