



DENTRIX MARKETPLACE

Sell your products through the Dentrrix MarketPlace eStore



Market and sell your certified software integrations through the Dentrrix eCommerce distribution channel, MarketPlace. This is an online store giving thousands of Dentists easy access to your product.

To help you market and sell Dentrrix-integrated applications, we created Dentrrix Marketplace, an online store for Dentrrix users, giving thousands of Dentists quick access to products that improve their Dentrrix G5 experience. There will be multiple dental associated products located in MarketPlace, but special promotion will be provided in the store for Dentrrix Connected products. Dentrrix Connected products are software products that are integrated to Dentrrix G5. To qualify your product as Dentrrix Connected, you receive certification through the Dentrrix Developer Program and apply for the Dentrrix Connected Program. Once you become a member of the Dentrrix Connected Program, you can apply to sell your product, by using the marketing and distribution power of MarketPlace. It is an easy three step process, join the Developer Program, develop your product, certify your product, join the Dentrrix Connected Program and then distribute it through the MarketPlace store!



Dentrrix Developer Program

Through convenient web access, you can receive support from Dentrrix to create products that will deliver shared value to Dentrrix customers. The Dentrrix Developer Program provides fee based web based resources, tools, developer technical sessions, Software Development Kits, API's and Certification. Join now and be on your way to developing Dentrrix integrated software products! www.Dentrrix.com/DDP, or email us at DDP@Dentrrix.com



Dentrrix Certification Program

As a member of the Developer Program you can certify your software integrations and receive validated certification approval from Dentrrix. Certification fees vary, depending on the type of Certification required. www.Dentrrix.com/DDP or contact us at DDP@Dentrrix.com



You can participate in two programs, Dentrux Connected and Dentrux MarketPlace.



Show Dentrux users your product integrates with Dentrux G5 by using the Dentrux Connected logo in your marketing.

Distribute Yourself—Dentrux Connected

It's important to show Dentrux users your application offers quality, reliability and compatibility with the Dentrux G5 system. The Dentrux Connected logo program is an important element of the overall Henry Schein Dentrux marketing program, ensuring Dentrux users can quickly identify products certified to be part of their Dentrux practice management solution. The Dentrux Connected brand works in conjunction with your own product branding. By placing the Dentrux Connected logo on your product marketing, you leverage the strength of the Dentrux brand to create trust and excitement for your products. Your advertisements, trade show booth signage, marketing collateral and more can use the Dentrux Connected logo to communicate a winning product offer.

Dentrux Connected Program deliverables include:

- The logo and user guide for all your marketing activities.
- Marketing messages authorized only for Dentrux Connected products to reinforce the value of our joint integrated solutions.
- Showcase your products on the Dentrux Connected end-user website on **www.Dentrux.com**
- Sell your products in Dentrux MarketPlace, the new online store for the Dentrux community.
- Customer case study of joint customer.
- Opportunity to purchase marketing in Henry Schein Dentrux Marketing channels when available, such as:
 - Dentrux Magazine, which has a circulation of 30,000.
 - The Dentrux Online Resource Center
 - Dentrux eNewsletter customer email
 - **Dentrux.com** customer website
 - Participation in the Dentrux Connected product trade show pavilion

Co-marketing with Henry Schein Dentrux

As a member of the Dentrux Connected Program, you may also have the opportunity to market with Henry Schein Dentrux, sharing in the marketing execution costs. The co-marketing program is limited to Dentrux Connected partners and at this time is by invitation only.

Co-marketing opportunities may include:

- Webinars and Field Seminars
- Trade publication advertising
- Tradeshow booths
- Co-branded merchandise (apparel, give-a-ways, etc.)

For more information about Dentrux Connected, please visit **www.Dentrux.com/Connected**, or contact us at **Connected@dentrux.com**.

Distribute through Dentrix – MarketPlace

Once your product has been developed, certified and approved for the Dentrix Connected Program, you are ready to sell your product through the MarketPlace. You provide Dentrix with your marketing materials and the product to place in the store and we take care of the rest. MarketPlace is also accepting applications and submissions of non certified integrations, software products and hardware.

- No charge for marketing fees
- No charge for hosting fees
- No charge for upload fees
- No charge for transition fees
- No charge for shipping
- No charge for fulfillment
- No charge for credit card fees

You get 67% sales revenue of each product sold in the store!



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Join today!

Go to the Dentrix Developer Program at, visit **www.Dentrix.com/DDP** and submit your application

For more information about Dentrix MarketPlace, visit **www.Dentrix.com/MarketPlace** or contact us at **MarketPlace@Dentrix.com**

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