



## Countr Developer Manifesto

We carefully consider our developers prior to deciding to build an integration together. Of course every scenario is different, but these are the requirements and benefits that usually apply to our developer program. If you have a question, don't hesitate to contact us at [support@countrhq.com](mailto:support@countrhq.com)

DEVELOPER CRITERIA		
N	Criterion	Description
1	<b>ENTITY</b>	Your business is a registered corporate entity.
2	<b>SUPPORT</b>	You have a procedure in place for handling customer complaints and technical questions.
3	<b>BRANDING</b>	You promote and act as brand champion in marketing initiatives.
4	<b>PERSONNEL</b>	You have a sufficient sales and technical team, with the skills and experience: <ul style="list-style-type: none"><li>- to support registered end-users;</li><li>- for communication in English with Countr;</li><li>- to provide second- and third-level support for customer queries &amp; set-up.</li></ul>
5	<b>COMMUNICATION</b>	The Countr logo is displayed on your website, at your showroom and other applicable locations.
6	<b>GROWTH POTENTIAL</b>	You are capable of keeping pace with any anticipated growth.
7	<b>SUCCESSION PLANNING</b>	Arrangements are in place to continue partnership in case of retirement or death of developer principal.
8	<b>OVERALL</b>	Your goals, operating philosophies and business practices mesh with those of Countr. Possession of, and familiarity with, the technology are required to do business together most efficiently.
9	<b>MARKET STRATEGY &amp; APPROACH</b>	A market strategy and plan for sales of the joint Countr developer offering that demonstrates that you will offer benefits through the provision of a service which will: <ul style="list-style-type: none"><li>- Offer a selling proposition to the market that will maximize the sales of Countr;</li><li>- Add value to the core offering by incorporating it within an overall service which is attractive to potential customers;</li><li>- Knowledge of, and customer contacts in, Countr market segments (including, but not limited to, Retail, HoReCa, eCommerce).</li></ul>
10	<b>INTELLECTUAL PROPERTY</b>	You have the ability to apply and protect the intellectual property, including copyright, in Countr in accordance with national and international law.
11	<b>LEGAL</b>	No current and relevant legal disputes at the time of application.

<b>DEVELOPER BENEFITS</b>		
<b>N</b>	<b>Criterion</b>	<b>Description</b>
<b>1</b>	<b>SUPPORT</b>	Benefit from first-level technical support from Countr to end customers using the joint offering.
<b>2</b>	<b>INITIATIVES</b>	Participate in initiatives within the country(-ies) of co-operation.
<b>3</b>	<b>MARKETING</b>	Benefit from joint marketing campaigns within the country(ies) of co-operation.
<b>4</b>	<b>ADVERTISING</b>	Benefit from online advertising on Countr developer website.
<b>5</b>	<b>RESOURCE CENTER</b>	Have access to a resource center with latest Countr information, customer training videos, product updates and more.
<b>6</b>	<b>DISTRIBUTION</b>	Benefit from distribution via the Countr marketplace/app store.
<b>7</b>	<b>EVENTS</b>	Benefit from co-events, co-presentations, and co-exhibitions when relevant/applicable.
<b>9</b>	<b>EASY ACCESS</b>	Easy access to our data streams via our API, built on REST principles and an oAuth2 mechanism.