

## Alert White Label Service – Reseller Registration Form

Becoming a reseller of our Alert White Label Service (the “White Label Service”) is easy. Simply fill in the blanks in this Registration Form and return the signed form to MicroStrategy by email to [registration@alert.com](mailto:registration@alert.com) or by fax to +1 (703) 873-1167. Once your Registration Form has been accepted by MicroStrategy (we/us), your registration as a reseller will be complete, and by following the steps set forth below, you will be able make the White Label Service available on a resale basis to your Customers (as defined in the Registration Terms).

**Service:** The White Label Service is designed to provide customers with a mobile platform-based application on a white label basis that customers can use to direct offers, promotions and other content to end users of the application (the “White Label Application”). The White Label Application runs on the Android and iOS operating systems. The specific features that we will make available for use by customers of the White Label Application are described in [Exhibit A](#) (as such exhibit may be updated by us from time to time). Content that customers provide through the White Label Application will also be made available to end users of our Alert Network Application (the “Alert Application”) who have “Liked” the Customer’s Facebook page (together with end users of the White Label Application, “End Users”), to the extent such data is compatible with the Alert Application and we maintain sharing of such content between the applications.

**Resale Process:** To resell the White Label Service to a prospect you have identified, you will need to follow the “Resale Process” set forth in the Resale Registration Terms found at [www.microstrategy.com/resale-registration-terms-awl](http://www.microstrategy.com/resale-registration-terms-awl) (the “Resale Registration Terms”). Before we can make the White Label Service available to a prospect, you will need to complete all three steps in the Resale Process. After completing the Resale Process, the White Label Service will be made available to your prospect once we provide you the Activation Email (as described in the Resale Process). You can terminate the White Label Service for any Customer by following the “Termination Process” set forth in the Resale Registration Terms.

**Prices:** You will pay us a royalty fee equal to thirty percent (30%) of all amounts charged by you to the Customer in connection with the White Label Service. The pricing in effect as of the date you submit your Application Registration Form for an Application (as described in the Resale Process) will remain in effect during the Application Term (as defined in the Activation Request) for such Application.

**Acceptance:** If we accept this Registration Form, we will send you an email to the address you provide in the Communications section below to notify you of our acceptance and you will be eligible to resell the White Label Service for a period of twelve (12) months from the date of such email, with such period automatically renewing for additional twelve (12) month terms. This Registration Form, your resale of the White Label Service and your and your Customer’s use of the White Label Service are subject to terms and conditions which may be modified by us from time to time and are found at [www.microstrategy.com/gateway-wisdom-awl-reseller-terms](http://www.microstrategy.com/gateway-wisdom-awl-reseller-terms) (the “Terms and Conditions”).

**Communications:** We will send you invoices to the billing address and notices and other communications to the mail address or email address provided by you below.

Contact Name: \_\_\_\_\_ Tel. #: \_\_\_\_\_ Email Address: \_\_\_\_\_  
Mail Address: \_\_\_\_\_ Billing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Registration Form submitted by:

Company Name (you): \_\_\_\_\_

Signature: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

**MicroStrategy** Alert  
White Label Service

## Exhibit A

# White Label Application Feature List

## I. Core Features

### 1. Inbox

The inbox is a core Alert tab that can receive Coupons, Vouchers, Tickets, and Messages published via the Alert CMS. As the Alert product continues to develop, additional product types could be made available. In rare cases, some product types may be deprecated from the CMS. When a product type is no longer available in the CMS, it will not be available for publishing to user inboxes.

#### (a) Coupons

The coupon product type is a voucher that entitles the holder to a discount off a particular product. Coupons will have a variety of fields available for population. These can include the discount amount, an image, a headline, descriptive text, and coupon qualification criteria.

#### (b) Voucher

The voucher product type is a product that the holder can purchase and then exchange for goods or services. Vouchers will have a variety of fields available for population. These can include the voucher price, an image, a headline, descriptive text, and voucher qualification criteria.

#### (c) Ticket

The ticket product type is a product that the holder can claim for entrance into an event. Tickets can be free, or have a price associated. Tickets will have a variety of fields available for population. These can include the event time and location, an image, a headline, descriptive text, and ticket qualification criteria.

#### (d) Message

The message product type is a product that allows the customer to send communication to an end-user notifying them about something of importance. The message product type can contain a link to another item published via the Alert CMS, or can contain a link to an externally available URL. Messages will have a variety of fields available for population. These can include an image, a headline, descriptive text, an action link, and the call to action text.

### 2. Wallet

The wallet tab houses items that end-users claimed/purchased items that were published to their inbox. The wallet can also house “receipts” that the customer can publish to end-users via the Alert CMS receipt publishing API.

### 3. Social

The social tab aggregates the Facebook status updates and Facebook events for a specified Facebook page.

### 4. Menu

The menu tab houses the various content items that the customer publishes via the Alert CMS. The menu is a hierarchical structure with a three-tiered structure. The menu contains Header Categories, Content Categories, and Content Items. The customer will be able to control the general structure, order, and content of their menu provided that the menu content conforms to the structural requirements of the Alert platform.

### 5. Store Locator

The customer can upload a file containing store locations to the Alert CMS. The file must conform to the prescribed format. End-users will be able to leverage their device’s GPS functionality to find the location nearest to them, and will be able to store their preferred location as a preference. This preferred location can then be used by the customer to customize web-pages that are exposed in the menu via the CMS.

## 6. Product Scanner

The Alert platform provides the ability for the end-user to invoke a barcode scanner, scan a UPC code, and have a customer-hosted web-page invoked.

## 7. Account Linking

The Alert platform supports the ability for an end-user to “link” or “associate” their Alert account with their customer-specific loyalty account. The platform provides a native interface that allows an end-user to provide their customer ID and various validation fields. To utilize account linking, the customer must provide a web-service that conforms to the Alert customer linking specification. This specification provides for linking existing accounts, as well as creating new accounts.

## 8. Segment Upload

In addition to using certain Facebook attributes for segment definition, the customer can also create segments (of linked users), which they can then upload to the Alert CMS. These segments can then be used for campaign definitions.

## 9. Delayed Authentication

The application can support delayed authentication. End users can experience certain anonymous functionality of the application. When the user wishes to access functionality that requires their identity, they will then be prompted to log in to Facebook.

# **II. Customizations**

Customization of the application will be limited to logos, textures, colors, tab icons, tab locations, tab names, and sharing messaging.