

Controlled company information - internal use only



**CARESTREAM DEALER CHANNEL PARTNER
 PARTNERSHIP PLAN**
 For
XXXX Business Partner
 by
Mark Stewart
UK & Ireland Business Partner Manager.

Company:	XXXX Business Partner	Tel:	01-234-5678
Address:	XXXX Business Partner Address	Fax:	01-234-5679
City:	XXXX Business Partner City	Website:	www.xxxxbusinesspartner.com
Zip:	XXXX Business Partner Postcode	Email:	sales@XXXX.com

Period from:	Month 2014	To:	Month 2015
---------------------	------------	------------	------------

1.	SIGNATURES
----	------------

Partner Signatures:		Carestream Signatures:	
XXXX	CEO	Charlie McCaffrey	Region GM
YYYYY	Sales Manager	Mark Stewart	Channel Manager/BDM

Controlled company information - internal use only

ZZZZZ	Service Manager	John Rayner	Service Manager
-------	-----------------	-------------	-----------------

2.	BUSINESS OBJECTIVES
----	----------------------------

A. BUSINESS OBJECTIVES OF THE PARTNER

1.	<ul style="list-style-type: none"> • <i>Keep all employees and remain with a positive EFO (earnings from Operations). For 2014.</i> • <i>Grow SOM in Country X by generating Y amount of revenue and Z amount of EFO.</i> • <i>Become a supplier for the Government Health Department's Supply Framework in 2015</i> • <i>Win service provider of the year in Country X in 2014</i> • <i>Grow revenue by further X% by attracting 2 more suppliers in 2014</i>
----	---

B. AGREED BUSINESS OBJECTIVES OF THIS PARTNERSHIP

1.	<ul style="list-style-type: none"> • <i>Service . – Have clear plan of how to maintain and grow the current and future install base and provide a service solution which is transparent to XXX Business Partner, Carestream and ultimately the customer.</i> • <i>XXX Business Partner to increase knowledge and ownership of the complete sales process (apps/project management/sales /service)</i> • <i>Closing X DR sales in 2014 with one support visit from sales specialist.</i> • <i>Implement first DR installation with support from Carestream Apps and perform second installation and all future installations unaided by Carestream</i> • <i>Maintain service revenue at xxxxE</i>
----	---

Controlled company information - internal use only

3.	THE FOCUS OF THE PARTNERSHIP
-----------	-------------------------------------

a) Identify the key markets you will focus on. This defines where Carestream will support the partner.

Product Line	Authorized sales area	Customer Segment
<i>Full Carestream product Portfolio.</i>	<i>Country X and Country Y.</i>	<i>All medical market. Chiro market. No Vet sales.</i>
<i>First Line Service support for XRS equipment.</i>	<i>Country X and Country Y.</i>	<i>All medical market and includes new sales and install base.</i>

b) Products and Services to be sold.

Authorized Carestream Products	Authorized Carestream Services	Partners own products and services	Other Products and Services sold by Partner
DirectView and Vita CR and associated software	Installation, applications and post warranty service	Service department for multi vendor contract in Country X	NDT
DRX Portfolio and associated software	Installation, applications and post warranty service		X-Ray uniforms
HCIS	Currently acting as broker Carestream provide all install, apps and service.		AAAAs CR, BBBBs PACS.

Controlled company information - internal use only

MFAPS	Collect orders from customers and distribute orders.		National Contract for dosimetry monitoring.
			Consumable business including ultrasound gel, Batteries, lead aprons etc.

Controlled company information - internal use only

c) Business Opportunities and Value Propositions on which the partnership will focus.

Business opportunity description	Joint Carestream/Partner Value Proposition to Customer(s)	Target \$ revenue First Year	Target revenue annually thereafter
DR room sales in Country X	By using the XXXX Business Partners Imaging solution, x-ray departments will replace existing analogue/CR solutions with a new DR room. This will streamline the imaging time for each patient examination whilst also providing a better working environment for the radiography staff. Examination time can be cut which will further enhance the prospects of reducing hospital waiting lists.	€A million	€Bk
DR Mobile sales in Country X	By using the XXXX Business Partners imaging solution for mobile radiography x-ray departments will be able to provide a faster and more efficient bedside imaging service. Images can be automatically viewed at the bedside within 6 seconds	€Ck	€Dk
Grow Revenue by introducing CR Vita/Image Suite V4 sales campaign to Chiro market In Country Y to secure incremental growth of 5 Vita LE systems in 2014.	By using XXXX Business Partners Imaging solution, Chiropractors will be able to digitalise their imaging service enabling them to provide a streamlined faster and more accurate diagnosis with a measurable improvement in customer satisfaction. Images available instantly with the ability transfer images electronically and provide the images to the patient. All this can be done at the customer consultation.	€Ek	€Fk

4.

MARKET ANALYSIS**Healthcare Industry Overview**

- General description of management of Healthcare and Funding in the country
- Who are the major Healthcare providers in the country (Public and Private)
- Total Healthcare Market Size
- Medical Equipment and Services Market Size
- Medical Equipment and Services Budget

Carestream and Customer Overview

- Customer Segments, Number of Hospitals, Beds, installed base in the country
- Analysis geographical coverage in the country, major cities, major hospitals - SWOT
- Analysis of customer segment coverage (public, private, clinics, small, medium, universities) – SWOT
- Carestream Installed Base

Controlled company information - internal use only

Market Share Summary

	Carestream	Siemens	GE	Philips	Fuji	Agfa	Konica	Others (specify)
2013	%	%	%	%	%	%	%	%
2014	%	%	%	%	%	%	%	%
2015	%	%	%	%	%	%	%	%

Market Share by Product/Service Line (Current Year)

	Carestream	Siemens	GE	Philips	Fuji	Agfa	Konica	Others (specify)
CR	%	%	%	%	%	%	%	%
DR	%	%	%	%	%	%	%	%
HCIS	%	%	%	%	%	%	%	%
Film	%	%	%	%	%	%	%	%
Service	%	%	%	%	%	%	%	%
other	%	%	%	%	%	%	%	%

5.	RESOURCING PLAN TO ACHIEVE BUSINESS OBJECTIVES AND TARGETS
-----------	---

A. Staff committed to the Carestream Plan (Partner and CARESTREAM staff).

Role	Name	Brief job description
Carestream BP manager	Mark Stewart	Business partner for UK and Ireland responsible for Y partners.
DR Sales specialist	Martin Stewart	DR sales specialist for UK/Ire and Netherlands
Service Manager	Chris Taylor	Northern Cluster Service Manager
Cluster Manager	Charlie McCaffrey	Cluster Manager North
UK Sales manager	Jason Barron	UK and Ireland Sales manager
Customer Order Service	Wendy Tiller	Lead to order
HCIS sales specialist	Andrew Robson	HCIS sales specialist for UK.
XXXX Business Partner Managing Director		
XXXX Business Partner Sales Operation Manager		
XXXX Business Partner Service Manager		
XXXX Business Partner Key account manager		

B. Recruitment plans.

Controlled company information - internal use only

Position	Brief job description	Target date for recruitment
<i>i.e. job title</i>	<i>What do you want these new hires to do?</i>	<i>Month, year</i>
Service Engineer	Provide installation post warranty service for new and existing install base.	??
HCIS Engineer	Plan, install and maintain new HCIS installations	??

C. Training plans

Name	Planned training courses	Training completed date
	<i>Carestream specific product, sales or service training</i>	<i>Month, year</i>
Name	DR and DRX service and sales training	December 2013
Name	Carestream product portfolio update- to include quantum update, V5.7 and Image Suite V4 software.	Tbd - ?Feb 2014.

D. Certification plans

Name	Role	Certification plan	Date	Certification completed date

E. Carestream Compliance Training

Controlled company information - internal use only

Names of Partner staff who have completed CSH Compliance training	Date Completed	Names of Partner staff who still need to complete CSH Compliance training	Planned Training completed date

F. Partner Organization Chart
<p><i><Insert Org Chart of the partner></i></p>

G. Detailed marketing plans

G.	ANNUAL MARKETING PLAN
-----------	------------------------------

Carestream and the Partner will define and execute the following Marketing Plan to ensure the successful positioning and generation of demand in the Territory. All activities should support the business objectives defined in the Plan. A quarterly marketing plan must be agreed each quarter.

Seminars or Webinars												
Line of Business	Seminar Theme	Bus. Opp. Supported	Date	Attendees		# Mailers		# Tele-calls		Help required from CARESTREAM	Cost	
				Plan	Actual	Plan	Sent	Plan	Actual		Plan	Actual

Advertising							
Line of Business	Advertising Theme	Bus. Opp. supported	Medium	Date	Help required from Carestream	Cost	
						Plan	Actual

Trade Shows and participation in Carestream organized shows								
Line of Business	Show Name	Bus.Opp. Supported	Location	Manage/Attend	Date	Help required from Carestream	Cost	
							Plan	Actual

Controlled company information - internal use only

Direct Mail							
Line of Business	Mailer	Bus. Opp. supported	Target Number	Date	Help required from Carestream	Cost	
						Plan	Actual

Telemarketing					
Target Mkt	Bus. Opp.	Theme	Target Number	Date	Fulfilment actions

6.	CARESTREAM SALES PLAN
-----------	------------------------------

Last year's actual Carestream Revenue:	€Xk	This year's forecast Carestream Revenue:	€X million
--	-----	--	------------

Period	Committed Carestream Revenue (Sales Target)	Partner additional costs (costs of sales etc)	Total Partner Sales Revenue	Partner Gross Margin
1Q	€Xmillion	Other costs to the partner (importation, financing etc)	What the partner invoices to their customers	Total revenue – (Carestream revenue + additional costs)
2Q	€Xk			
3Q	€Xk			
4Q	€Xk			
Total	€Xmillion			

Controlled company information - internal use only

7.	INDIVIDUAL PRODUCT/SERVICE SALES TARGETS
-----------	---

These are the annual targets for each product line:

Product	Volume / # Units	Average sales price/unit	Committed Carestream Sales Revenue	Partner additional costs	Total Partner Sales Revenue	Partner Gross Margin
DRX Evo	X	€Xk				
DRX Revo	X	€Xk				
CR	X	€XK				
MFAPS	X,000 SQM	€XK				





Service	Volume / # Units	Average sales price/unit	Committed Carestream Sales Revenue	Partner additional costs	Total Partner Sales Revenue	Partner Gross Margin

Controlled company information - internal use only

8. AGREED KEY ACTIVITIES CALENDAR

Insert the key activities that you are planning in each quarter to support each of the key product or service business areas

	Q1	Q2	Q3	Q4
CR				
DR				
HCIS				
Film				
Service				
Other?				

Produce a Heat Map		Business As Usual		High Priority		Medium Priority		Low Priority
--------------------	---	-------------------	---	---------------	---	-----------------	---	--------------

Controlled company information - internal use only

9.	MEASURES OF SUCCESS
-----------	----------------------------

Both parties will work to make this partnership a success and to achieve the financial goals contained in this plan. In addition we will each use the following criteria as our measures of success for this partnership.

Success Measure/Criteria	Goal	Description

10.	REVIEW SCHEDULE
------------	------------------------

We will aim to review this plan quarterly in order that both parties to measure progress and make any necessary adjustments. Dates will be reconfirmed prior to each review.

Planned review date	Location	Meeting Participants
March 2014	XXXX Business Partner Premises	Mark Stewart, XXXX, YYYY
June 2014	Hemel Hempstead	Mark Stewart, XXXX, YYYY
Sept 2014	XXXX Business Partner	Mark Stewart, XXXX, YYYY
November 2014	Hemel Hempstead	Mark Stewart, XXXX, YYYY – plus additional members of management team, service and sales support.

Controlled company information - internal use only

11. FINANCIAL SUMMARY SPREADSHEET (Annual Partner P&L)

					please fill blue cells					
Partner P&L \$K	Q1	Q2	Q3	Q4	Year 1	Year 2	%Growth	Year 3	% Growth	Comment / Assumptions
1 Revenue										
Product Sales	100	100	100	100	400	460	15%	552	20%	Explain growth rates
Media Sales	150	150	150	150	600	618	3%	630	2%	
Service Sales	50	50	50	50	200	210	5%	223	6%	
Total Revenue	300	300	300	300	1200	1288	7%	1405	9%	
2 Product Cost										
Carestream Product	80	80	80	80	320	368	15%	442	20%	Pricing Assumptions
Carestream Media	100	100	100	100	400	412	3%	420	2%	
Carestream Services	20	20	20	20	80	84	5%	89	6%	
Carestream Parts	5	5	5	5	20	21	5%	22	6%	
Total Carestream Purchases	205	205	205	205	800	885	11%	973	10%	
3 Partner Supply Chain Cost										
Registration	5	5	3	5	18	19	5%	20	7%	Key cost drivers
Duties and Importation	5	5	3	5	18	19	5%	20	7%	
Transportation	5	5	3	5	18	19	5%	20	7%	
Warehousing	5	5	3	5	18	19	5%	20	7%	
Other / Explain	5	5	3	5	18	19	5%	20	7%	
Total Supply Chain Cost	25	25	15	25	90	95	5%	101	7%	
4 Partner Service Cost										

Controlled company information - internal use only

Salary and Benefits	10	10	10	10	40	41	3%	42	3%	Number of dedicated Resources
Travel	5	5	5	5	20	20	2%	21	2%	Assumptions
Service Training	2	7	8	1	18	19	5%	20	5%	
Service Tools	1	3	1	3	8	8	0%	8	0%	
Other	1	1	1	1	4	4	2%	4	2%	Explain
Total Service Cost	19	26	25	20	90	93	3%	95	3%	
Total Cost of Goods Sold	249	256	245	250	1000	1072	7%	1170	9%	
% of Revenue	83%	85%	82%	83%	83%	83%		83%		
Gross Margin	51	44	55	50	200	216	8%	235	9%	
% of Revenue	17%	15%	18%	17%	17%	17%		17%		
5 Partner Selling and General Admin Cost										
Sales Salary and Benefits	20	20	20	20	80	82	3%	85	3%	Number of dedicated resources
Sales Training	5	5	5	5	20	20	2%	21	1%	
Marketing Programs	2	7	8	1	18	18	1%	18	1%	See investment plan
Special Investments	1	3	1	3	8	8	1%	8	1%	See investment plan
General Admin Cost	1	1	1	1	4	4	1%	4	1%	
Financial Cost	1	1	1	1	4	4	1%	4	1%	Interest cost, Partner financing cost, list assumptions
Total SG&A	30	37	36	31	134	137	2%	140	2%	
% of Revenue	10%	12%	12%	10%	11%	11%	-5%	10%	-6%	
Total Partner Operating Profit	21	7	19	19	66	79	19%	95	21%	
% of Revenue	7%	2%	6%	6%	6%	6%		7%		