


## **“The Concept”**

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## **Introduction**

The Acnode Group concept entails the formation of a brand to which various IT related companies belong where they can share resources and products in different geographical regions on a more competitive scale. The idea is to provide a synergistic working relationship between companies that will enable its members to become more effective in what they do. It was created with the following criteria in mind:

- All products must be IT related
- Larger geographical coverage with minimal capital outlay for members
- Larger product base that will enable the members to provide a broader IT solution to their customers
- Marketing or work done by one member will benefit the other members indirectly.

## **1. Marketing and Branding**

Various logos are available for members to use:

- Acnode Group Logo
- Member of the Acnode Group Logo
- Acnode Group Web site banner

Brochure templates are available for members to use when listing their products. These brochures can be emailed to all the customers that exist on the Acnode Group database on request.

The Acnode Group will also send out newsletters highlighting the latest events and offerings on a regular basis.

A fully functional product database is available for members to maintain which enables them to customize each product that they will sell online.

Customers will have the ability to purchase products made available by members on the Acnode Group web site.

All keywords of the member's services and products will be made available on all search engines by the Acnode Group team.



## **2. Products and Services evaluation**

All products and services offered through the Acnode Group will be evaluated by the administration of the Acnode Group before it is offered as a service or product of the Acnode Group. Criteria that will be used to evaluate the product will be:

- Competition between members
- Feasibility of the product
- Product offering

## **3. Resource sharing vehicles and methods**

This is the main focus of the Acnode Group concept. Resources, such as technical support, development expertise, etc will be shared between companies. A process will be put into place on the web site that will enable members to track the process.

## **4. Code of conduct**

- Members will be honest, courteous and professional in their behaviour and conduct.
- Members will be required to be open and honest with regards to all transactions between members of the Acnode Group.
- The administration of the Acnode Group should be made aware of any disputes between members.

## **5. Referral Fees**

Referral fees will be paid over from one member to another for work received as a result of other member's efforts. Referral fees will be determined by the member offering the product and will be determined at their own discretion.

## **6. Service Fees**

A service fee be charged on all work done through the Acnode Group. This will be used to cover marketing, development and branding expenditures. If company "A" does work for company "B" and both are members, a percentage of the invoice to the customer will be paid to the Acnode Group as a service fee for the transaction. In the event of an ongoing contract, a percentage of the contract value will be paid to the Acnode Group.

The service fee will be determined per product type and may vary.

For more information on the Acnode Group please call or email us. You can also visit our website.