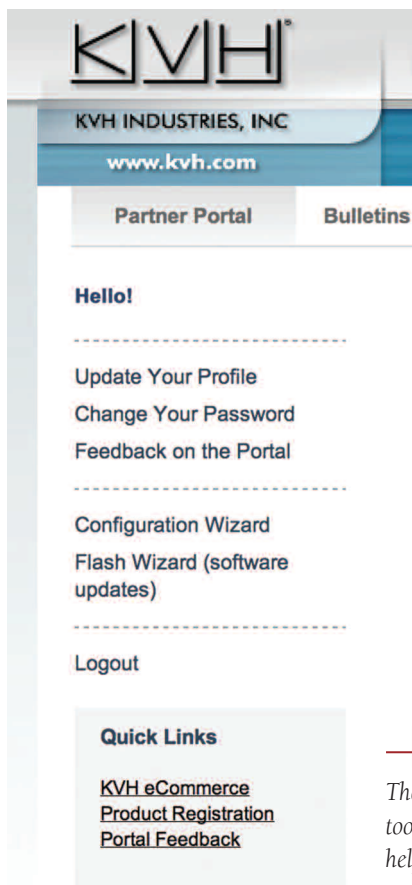


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Several weeks ago, we were introduced to KVH's updated Partner Portal, which gives authorized dealers access to an impressive list of information, services and functions. We asked KVH to walk us through the menu.



Online Toolkit

KVH website puts more control in dealers' hands

For marine electronics dealers, constant, real-time access to tools and product information is paramount to providing outstanding service. A manufacturer's office may be closed on weekends, or late in the evening, but your customers are still making purchases and requesting service at those times. KVH's completely redesigned Partner Portal is there to help dealers deliver outstanding service to KVH customers, anytime, anywhere. The online Partner Portal is packed with useful tools that help KVH dealers improve sales and provide excellent service.

Created exclusively for authorized KVH dealers and their employees, the Partner Portal offers 24/7/365 access to KVH's product information, manuals, sales and technical bulletins, product configuration tools, and even the Flash Update Wizard. Since being redesigned along with the rest of KVH's website, the Partner Portal is easier to use than ever, offering TracPhone and TracVision dealers unprecedented convenience and ensuring that the information you (and your customers) need is always at your fingertips.

Increasing sales

Authorized KVH dealers can easily update their profile information by logging into the Partner Portal, ensuring that their information is correct on KVH's Where to Buy pages. An up-to-date Where to Buy listing allows boaters to find you easily based on your location and the KVH products you sell.

The Partner Portal is a convenient place for dealers to find important day-to-day sales resources. Just a few clicks bring up the KVH price list, complete with dealer discounts and MSRPs, to make paperwork and ordering simple. Plus, the Partner Portal's simplified sales aid tool makes it easy to order collateral materials for dealership showrooms.

For help when you're trying to close a sale, the Partner Portal includes KVH's exclusive Product Configuration Wizard (also known as the Product Configurator), which helps technicians generate a printable, custom wiring and parts diagram tailored to their customer's needs and specifications. These documents are useful for helping the customer envision the final installation, and to ensure all necessary parts are ordered to perform the installation once the sale is made.

The redesigned site was created to provide KVH dealers with around-the-clock access to product information and tools. Dealers can upload information that appears on the Where to Buy link of the company's public website, which helps customers find them based on location and products sold.

www.kvh.cc

“Our dealers love being able to select their customers’ preferences from a few menus and create a custom installation diagram in just a couple of minutes,” says Jim George, KVH’s director of sales for satellite products. “It shows the customer that there is a perfect KVH system configuration for their boat, and helps the dealer easily make the case for additional components—like additional TVs and satellite TV receivers—when appropriate.”

Faster, easier service calls

Dealers also log into the Partner Portal to use KVH’s exclusive Flash Update Wizard to download electronic software updates for KVH systems, without the need for HyperTerminal. This tool makes software updates on TracPhone and TracVision systems easy. In just seconds, a technician can see whether a new update is available for a given product, and download the file if needed.

Between service calls, the Partner Portal is the place to go for product manuals and sales and technical bulletins about KVH products. The easy-to-navigate Bulletins library gives dealers access to all of KVH’s bulletins covering product introductions and technical enhancements, sales promotions, and other pertinent information. When you need to refer to a product manual, the Partner Portal makes it easy with a complete archive of current and retired product manuals, which are available to download in a convenient PDF format.

Education and certification

A suite of dealer training presentations and videos is available in the Support section of the Partner Portal now, and is updated regularly. While having access to these tools any time is a great resource, KVH is expanding its reach in 2011—dealer training is going interactive.

KVH’s new e-learning academy will be available on the Partner Portal in early 2011. Qualified marine electronics professionals will be able to earn certification in TracPhone V7/mini-VSAT Broadband installation and service any time by taking the interactive, electronic course and passing the online exam. As updates are made to the mini-VSAT Broadband network and the TracPhone V7 hard-

Dealers can login by clicking on the Partner Portal button on the public site’s home page or going directly to kvh.com/partners.

ware, KVH will provide additional e-learning modules so that dealers can stay current without having to attend in-person training.

The best part of this new feature is that it will allow technicians to get certified in TracPhone V7 support, making them eligible to become a Certified Support Network (CSN) provider. CNS status means your company is listed in the Where To Get Service section of www.kvh.com, so customers in your region can easily find you when they need installation or service support.

“Our CSN dealers are fantastic assets for boaters,” explains George. “These are technicians who we train, so we know that they know KVH products inside and out. That’s why we do our best to make sure customers know who they are. We know every customer who works with a CSN dealer is getting the outstanding service that KVH is known for, so we’re really excited to get this process online and get more excellent dealers, like those in the NMEA, certified.”

Other features

When KVH redesigned its entire website in 2010, the Partner Portal got a facelift, too. Several enhancements are now available that make using the portal a breeze:

- The portal automatically highlights infor-

mation based on the products a business sells. So, if your company primarily sells TracVision satellite TV systems, information on those systems will be what you see first.

- Profile and password information can be changed at any time, without needing to contact KVH.
- The most commonly used Partner Portal options are always available on every page.
- Once logged in to the portal, users are also logged in to www.kvh.com. Both sites use the same username and password, making the Support section of www.kvh.com available in conjunction with the support tools on the Portal.
- KVH makes it easy to provide feedback on the Partner Portal and its tools. Clicking the “Feedback” button in the left-hand menu opens a short form, and all submissions are reviewed by the webmaster.

“We are really excited about our redesigned Partner Portal,” George says. “Our dealer network is critical to our reputation for quality and outstanding service, so it’s important for us to give them the tools they need to do a great job. As more dealers sign in and start using the new Portal, we’ll welcome their feedback and do our best to incorporate suggestions into future updates.”

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Anywhere.**



navionics.com

Included on the Bulletins page are product manuals as well as sales and technical bulletins. Dealers can download PDF versions of all current and retired manuals.

Accessing the Portal

NMEA members can access the Partner Portal by visiting www.kvh.com/partners. Existing users can log right in, and new users can easily request access from the same page.

Dealers who have questions regarding the Partner Portal and its tools and benefits should contact their local KVH representative or send an inquiry to info@kvh.com.

The portal automatically highlights information based on the products a dealership sells. For example, if a company deals mostly with sales of TracVision TV systems, information about that equipment will be presented first.