

# VASCO Renewals

Our software solutions are sold with an automatic maintenance renewal (unless cancelled at the latest 3 months in advance)  
We have “translated” this into a system of “automated maintenance renewal - reminders”.

## THE GOAL

- More maintenance sales (\$\$) - higher % of all suspects covered
- Less manual research work for internal sales - more time to act on hot leads
- Reduce handling cost on low \$ amount items - more real profitability on maintenance
- Allow channel to be more efficient - more active chasing of maintenance

## WHAT?

### Currently already running

- We will provide notification of the contract expiry date two months in advance to all parties (distributor, reseller, end user).  
This will confirm the fact that the maintenance for customer X with contract Y is going to expire.
- The reason for providing two months notice is to give everyone sufficient time to place an order (following a quote request) for the maintenance renewal.
- As a further prompt, we will also provide a reminder one month in advance of the expiry date. (Unless an order has already been received through the distributor!)

### Planned for 2010

- Should the customer not renew BEFORE the expiry date, all parties involved will receive another message, with a similar structure to the reminder, two weeks AFTER the expiry date to state that the end user is no longer entitled to the concerned, mentioned product updates and services.

## CALL TO ACTION?

- The end-user (if known) will be asked to contact his reseller for a renewal quotation.
- The reseller will be informed about his customer's forthcoming maintenance expiry and a reminder to send him a renewal quotation.
- The distributor will be informed and reminded to request a quote from VASCO (no change to the current process).

### Remark 1

ONLY upon request OR while registering or activating the software our partner can implement his own contact credentials and prevent VASCO from sending a reminder to the end user.

### Remark 2

VASCO will never send a price quotation to the end-user. (Or future goal is to add an automatic generated quote to the Distributor's reminder)

### Examples of the 3 mails:

Distributor mail - text attached

Reseller mail - text attached

End user mail - text attached

## CONTACT

- The mails will be sent FROM: [maintenance.system@VASCO.com](mailto:maintenance.system@VASCO.com)
- All questions from the distributor regarding the content need to be sent to [maintenance.renewals@VASCO.com](mailto:maintenance.renewals@VASCO.com) (handled by “es-sc”)
- All questions from Reseller or end-user need to go through the Channel first.



