



DISTRIBUTION PARTNER (DP) APPOINTMENT CRITERIA

In order to be considered for acceptance as an official IC-ENC Distribution Partner, you are required to complete and return the DP Application Questionnaire.

The application questionnaire contains several questions, the responses to which will be considered by IC-ENC in order to assess the suitability of the applicant's proposal. The criteria applied to the evaluation of answers to the Mandatory Requirements (Scored Questions) of the form are based on the following main areas of capability:

1. BUSINESS CAPABILITIES

The applicant must provide evidence that it has:

- a) A market strategy and plan for sales of the Service that demonstrates that the applicant as a DP will offer benefits through the provision of a Service which will:
 - Offer a selling proposition to the market that will maximise the use of up to date ENC Data to support safe navigation.
 - Provide evidence of potential sales levels sufficient to reasonably cover the ongoing investment in the relationship between the IC-ENC and the DP.
 - Be developed and delivered using methods designed to maintain the standards of quality of the service and integrity of the ENC Data and so help to promote safety of life at sea.
- b) A promotional plan for the service which will maximise the use of up to date ENC data
- c) A robust mechanism for the distribution of the service compatible with the market strategy above, that will ensure the wide availability of the service.
- d) Sufficient personnel with the skills and experience:
 - To manage the provision of an up to date service
 - To manage sales and marketing of the service
 - To support registered end-users
 - For communication in English with the IC-ENC (at least one person).
- e) An acceptable method of ensuring that any privately produced navigational data and/or products included in the service cannot be confused with the ENC data when received and used by the end-user of the service.
- f) Adequate procedures for customer complaints.

2. TECHNICAL CAPABILITIES

The applicant must provide evidence that it has:

- a) The technical infrastructure to support the sales and updating of electronic products
- b) Equipment for, and experienced personnel with a good working understanding of:
 - The process of creating an accurate and complete service



- Exchanging data via secured electronic transmission
- c) Suitable equipment and qualified personnel capable of implementing and administering a service incorporating ENC data
 - Professionally administered
 - Suitable equipment and qualified personnel capable of ensuring the ENC data are reasonably protected from unauthorised use, the service is reasonably protected from unauthorised use, and access to the service is limited to only licensed users.

3. FINANCIAL CAPABILITIES

The applicant must provide evidence that it has:

- a) Sound financial standing
- b) A system for providing accurate and true sales reports to the IC-ENC within the appropriate timescale
- c) An accounting system for handling international in/out going invoices.
- d) A robust audit regime to verify sales reports

4. GENERAL CRITERIA

The applicant must provide evidence that it has:

- a) Complete and verifiable responses to all questions in the standard Distribution Partner application form
- b) The ability to apply and protect the intellectual property, including copyright, in the ENC data in accordance with national and international law
- c) No current and reasonably expected court actions against them at the time of application.
- d) ISO 9001 accredited