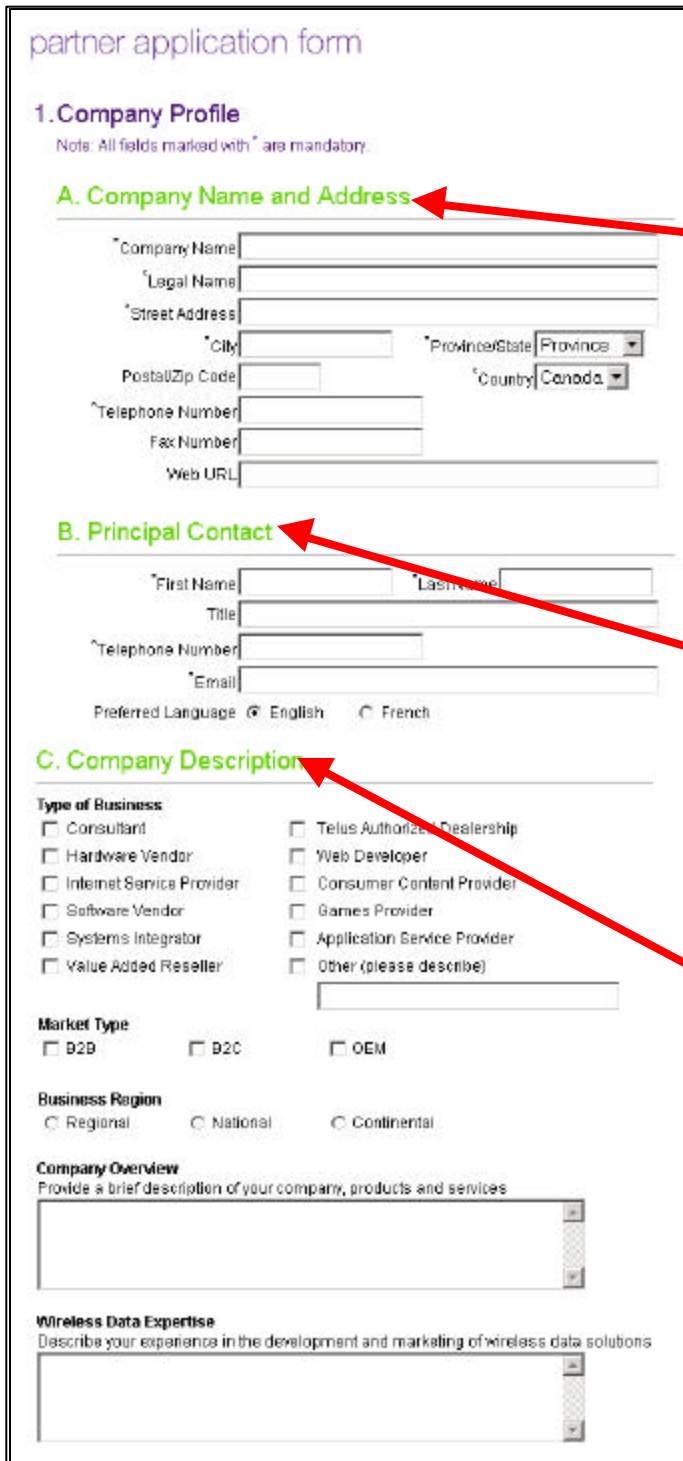# On-line Application Tool Guidelines

When completing our on-line application form, we suggest that you prepare your responses in a WORD document, and then cut & paste content into appropriate fields. If you do not reach the final page and click "save", any information you entered is deleted. Using WORD first:

- Should prevent the online application from "timing out" (45 minute timer). If you take too long to complete the entire form, the information entered in the initial pages does not get saved and must be re-entered.

- Allows you to use the "word count" tool, ensuring your content fits the stated field size limitations.

All fields with an asterisk (*) are mandatory and must be completed before the online form lets you to proceed to the next page. Following these guidelines should eliminate errors that impede the entry process.

partner application form

1.Company Profile
Note: All fields marked with * are mandatory.

A. Company Name and Address

*Company Name
*Legal Name
*Street Address
*City   *Province/State Province
Postal/Zip Code   *Country Canada
*Telephone Number
Fax Number
Web URL

B. Principal Contact

*First Name   *Last Name
Title
*Telephone Number
*Email
Preferred Language ⦿ English   ◯ French

C. Company Description

Type of Business
☐ Consultant   ☐ Telus Authorized Dealership
☐ Hardware Vendor   ☐ Web Developer
☐ Internet Service Provider ☐ Consumer Content Provider
☐ Software Vendor   ☐ Games Provider
☐ Systems Integrator   ☐ Application Service Provider
☐ Value Added Reseller   ☐ Other (please describe)

Market Type
☐ B2B   ☐ B2C   ☐ OEM

Business Region
◯ Regional   ◯ National   ◯ Continental

Company Overview
Provide a brief description of your company, products and services

Wireless Data Expertise
Describe your experience in the development and marketing of wireless data solutions

A. Company Name and Address
This information is mandatory and will be posted on the portal.
Address: Please enter the physical address of your corporate headquarters (or Canadian office), rather than mailing address.
Telephone and fax numbers: Accepts only 10 numeric digits; without dashes, brackets, spaces or dots. Please enter your main corporate number or number to your sales team.
Web URL: Please use the format: http://www.companyname.com and include only one site. This link will be posted on the portal. We suggest that this link go to your home page or to the specific web page of your wireless application or product.

B. Principal Contact
This information is mandatory. This person you list should be the person that TELUS Mobility will contact to discuss co-marketing under the Data Alliance Program.
Telephone number: Same requirements as above. If you do not have direct dial numbers, enter the main switchboard number. The field will not accept an extension.

C. Company Description
This section is mandatory. Please click the box or boxes that best describe your company. Selections will be used by the portal's search function.
Company overview: Overview will be posted on the portal. Content must be 2,000 characters or less, including blanks. Focus should be your company not its products, including such things as: date company established, size of company, overall corporate direction by market/industry and product/service, location of offices, strategic partnerships, awards or expertise recognized in your industry, size of existing client base, etc.
Wireless data expertise: Content must be 2,000 characters or less, including blanks.   It should outline your company's experience with established clients transmitting data over a wireless network. Individual experience with wireless technologies, devices, middle-ware and software supporting mobile workers in "real" time is relevant.

2. Additional Company Information

A. In General

Years in Business [ ]
Annual Revenue [ ]
Branch Offices [ ]

B. Employees

Total [ ]	Technical [ ]	Support [ ]
Sales [ ]	Training [ ]	Marketing [ ]
Integration [ ]	Administration [ ]	Other [ ]

Technical Support
Describe your technical support capabilities and expertise. Do you outsource technical support? Please describe support process and how many levels of support can be expected?

[ ]

Support Materials
What other client support materials do you provide?

[ ]

C. Other Partnerships

Canada
☐ Bell Mobility ☐ Microcell ☐ Rogers ☐ Others

United States
☐ Cingular ☐ Motient ☐ Nextel ☐ Sprint PCS ☐ Verizon ☐ Others

Other Partnerships
Provide a brief description of any other partnership in which your organization participates.

[ ]

D. Sales Mix

What percentage of your revenue stream accrues from the following activities?
Note: At least one of the fields marked with ⁺ is required.

*Hardware [ ]	*News [ ]
*Advertising [ ]	*Integration [ ]
*Software [ ]	*Transaction Fees [ ]
*Training [ ]	*Subscription/Access Fees [ ]
*Support [ ]	*Other [ ]

Other Description

[ ]

E. Channel Distribution Mix

Channel Mix
Please use the following table to illustrate the distribution mix of you sales through various channels. Corporate refers to channels owned and managed by your organization. Outsourced refers to others authorized to sell your product.

	Corporate	Outsourced
Retail	[ ] %	[ ] %
Outbound Sales	[ ] %	[ ] %
Direct to Consumer	[ ] %	[ ] %
Resale	[ ] %	[ ] %

A. In General

Please identify location of main office in Canada (if different from entry on previous page) and all branch/sales offices.

B. Employees

In some companies, individuals perform more than one function. Intent is to gain an understanding of the breadth/depth of your organization in sales and most importantly providing support to clients.

Technical Support: Content must be 2,000 characters or less, including blanks. Content should cover technical support provided during sales cycle, pilots or trials, and ongoing support. Describe your training and support delivery model, covering: onsite or remote, fees or service model associated with support, hours of operation related to actual application use, response times, levels of support tiers, and expectations for clients to undertake frontline support for their users. Indicate whether support is provided by your company's employees or outsourced. If your solution uses elements supplied by other companies, what technical support arrangements exist and how can clients access them.

Support Materials: Content must be 2,000 characters or less, including blanks. Content should cover available sales and marketing tools such as brochures, presentations, client testimonials, Return on Investment calculations, demonstrations, and test accounts. It should also identify training materials and technical documentation on Application to support client use, particularly related to installation, ongoing use and troubleshooting.

C. Other Partnerships

Please click the box or boxes that apply to your company.

Other: Content must be 2,000 characters or less, including blanks. Please describe the nature and duration of partnerships fundamental to your Application or perceived as a key benefit due to expertise relevant to a service or industry. The nature of partnerships with carriers that compete with TELUS Mobility and its affiliates should be disclosed.

D. Sales Mix

Use numerical digits only without decimals or "%" sign. At least one field must contain a percentage number and the sum of all numbers entered must equal 100.

Other: Content must be 250 characters or less, including blanks.

E. Channel Distribution:

Given the focus of the Program, the most commonly used distribution channel of Partners is Corporate – Outbound Sales. The category "Corporate" refers to channels owned and managed by your organization; "Outsourced" refers to any other companies or individuals authorized to sell your product. The sum of all numbers entered across both categories must equal 100.

3. Product Profile

Note: All fields marked with * are mandatory.

A. Product Description

*Product Name [_____]

Product Category
- ⦿ Application
- ○ Information Service
- ○ Middleware
- ○ Hardware
- ○ Other Describe

[_____]

What language(s) do your application support?
- ☐ English ☐ French ☐ Other Specify [_____]

*Product Description
Briefly describe your product or enclose product literature.

[_____]

Product Details
Briefly describe your product or enclose product literature. Is it hosted? How is security addressed?

[_____]

B. Solution Categories

- ☐ Dispatch & Delivery
- ☐ Remote Network Access
- ☐ Supply Chain & Inventory Management
- ☐ Wireless Groupware
- ☐ Workforce Automation
- ☐ Other

- ☐ Project Management
- ☐ Remote Monitoring
- ☐ Vehicle Location & Asset Tracking
- ☐ Wireless Payment & Transactions

[_____]

A. Product Description

Product name: Mandatory and it will be used by the portal's search function. Please describe only one product

Product category: Please click the single box that best suits your wireless service. Selection will be used by the portal's search function.

Product description: Mandatory. Content must be 250 characters or less, including blanks. It will be posted on the portal: on your company's profile page, and with alternative application descriptions from a search on your solution category. A clear, succinct description is critical.

Product Details: Content must be 2,000 characters or less, including blanks. It will be posted on the portal. Please cover: wireless/mobile component; components used by departments in an office environment; components of the base solution and additional modules that integrate to meet specific client needs; required devices, systems or technology; how security is addressed; customization options; target markets or industries most likely to benefit; etc. Identify the prime factor differentiating your solution from others or motivating clients to adopt your product, relative to your installed client base.

B. Solution Categories

Please click the box or boxes that apply to your company. Selections will be used by the portal's search function. A product usually fits only one category, but there are a few exceptions.

Vehicle Location & Asset Tracking: Monitor/track people or assets that are mobile using a Global Position System (GPS) device so their locations are visible on a computerize map in an office. May have other features to obtain field data and handle back-office requirements.

Remote Monitoring: Monitor assets or equipment rather than people. Remote device recognizes/communicates critical events to designated person or uses remotely entered commands to operate equipment.

Dispatch & Delivery: Provide real-time, two-way communications between a mobile worker and dispatcher about current job status, instructions to complete job, and dispatching the next job based on "location" of the current job. Many have back-office systems supporting client billing, reporting, productivity monitoring, inventory, etc.

Supply Chain & Inventory Management: Similar to Dispatch & Delivery, but with extensive back-office components for inventory management. Used by companies and key suppliers to do just-in-time deliveries.

Workforce Automation: Supports specific tasks done by a field worker or provides a tailored interface to corporate systems to do key activities away from the office. Includes wireless Customer Relationship Management or CRM where mobile worker is typically not "dispatched".

Project Management: Records hours and tasks related to jobs or cost centers. Input is done when task is completed or at set times to yield real-time information on job status. Eliminates paper forms and data is easily imported to other applications, such as billing or payroll.

Wireless Payment & Transactions: Covers two services: a) method of approving and communicating credit/debit information for the payment for a field service; b) wireless transmission of ATM transactions giving a processor the ability to rapidly deploy an ATM to a site.

Wireless GroupWare: Enables secure access to emails, contacts, calendars, etc., in real time with synchronization and remote management (Personal Information Management – PIM). Used by all industries benefiting office staff as well as mobile workers.

Remote Network Access: Provides secure, wireless access to corporate systems, beyond PIM. Typically involves VPNs or middle-ware to control access, data transmissions, and synchronization.

C. Industry Type

- ☐ Building & Construction
- ☐ Finance & Insurance
- ☐ Government
- ☐ Manufacturing
- ☐ Public Safety
- ☐ Retail
- ☐ Service & Repair
- ☐ Trucking & Fleet
- ☐ Utilities & Resources
- ☐ Other

Any segment with remote or mobile workers, members of workgroups, those requiring remote access to information, or consumer segments that demand specific information and services...

D. Platform Supported

Client Platform
- ☐ Palm
- ☐ Pocket PC
- ☐ RIM
- ☐ Symbian
- ☐ Handheld PC
- ☐ J2ME
- ☐ Browser
- ☐ Modem based

Provide a brief description of any other platform your application supports.

Server Platform
- ☐ Apple
- ☐ Mainframe (S/390)
- ☐ HDML
- ☐ DOS
- ☐ Midrange (AS/400)
- ☐ WML
- ☐ Windows
- ☐ Unix
- ☐ XML

Provide a brief description of any other platform your application supports.

E. Wireless Network Supported

- ☐ Ardis
- ☐ GSM
- ☐ Private Networks
- ☐ CDMA
- ☐ iDEN
- ☐ Satellite
- ☐ CDPD
- ☐ Mobitex
- ☐ TDMA
- ☐ GPRS

Provide a brief description of any other wireless network your application supports.

F. Features and Benefits

Features
Please provide maxium 5 features of this product

Benefits
Please provide maxium 5 benefits of this product

G. Technical Requirements

Get Connected
Please decribe the required Rate plans

Getting Started
Please decribe the system requirements

Where to Subscribe
Please decribe the application contact

C. Industry Type

Please click the box or boxes that apply to your company. Selections will be used by the portal's search function. A product may suit several different industries. Industry types reflect Canadian Standard Industry Classifications (SIC), with the following subcategories:

Building & Construction: Construction

Finance & Insurance: Services, Financial institutions

Government: Ministries and departments in Federal, Provincial, Municipal governments and organizations in Health and Education

Manufacturing: High Tech, Food & Beverage, Steel

Public Safety: Public Safety, Emergency Services

Retail: Food & Beverage, Retail, Consumer Products, Automotive

Service & Repair: Food & Beverage, Retail, Consumer Products, Automotive

Trucking & Fleet: Wholesale Distributors (includes courier and delivery), Transportation

Utilities & Resources: Paper & Forest, Petrochemicals, Utilities, Mining

Other industries: Agricultural Products & Services, Media, Entertainment, Real Estate, other

D. Platform Supported

Please click the box or boxes that apply to your company. This information will be posted on the portal.

Client Platform: Means both the mobile device/handset to be used in the field and the operating system that runs on the intended mobile device. Applications for laptops or notebooks should be marked as modem-based.

Server Platform: Means the operating system required by the Application when interacting with mobile devices and running back-office components.

E. Wireless Network Supported

Please click the box or boxes that apply to your company. This information will be posted on the portal. Private network field for a data service includes 802.11.

F. Features & Benefits

Content of each field must be 250 characters or less, including blanks. This information will be posted on the portal. Space has been provided for 5 key features and 5 key benefits of your solution.

Features: Please list the features clients perceive as mandatory, as well as standard features offering most benefit and custom options.

Benefits: Benefits are different from features. Please list the results – tangible and intangible – clients should gain from using your solution.

G. Technical Requirements

Content of each field must be 250 characters or less, including blanks. The information will be posted on the portal.

Get connected: Describe the wireless components, network of choice, device, required service and minimum monthly data volumes.

Getting started: Describe computer hardware and software systems, Internet connections, and Partner-supplied mobile devices required in operating the application.

Where to subscribe: Please leave blank.

4. Additional Product Information

Note: All fields marked with * are mandatory.

A. Business Contribution

Business Model
Please describe your business model used to plan product initiatives. Is your business yet profitable? When do you forecast profitability?

Price Structure
Please describe the price structure of your product offering. Are there multiple price tiers? What are benefits at each price point?

Sales Forecast (Required)
Please provide a forecast of your wireless data sales, or revenues from installed base of users, for the current year.

*Product Sales $ [_____]

*Number of Wireless Subscribers [_____]

B. Product Readiness

Is your product commercially available? (Required)
○ Yes*   ○ No*

Will you require development assistance? (Required)
○ Yes*   ○ No*

If yes, briefly describe your requirements.

5. Internal Contacts

Please provide any additional contacts.

Role [Technical ▾]
First Name [_____]   Last Name [_____]
Title [_____]
Telephone Number [_____]
Email [_____]
Preferred Language ◉ English   ○ French

Role [Technical ▾]
First Name [_____]   Last Name [_____]
Title [_____]
Telephone Number [_____]
Email [_____]
Preferred Language ◉ English   ○ French

Role [Technical ▾]
First Name [_____]   Last Name [_____]
Title [_____]
Telephone Number [_____]

A. Business Contribution

Business Model: Content must be 2,000 characters or less, including blanks. Describe your overall business strategy or roadmap related to sales and marketing programs, product enhancement and new product development. Please identify whether your company is profitable or when your forecast being profitable.

Price Structure: Content must be 2,000 characters or less, including blanks. Describe the full pricing of your application solution, as presented to clients in Canadian dollars (please use the exchange rate of $.62 US / $1.00 Canadian). Indicate whether the following fees are charged per each mobile unit or charged on a different basis (specify): one-time start-up and/or installation costs; annual fees such as licensing fees; monthly fees; hardware costs; maintenance and support agreement fees, discount structure based on volumes sold; customization fees; and other.

Sales Forecast: This information is mandatory. Please provide numbers in Canadian Dollars. For companies that do not use Canadian dollars for accounting, please use the exchange rate of $.62 US / $1.00 Canadian.

B. Product Readiness
This information is mandatory.
Development assistance: Content must be 2,000 characters or less, including blanks.

5. INTERNAL CONTACTS
Please name key members of your team who will work with the TELUS Mobility team to deliver complete solutions to clients. Five spaces are provided for sales, marketing and technical individuals.

Telephone number: Same requirements as above. If you do not have direct dial numbers, enter the main switchboard number. The field will not accept an extension.

6. Other Information

Note: All fields marked with * are mandatory.

Customer References
Please provide at least two (2) customer references.

Company 1 [_____]
First Name [_____] Last Name [_____]
Telephone Number [_____]

Company 2 [_____]
First Name [_____] Last Name [_____]
Telephone Number [_____]

Credit Check (Required)
Do you authorize TELUS Mobility to perform a credit check on your organization for business purposes?

◯ Yes*   ◯ No*

Thank you for taking the time to complete this application. If you have any additional comments for us, or additional information that you would like us to know at this time, please indicate in the space below.

[_____]

Completed by: (Required)

*First Name [_____] *Last Name [_____]
Title [_____]
*Telephone Number [_____]
*Email [_____]
Preferred Language ◉ English   ◯ French

[‹ Previous Page]   [Clear Page]   [SUBMIT APPLICATION]

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6. OTHER INFORMATION

Customer references: Please provide contact names for at least 2 customers who use the product described above in their daily business operations. The named individuals ideally would have been involved in or would be familiar with their company's decision-making processes to purchase your company's solution as well its installation and ongoing use. During the due diligence process undertaken with successful Application Partners, these individuals may be contacted; therefore we assume

these individuals have previously been asked to serve as your reference account.

Credit checks: These are typically only performed on companies applying to be dealers where TELUS Mobility and the company have direct financial dealings. Such dealings are not expected for Associate Application Partners.

Completed by: A receipt for your application by the on-line system should be sent to the listed email address within an hour of being submitted. It will include a tracking number for you to inquire into the status of your Application form.

Telephone number: Same requirements as before. If you do not have direct dial numbers, enter the main switchboard number. The field will not accept an extension.

What happens next?

Using the tracking number supplied by email, you can inquire about the status of your Application form through the portal, http://alliance.telusmobility.com. You will need to input both your tracking number and company name.

There are three stages to evaluating your Application form. Each stage typically requires 2 weeks. Once your Application Form has been processed, a Data Alliance Program Prime will contact the Principal identified in Section 1B.

The success of this Program is measured by the adoption of wireless technologies by our clients. This means we work closely with each Data Application Partner and we are limited in the number of partners from each area we can accept to the program. Not all applicants within each solution category will be accepted. Companies with an established client base (especially those already using TELUS Mobility networks) and those filling a unique niche with a compelling value proposition are given a priority. It is also our intent to have solutions that work on all three of our data networks (iDEN, CDMA-1X and CDPD) using a range of compatible devices that meet different market and industry needs.

When a new Partner is accepted as an Associate member and introduced to our Channels, the Principal Contact is given access to the member-only section of the portal and they then grant access to key sales, marketing and support persons in their company. Member access is given only to our Channel and other Alliance Partners, who use the discussion forum and lead generation processes to develop and pursue sales opportunities.

At TELUS Mobility, we aim to remain the leader in wireless data services, providing complete end-to-end business solutions to our clients through our Alliance Program Partnerships. Data Application Partners are a vital part of this strategy. By focusing on key vertical markets, Data Application partners are solution and industry experts. Together we will support clients' efforts to make the best use wireless technology within their business.