

VALUE ADDED RESELLER

APPLICATION FORM

# INTRODUCTION

**What is IC-ENC?**

The International Centre for ENCs (IC-ENC) represents a large number of national Hydrographic Offices (currently 40) who wish to offer a centralised and consistent database of Electronic Navigational Charts (ENCs) to the marketplace through appointed Value Added Resellers (VARs).

ENCs are the official electronic charting products produced and released by, or on behalf of, national hydrographic organisations. They are designed to be displayed on Electronic Chart Display and Information Systems (ECDIS) which are recognised under the relevant SOLAS regulations as being capable of meeting the chart carriage requirements for international shipping. So, unlike other electronic charts, ENCs and ECDIS can be used as the primary source of navigational information.

Operating as a regional ENC Co-ordination Centre (RENC), IC-ENC’s mission is to deliver to its member HOs a cost-effective service designed to meet the needs of the mariner and enhance safety at sea by providing high quality, fit-for-purpose ENCs that comply with IMO and IHO standards.

IC-ENC therefore validates the ENC data for consistency with the S-57 data transfer standard, and from this compiles a consistent ENC database which it makes widely available through its appointed VARs. These VARs are responsible for preparing the end-user services which include the ENCs, and distributing these services through their respective distribution chains. IC-ENC treats all VARs equally, providing the ENCs to all VARs on the same conditions and at the same price.

**What is IC-ENC looking for when appointing VARs?**

Given the primary role ENCs play in ship borne navigation and therefore the protection of safety of life at sea and protection of the maritime environment, IC-ENC must ensure that the distribution of ENCs is carefully managed. The selection and appointment of VARs is therefore carefully controlled.

To this end, IC-ENC has developed selection criteria that any potential VAR must be able to meet to be appointed. These criteria are freely available on the IC-ENC website ([www.ic-enc.org)](http://www.ic-enc.org)).

The criteria reflect the duties of a VAR as described in the standard VAR contract. They include:

* Putting together and bringing to market a service proposition which incorporates the ENC data and which offers end-users benefits over and above those which the applicant could also offer as a distributor of another VAR.
* Working diligently to protect and promote the interests of IC-ENC so that it can achieve its mission, and to procure the sales of ENCs.
* Maintaining, managing and keeping trained a distribution system to ensure the ENCs within the VAR’s service are widely available and presented to the customer in a professional manner.
* Suitably promoting the VAR service and in particular the ENCs contained within this service.
* Providing a catalogue which illustrates the ENCs that are currently available.
* Maintaining a current knowledge about maritime navigation, SOLAS regulations and technical advances in navigational products.
* Providing a weekly update service for the ENCs.
* Ensuring customers of the VAR’s service are suitably informed about how to use this service, and the restrictions that apply to the use of the licensed ENCs.
* Providing the necessary customer after sales support.
* Protecting the ENC data from unlicensed use through the implementation of a data security scheme.
* Storing the unprotected ENC data in a secure fashion.
* Providing IC-ENC with annual sales forecasts.
* Submitting accurate sales reports to IC-ENC.
* Maintaining a good payment record with IC-ENC.
* Protecting IC-ENC image and other copyrighted materials.

IC-ENC is therefore looking for companies who are capable of offering a secure and reliable service to the shipping industry that is designed to ensure the integrity of the ENC product through the distribution chain, and clearly distinguishes to customers the differences between official navigational products like ENCs and other products designed to be used as aids to navigation.

**What is the application process to become a VAR?**

The purpose of this application form is to allow companies who feel they share these values, and who are interested in becoming a VAR, to demonstrate how they meet the criteria for appointment, and that they are capable of undertaking the duties set out in the VAR contract.

The answers given in this application form will therefore form the basis upon which any application is granted in accordance with the terms and conditions of the VAR contract. Where a contract is signed, the content of the answers to this application will form the proposal upon which the contract is granted.

An independent panel made up of representatives of several of the co-operating national hydrographic offices that IC-ENC represents will assess applications against the published criteria, and decide on whether the VAR has satisfactorily demonstrated on paper that they meet the criteria for appointment.

If the independent panel is satisfied with the completed application, IC-ENC will then ask the company applying to conduct several straightforward “technical compliance” tests designed to physically demonstrate that the company is capable of offering a secure service where the integrity of the ENCs are ensured, and the ENCs are protected from unlicensed use.

Upon successful completion of these technical compliance tests, the company applying will be invited to sign the standard VAR contract, and therefore become an appointed VAR.

**How should I complete this form?**

If you feel that your company meets the criteria for appointment, and are interested in the distribution of ENCs, then please complete the application form below by inserting your typed answers in English within the boxes provided in each question.

You are welcome to enclose any supplementary information to support your typed answers which you believe may be useful during the assessment phase. Where you do enclose additional materials, please make clear references to them in your typed answers (e.g. brochure page number).

You are advised not to make reference to other sources of information in your application that are not attached with your completed application form (e.g. websites) unless this is just to give an indication of the types of activities your company undertakes. Where you rely on the content of the information contained within these other sources to support directly your application, you should provide printed copies with your application.

If you plan to offer a service where the ENCs are delivered in SENC (System ENC) format, you should note that in accordance with IHO resolutions you will still be required to offer a service where the ENCs are delivered in their original S57 transfer format. You should therefore answer the questions in the application form in terms of your plans for delivering your S57 service, and then highlight at the end of each question, as relevant, any differences in your answer as it would relate to your SENC delivered service. This is particularly important in the sections referring to data security and promotional activities.

**Where should I send my completed application?**

When you have completed your application, please send **FOUR** separately enclosed and numbered hard copies, together with the required supporting documentation for each copy.

You should send your 4 copies to the following address:

IC-ENC Commercial Manager (VAR Applications)

IC-ENC Office

Admiralty Way

Taunton

TA1 2DN

England

**Please Note:**

* This application form can be subject to change.
* This application form is not intended for use by companies wishing to reproduce the ENC data within separate derivative products, in other words where you wish to use the ENC data as a raw material to create new products. Please contact the respective national hydrographic authorities for a copyright licence in these instances.

1. **CONTACT INFORMATION**

|  |  |
| --- | --- |
| Company Name: |  |
| Contact Name: |  |
| Position in Company: |  |
| Address: |  |
| Country: |  |
| Post / Zip Code: |  |
| Telephone: |  |
| Fax: |  |
| E-Mail: |  |
| Website: |  |
| Company Registration Number |  |

## 2 CURRENT BUSINESS ACTIVITIES

* 1. Please give a brief outline of the work that your company is presently involved with, and enclose any corporate brochure you have available.

* 1. Please briefly describe any products and services that you presently sell which incorporate digital maritime navigational information, making it clear for how long you have been involved with these products and services, and whether these are products / services that your company has developed or which you distribute on behalf of another company. Enclose any product / service literature you have available.

* 1. Please briefly describe how you presently distribute the products and services that you described in question 2.2 above, and for how long you have been involved in such distribution.

* 1. Do you protect the digital products you described in question 2.2 above from piracy?

* 1. Please define how many people your company employs in each of the following areas:

|  |  |
| --- | --- |
| Digital Product / Service Development |  |
| Production of digital products / services |  |
| Marketing |  |
| Sales |  |
| Customer Service |  |
| Distribution Management |  |
| Finance |  |
| Other |  |

### MARKETING PLAN FOR ENCs

Please describe fully the service(s) you plan to make available which include the ENC data, following the structure of the questions below (submit a separate copy for each service you plan to develop, completing the relevant questions where the answers are different):

* 1. Please list which products other than the ENC data from IC-ENC that you plan to include in the service (don’t forget to list ENCs from other sources where applicable), naming the supplier you will use for these products.

* + 1. Make clear whether any of these products will be introduced at a later stage, and if they require distribution agreements that are still to be negotiated.

* + 1. Describe how you plan to position these other products with relation to the ENC data from IC-ENC in your promotion of the service.

* + 1. Explain how you perceive the inclusion of these particular additional products, and the way you have positioned them within your service, will help to maximise the sales of the ENC data from IC-ENC.

* + 1. Describe whether you intend to operate any particular sales rules where you have available to you different charting products covering the same geographical area.

* + 1. Describe what measures you will employ to ensure that non-ENC digital chart products cannot be confused with the ENC data when received by the end-user of the service.

* 1. VARs are required to include the IC-ENC logo on all media on which the ENC Data is contained. Please describe how you plan to articulate any brand name(s) / trademark(s) related to your service in relation to this IC-ENC logo.

* 1. The introduction to this form outlines the primary role ENCs play in ship borne navigation, and that IC-ENC is looking for companies who are able to clearly distinguish for customers the differences between official navigational products like ENCs and other products designed to be used as aids to navigation. Given this fact, please outline your intended promotional plan for your service using the structure below:
     1. What key messages do you wish to communicate?

* + 1. What are the target audiences for each of your messages?

* + 1. Which communication channels do you wish to use for each of your messages?

* + 1. How do you plan to describe the ENCs and other products in your service, particularly in terms of what these products have been designed to be used for, and their relative fitness for purpose?

* + 1. Will you make use of sales promotional tools such as demonstration licences for your sales teams and distributors, or trials licences for potential customers? If so how will these licenses be configured, and how many will be required?

* + 1. How do you perceive this overall promotional plan will help to maximise the sales of ENCs?

* 1. Please list the market segments that you plan to target for your service, and include an estimate of how many users from each segment you expect will purchase the ENC data from IC-ENC over the next 3 years.

|  |  |  |  |
| --- | --- | --- | --- |
| Market Segment | Year 1 | Year 2 | Year 3 |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

|  |  |
| --- | --- |
| Relevant Assumptions: |  |

* 1. Please describe the distribution methods that you plan to use to make the ENC data in your service widely available.

* + 1. Detail the regions and countries that will be covered by these methods, and include a list of any distributors / agents that you plan to use.

* + 1. Explain how these methods make the most of personnel with customer contacts within the shipping industry and who have experience and knowledge of selling navigational products to the shipping industry.

* + 1. Describe in what way your chosen distribution methods ensure that the ENC data are presented to customers in a professional manner.

* + 1. Describe how your selected distribution methods will maximise the potential sales of the service, and particularly the ENC data in the service.

* 1. Working on the basis that IC-ENC will sell ENC data in units (where a unit consists of ENC cells equivalent to the geographical area of a paper chart), and a unit (including updates) costs around $20 per year, using the format of questions below please describe the pricing and licensing structures you plan to offer customers for the ENC and other products within the Service, highlighting any differences in approach between products, with reasons why such differences have been adopted.
     1. What chart updating service option(s) will be available and will they be priced differently based on frequency?

* + 1. Will the basic charts and updates be sold as a single package, or priced separately?

* + 1. What subscription period(s) will be available?

* + 1. Will the ENC data be sold individually or grouped together as one inclusive price?

* + 1. Will the customer still have rights to continue using the ENC data he has subscribed to at the end of his subscription period?

* 1. Using the format of questions below, please describe how you will copy and distribute the protected ENC data within the service.
     1. Detail what type of media the ENC Data will be distributed on.

* + 1. Outline any rules you will adopt that determine the data content for the media that you will supply to customers.

* + 1. Describe whether you plan to include any media free data supply options such as remote access to data / security keys.

* + 1. Describe whether different supply options will be priced differently.

* + 1. Describe whether you plan to provide supplementary information to customers about the complement and status of the products they are receiving, along with the data, which makes your service more user-friendly.

* 1. Please outline the roles, responsibilities and numbers of people in your company who will be involved in the following activities. In each case, please briefly describe what experience and qualifications these individuals already have in conducting these activities for similar products and services, and how the infrastructure within your company has been designed to allow your staff to be successful in their work in these areas:
     1. Sales and marketing of the service.

* + 1. Management and support of the distribution system that you described in section 3.5 above.

* + 1. After sales customer support.

* + 1. Managing the provision of the weekly ENC update service.

* 1. Please outline the customer complaint procedure you will adopt for the service.

* 1. The introduction to this form outlines the primary role ENCs play in ship borne navigation, and that IC-ENC is looking for companies who are capable of offering a secure and reliable service to the shipping industry that is designed to ensure the integrity of the ENC product through the distribution chain. Given this fact please describe, with examples, how your selected methods for developing and providing the service to the marketplace will contribute towards maintaining the standards of quality of the service and integrity of the ENC data; and help to promote safety of life at sea.

* 1. Please name the individual(s) in your company who will become responsible for routine communication with IC-ENC, and who can communicate in English language. Include any contact details where different to that already given in Section 1 above.

* 1. Other than appointing distributors simply to market and sell your branded service as described in section 3.5 above, would you need to provide the ENC data to another company, acting as a sub-contractor, in order to complete some of the work to prepare your service for sale? If so please provide details (including name and address) about the company or companies you plan to use; describe the work that the company will undertake on your behalf; detail what contractual arrangement you will have with the company covering this work; and specify whether the company will receive the ENC before your data security measures (e.g. encryption) are applied to the ENCs.

## 4 DATA SECURITY

* 1. How will the unprotected ENC data be stored in your company?

|  |  |
| --- | --- |
| **Option** | **Maximum Number of Users** |
| Stand-alone PC(s) |  |
| Network |  |

* 1. What measures will be used to limit access to the unprotected ENC data and prevent unauthorised use of the ENC data both within your company and by individuals attempting to access the data stored in your company from outside your company? Please describe the experience and qualifications of the individual who will be responsible for these measures.

* 1. Where an International Hydrographic Organisation (IHO) adopted data security standard exists at the time of application, you will be required to offer ENC data within your service protected using this standard. Where you also plan to make use of another data security system which is already established in the marketplace, or where no adopted standard exists at the time of application, please define which security system you intend to use and confirm whether this system has been breached or not.

Please make clear:

* + 1. Whether the system supports selective data access or not, and if so at what level(s) will this be applied (e.g. one key per ENC cell, etc.).

* + 1. Which equipment manufacturers are already compatible with your proposed measures, and what order of magnitude of compatible systems which can also read the ENC S57 data format have already been sold (e.g. tens, hundreds, thousands, etc.).

* + 1. Will any of the other products that you plan to include in your service also be protected by this or by other measures?

* + 1. Will the measures limit access to the data to only on specific equipment installations?

* + 1. Will any data compression be included in the measures? If so, please confirm that this is a lossless compression.

* + 1. What type of support do you provide equipment manufacturers?

Please submit any relevant documents you have that outline the principles behind the data security scheme described above.

**Please note:** Before final appointment approval can be given, you will be required to secure some non-encrypted test ENC files in accordance with the measures described above, and provide the protected ENCs together with the relevant access keys and compatible display system to IC-ENC for review. This work must be successfully completed within 12 months of receipt of your completed application.

## 5 INTELLECTUAL PROPERTY RIGHTS

* 1. Please describe any legal cases related to intellectual property, including copyright, against any third party.

* 1. Where your company owns its own intellectual property, including copyright, is this intellectual property accounted for on your balance sheet, and please describe what measures you take to protect this property?

* 1. Please list any trade marks your company has registered.

* 1. If you will need to use or reproduce the ENC data for internal purposes in support of your business activities related to the service (e.g. illustrations within promotional material, technical development of service), please indicate how below.

## 6 TECHNICAL EXPERTISE

* 1. Please detail the knowledge and experience that your company has gained with regard to ENCs and specifically about the S57 data format.

* 1. Please describe what knowledge and experience your company has of electronic data exchange techniques. Does the company have dedicated communication lines for the transfer of data?

* 1. Please describe the IT / IS infrastructure and personnel within your company that will be employed to create, deliver and support the service.

Please include information on:

* + 1. The methods you would employ to check the integrity of the ENCs provided within the service(s) that you are wishing to distribute.

* + 1. Any techniques you would employ that allow an ECDIS to verify the authenticity of the ENCs provided within your service(s).

* + 1. The techniques that you would employ to ensure that you create accurate and complete ENC exchange sets

**Please note:** Before final appointment approval can be given, you will be required to:

* Prove your ability to receive and return ENC data from IC-ENC using secure data transfer methods.
* Prove your ability to create accurate and complete exchange sets from a series of test ENC files that the IC-ENC will provide.

These checks will be conducted as part of the assessment of your data security methods described in section 4 above. This work must be successfully completed within 12 months of receipt of your completed application.

## 7 FINANCIAL CONSIDERATIONS

* 1. Please provide a copy of your audited accounts to cover the last three financial years, and please provide a written reference from your bank.
  2. Please describe the business system you will use to handle invoicing of the service, and reporting of sales volumes to IC-ENC, outlining in particular how this system has been modified to meet your needs, and how the system will output the requires .xml sales orders as described under [VAR Reporting](http://www.ic-enc.org/Pages/ENC%20Distribution.aspx).

1. **SUMMARY**
   1. Taking into account:

* Your application in its entirety,
* The mission of IC-ENC to make ENC data widely available to the market whilst minimising its operating costs,
* The position of your company in the maritime marketplace,

Please explain, with detailed examples, the benefits that your company can offer to end-users as an appointed VAR, rather than as a distributor of another VAR. In your answer to this, please make clear how you feel your company can be distinguished from a strong distributor of a VAR in terms of the benefits you can offer the end-user as a VAR which you could not realistically offer in any case as a distributor of another VAR.

## 9 CONFIDENTIALITY STATEMENT

This application, and any information pertaining to it, is confidential and shall not be passed to any third party, including any non IC-ENC departments within UKHO, without the express permission of the applicant.

IC-ENC reserves the right to pass this application, and any information pertaining to it, to the working group responsible for the assessment of the company’s suitability to become a VAR in accordance with the published criteria for appointment.

IC-ENC will ensure that any information passed to the working group in order to assess the company’s suitability to become a VAR will be given under the same conditions of confidentiality.

## 10 DECLARATION

I confirm that, to the best of my knowledge, the information that I have supplied in this application is true and accurate.

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Thank you for completing the application form.

Please return your completed form to the address detailed in the introduction. Have you remembered to enclose the following?

Corporate brochure

Current product / service literature

List of distributors / agents

Documentation related to data security measures

Company accounts for 3 years

Reference from your bank

Other relevant material (*please list below*)