



ONYX Advantage Subscription Reseller Program

Unlock New Revenue Streams and Boost Customer Retention

Address

6915 South High Tech Drive,
Midvale, Utah, 84047

Website

www.onyxgfx.com

Why Join the Program?

Problem:

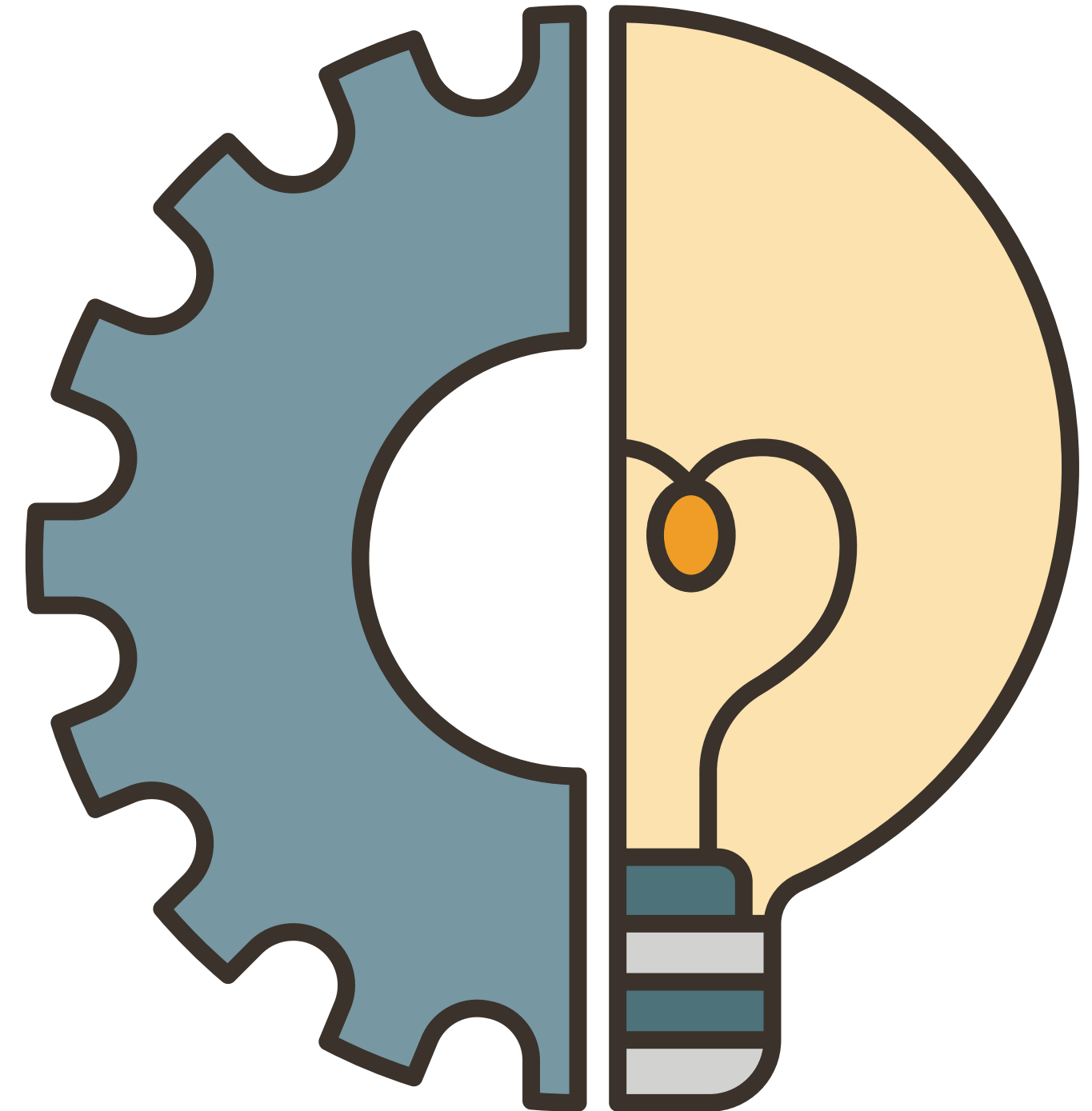
Missed renewals lead to significant revenue loss

Solution:

Automate renewals with the ONYX Advantage subscription program

Result:

Higher renewal rates with minimal effort.
Ensures steady and predictable income



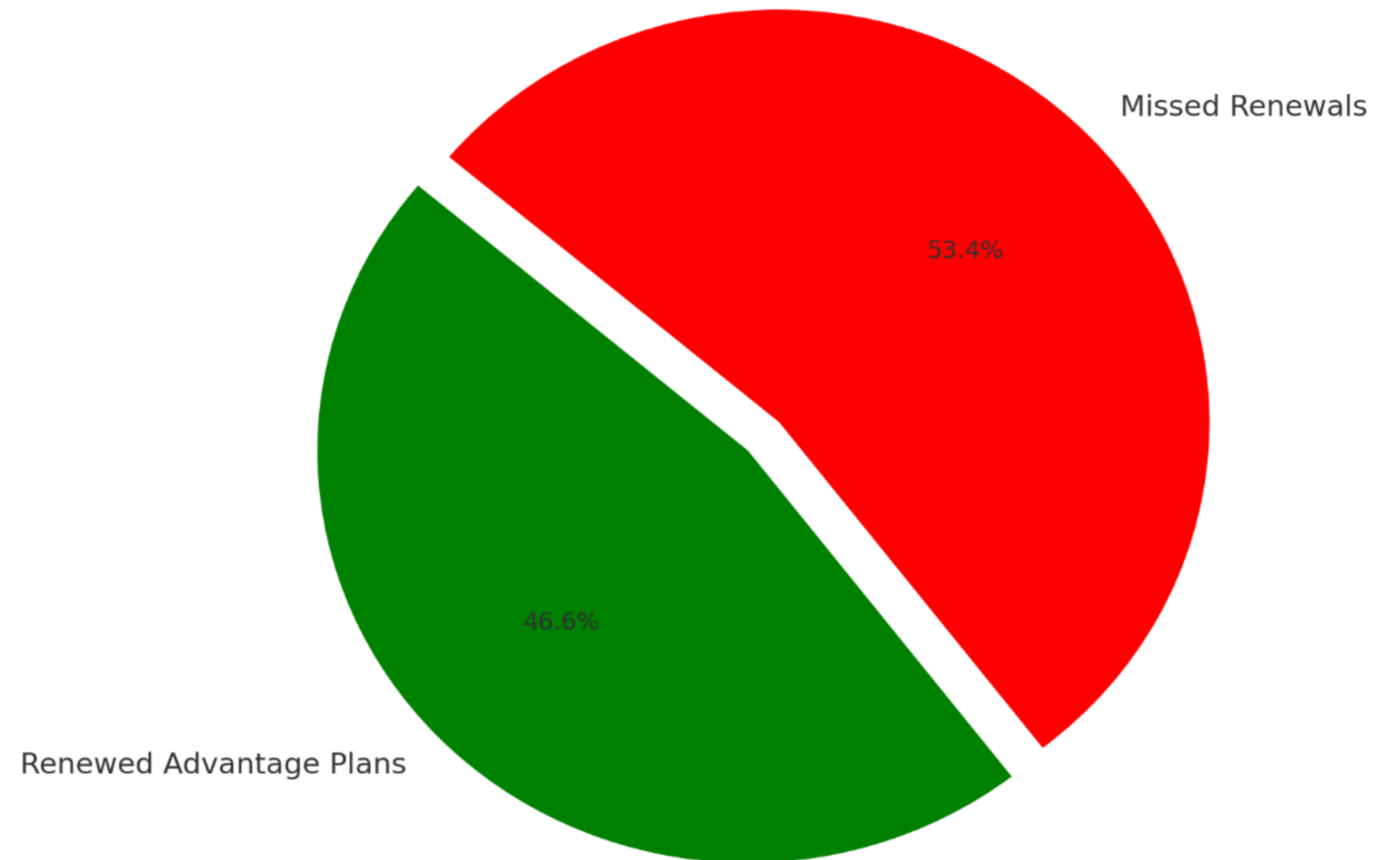
Missed Opportunities

What's Being Left on the Table?

(Jan 2021 – Oct. 2024)

Imagine the revenue impact of a
10% increase in renewals!

Renewal vs. Non-Renewal Analysis of ONYX Advantage Plans



How It Works: Simple and Effective

Automated Renewals:

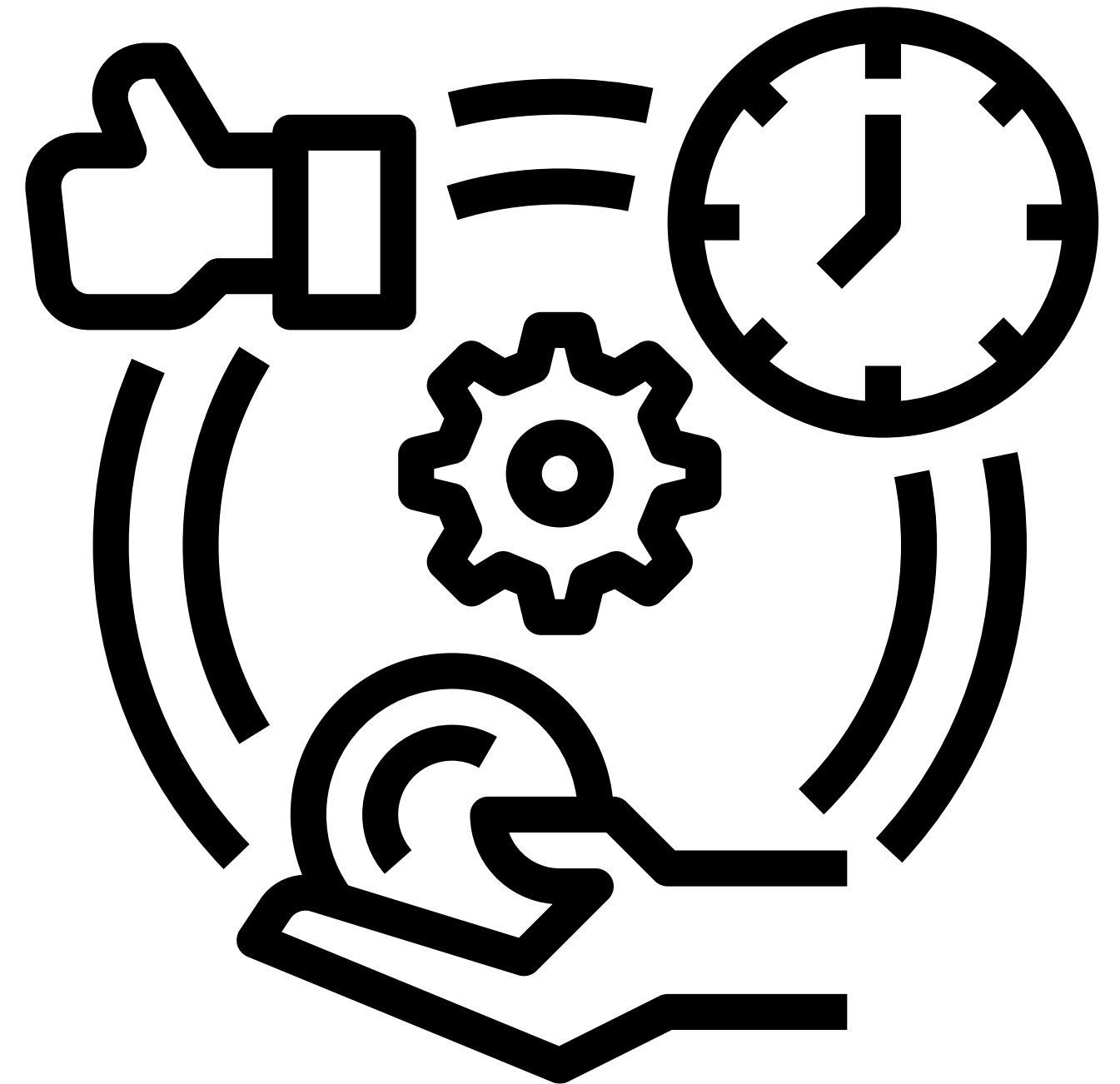
- Onyx handles reminders and billing, reducing manual follow-up

Revenue Attribution:

- Resellers earn 20% quarterly credit for every subscription tied to their unique URL

Customer Benefits:

- Customers keep ONYX Advantage benefits for their software with no interruption



Program Features



Designed for Success



Simple setup with unique URLs



Recurring revenue with minimal effort



Comprehensive training and support from Onyx



ONYX Advantage plan benefits while remaining hands-off



Seamless subscription management for interruption-free service.

Advantage Through The Webstore Requirements



Advantage through the webstore only supports soft licenses



The applicable Soft License for ONYX Thrive, PosterShop, or RIPCenter must have no more than ten printers on the License.



Hardware licenses are not supported



Advantage through the webstore is only available for One Year Advantage plans

ROI: What's In It For You?

2026 Renewal Revenue Breakdown

This table shows the expected revenue for resellers based on their 2025 sales and the renewal rates in 2026 under different scenarios. It includes both new sales and renewals to highlight total revenue potential.

Scenario	2026 Renewals	2026 Renewal Revenue
Current Process (46.6%)	23	\$5,306.62
Subscription (+10% per year)	28	\$6,506.14
Subscription (+20% per year)	33	\$7,661.20
Subscription (+30% per year)	38	\$8,816.26

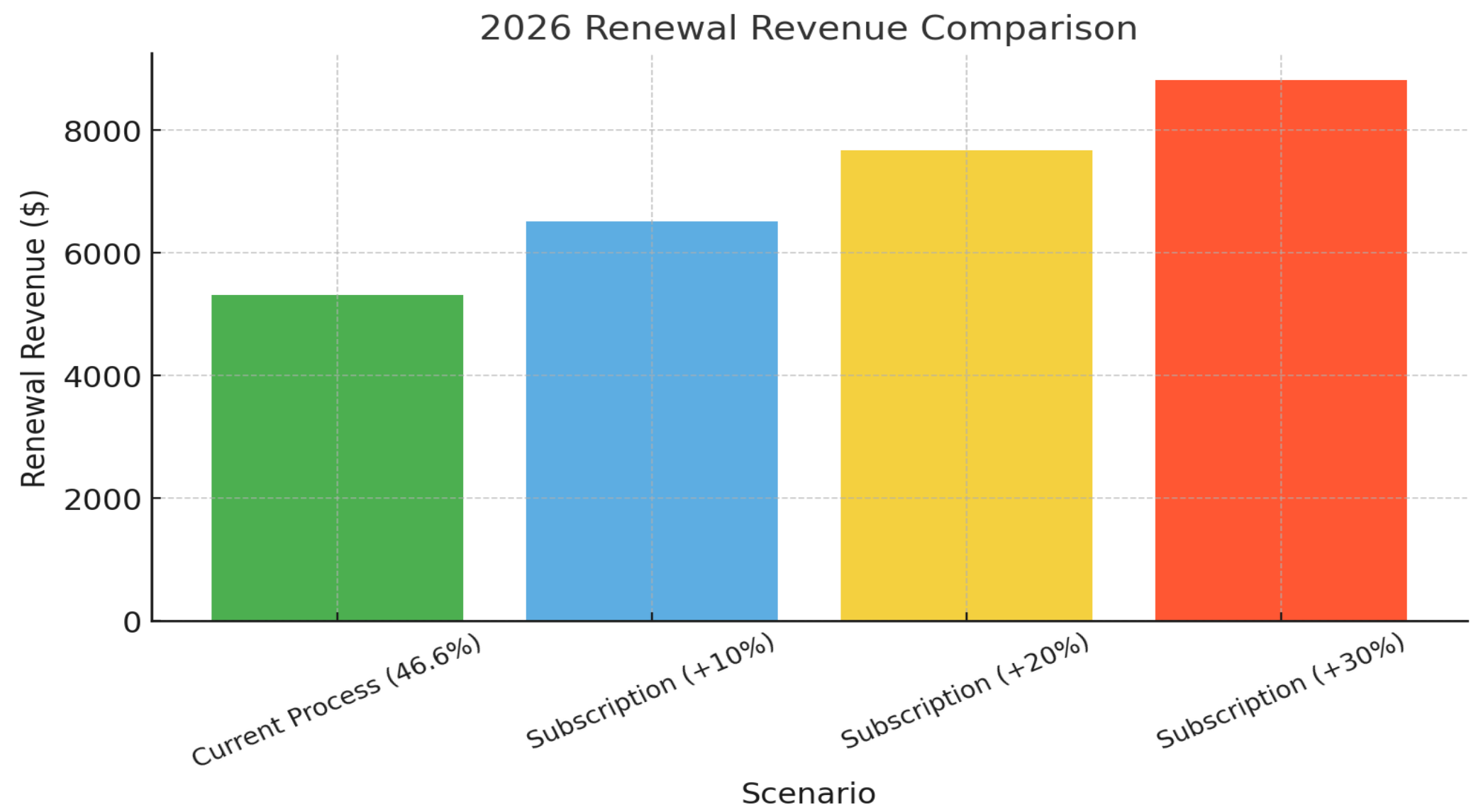
Key Takeaways

- This table isolates revenue from renewals only, removing new sales revenue.
- Dealers using the Subscription Webstore can expect 23%–65% more renewal revenue in 2026 than the manual process.
- Subscription renewals create predictable, increasing revenue year after year.
- The more customers renew, the more passive income dealers earn with no extra work.

ROI: What's In It For You?

2026 Renewal Revenue Chart

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ROI: What's In It For You?

2026 New Sales & 2025 Renewal Revenue Breakdown

This table focuses only on revenue generated from new sales and 2025 renewals in 2026. It highlights how resellers can increase their overall ONYX Advantage revenue by adopting the Subscription Webstore.

Scenario	2025 Sales (New Plans)	2026 Renewals	Total 2026 Revenue
Current Process (46.6%)	50	23	\$16,926.62
Subscription (+10% per year)	50	28	\$19,204.14
Subscription (+20% per year)	50	33	\$20,342.90
Subscription (+30% per year)	50	38	\$21,481.66

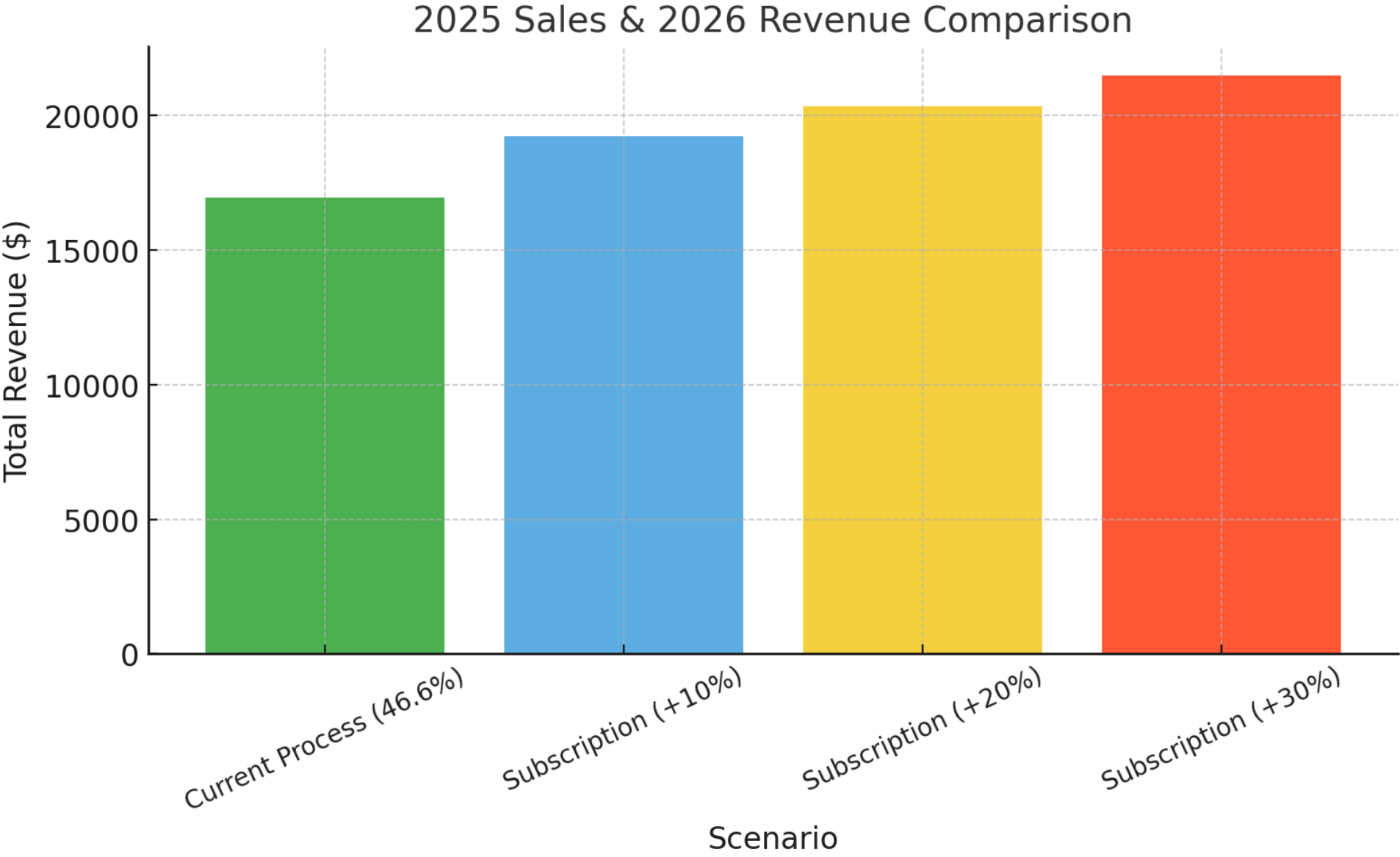
Key Takeaways

- Higher renewal rates significantly increase revenue.
- With the Subscription Model, dealers can earn up to \$4,555 more in 2026 alone.
- Every renewal is passive revenue with no dealer intervention.

ROI: What's In It For You?

2026 New Sales & 2025 Renewal Chart

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ROI: Fast, Easy, Profitable

Total Dealer Revenue Over 4 Years

This table tracks a reseller’s revenue over four years, including new sales and renewals from previous years.

Scenario	Year 1 (New Sales Only)	Year 2 (New + Renewals)	Year 3 (New + Renewals)	Year 4 (New + Renewals)	Total 4-Year Revenue
Current Process (46.6%)	\$11,620.00	\$16,926.62	\$19,350.05	\$20,456.78	\$68,353.45
Subscription (+10% per year)	\$11,620.00	\$19,204.14	\$26,036.17	\$33,716.37	\$90,576.68
Subscription (+20% per year)	\$11,620.00	\$20,342.90	\$28,884.61	\$38,964.49	\$99,812.00
Subscription (+30% per year)	\$11,620.00	\$21,481.66	\$31,956.26	\$42,937.13	\$107,995.06

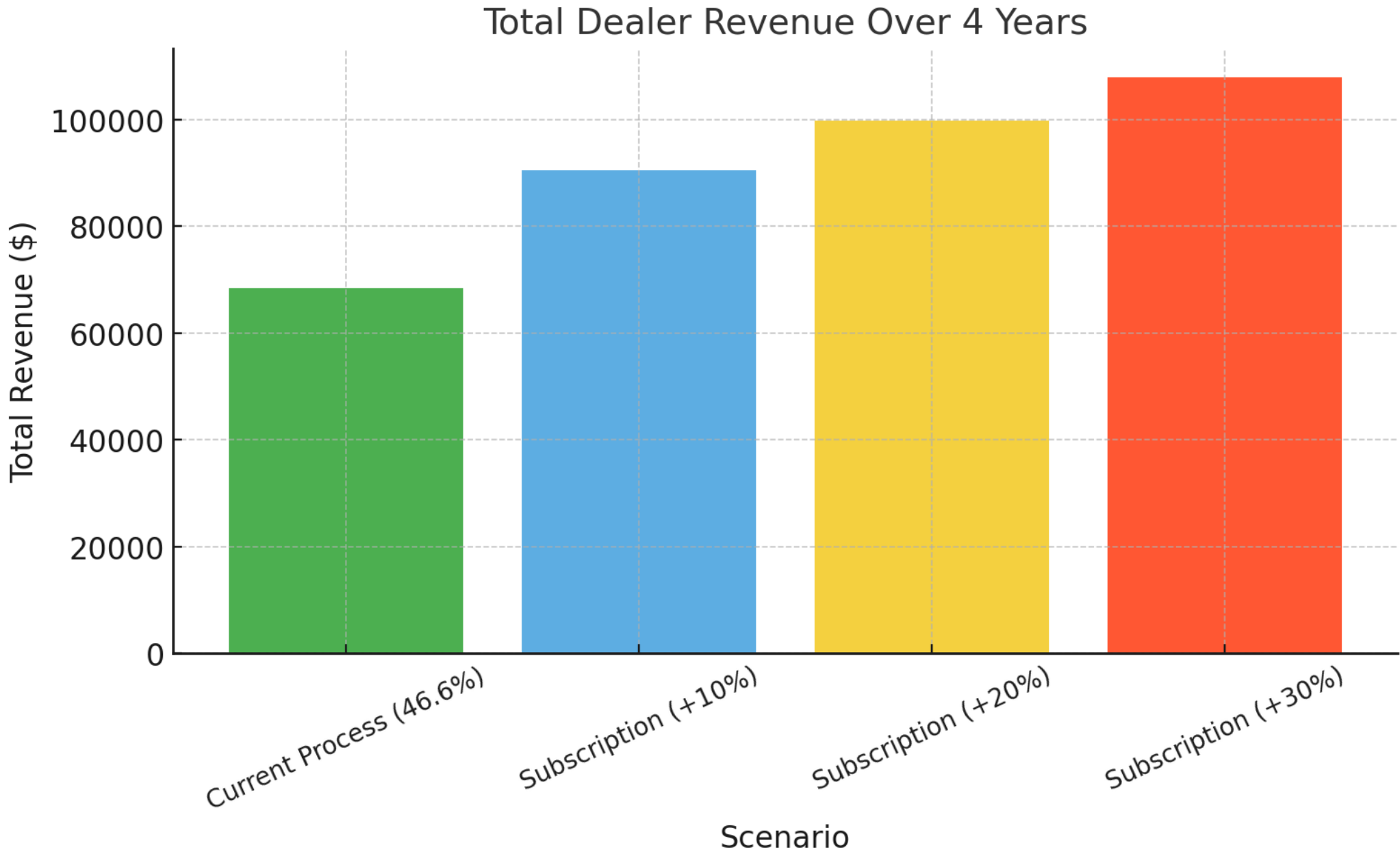
Key Takeaways

- Over four years, dealers using the Subscription Model earn nearly \$40,000 more than the manual renewal process.
- Dealers who maintain a 30% increase in renewal rates will reach \$108,000 in revenue in four years.
- This model removes dealer workload while significantly increasing earnings.
- Push resellers to see the long-term financial benefit of automatic renewals.

ROI: Fast, Easy, Profitable

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Key Insights From ROI Calculation

1. Higher Renewal Rates = More Revenue Without Extra Effort

- Dealers using the Subscription Webstore can earn up to \$39,641 more over four years than the manual renewal process
- Automated renewals ensure passive income without the need for manual follow-ups

2. Compounded Growth Drives Long-Term Profitability

- Each new sale adds to an increasing base of renewing customers, creating a snowball effect
- Subscription Model dealers reach over \$107,995 in total revenue after four years, compared to only \$68,353 with manual renewals

3. Call to Action: Shift Every New Sale to the Subscription Model

- You are leaving money on the table by relying on manual renewals
- The ONYX Advantage Subscription Webstore ensures higher renewals, predictable revenue, and profitability

Resellers can achieve significant returns!

What is the Target Market for ONYX Advantage?



Predictable budgeting for support and updates through an annual subscription model



Access to the latest ONYX software features and enhancements.



Dedicated technical support for maintaining operational efficiency.



Advanced color management and job tracking tools for improved productivity and quality assurance.

Program designed for ease of implementation

Onyx Graphics Provides:



Unique URL which identifies the reseller subscription business



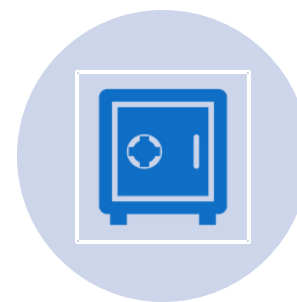
Web-based marketing collateral and strategy on how ONYX Advantage can complement a reseller's business



Onyx Graphics will manage all transactions, credit card, and recurring billing



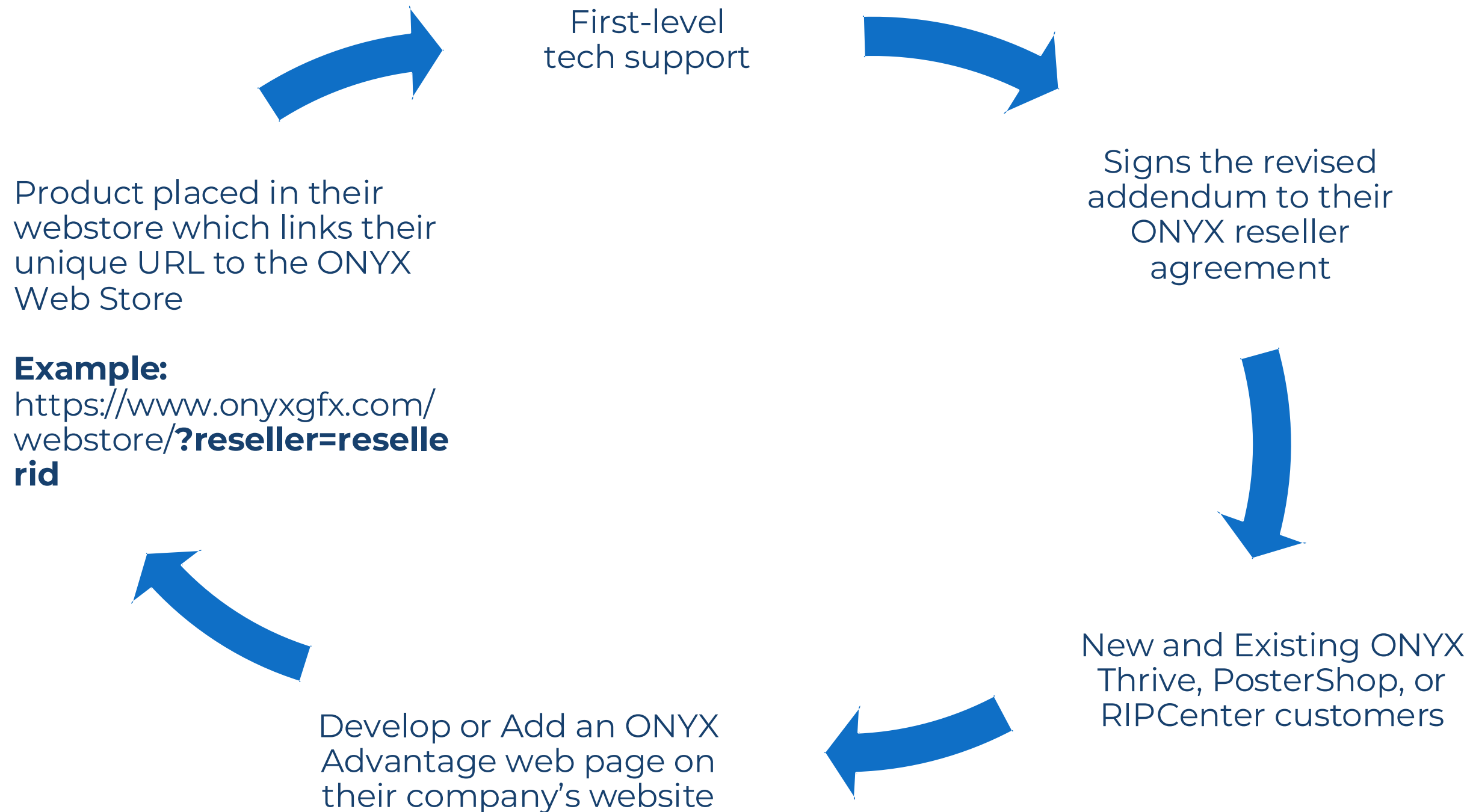
20% quarterly credit on subscriptions identified with the reseller's unique ID



Quarterly report on reseller's users with ONYX credit memo amount

Program Designed for Ease of Implementation

Distributor/Reseller Provides:



Additional Details



Only select ONYX resellers will have availability to ONYX Advantage on the Webstore



Subscriptions provide ongoing credits; the more customers sign up, the more excellent recurring credit the reseller will receive

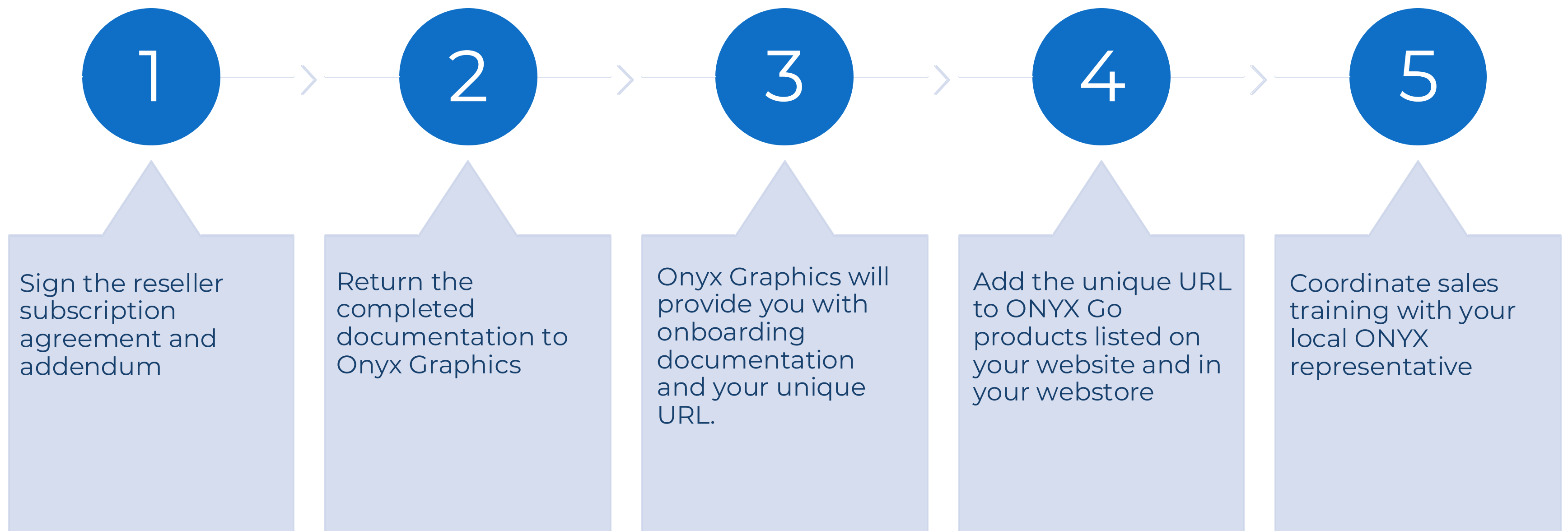


Transactions for Advantage in the Store are identical to ONYX Go Products



The reseller's responsible for engaging the end user to use your unique URL. Without the URL engaged, the reseller will not be eligible for credit


Next Steps



Reseller Requirements

- Reseller Website Updates
- Display ONYX Advantage on their website
- Distribution of Resellers URL to their end-users
- The same URL link can also be included in an email campaign directly to your customers

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ONYX Advantage Subscription For RIPCenter Products

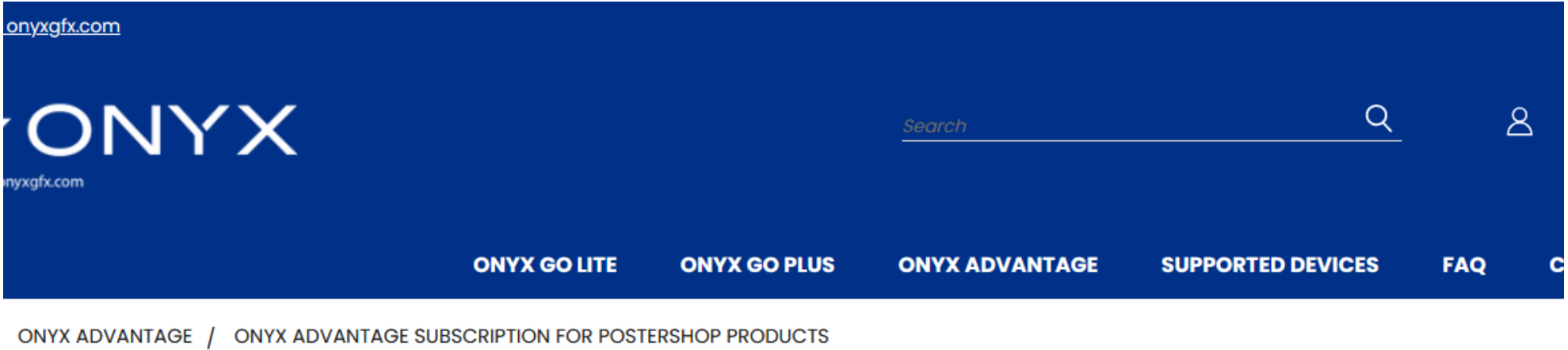
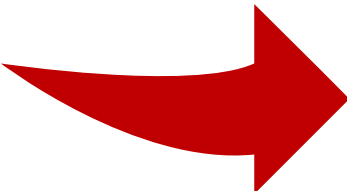
ONYX Advantage for RIPCenter Get the most out of your ONYX RIPCenter software with ONYX Advantage. Designed for those new to wide-format printing, this subscription keeps your software up to date with product updates, the latest drivers, and a collection...

\$795.00

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Using Your Link Ensures You Are Credited for the Sale

<https://www.onyxgfx.com/webstore/?reseller=resellerid>



<https://www.onyxgfx.com/webstore/onyx-go-lite/?reseller=resellerid>

<https://www.onyxgfx.com/webstore/onyx-go-plus/?reseller=resellerid>



ONYX Advantage Subscription For Poster Products
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! the email address associated with your store account.

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\$1,495.00

License Key Number

1c5f102d-405f-4e94-a9b3-c0bfefee5ff2

Product Version

ONYX Thrive - 24

Printers

2

Feature	Price
Annual Subscription	\$1,495.00

ADD TO CART

Product Overview

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ONYX Advantage Subscription For Post Products

\$1,195.00

There are no valid licenses for this product li

! the email address associated with your store account.

End User Workflow: Account Setup

Create Your Account:

- Customers must create an account on the Onyx [Webstore](#)
- Customers with an existing account must sign in with their existing Onyx [Webstore](#) account

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Sign in or Register

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HOME / CREATE ACCOUNT

New Account

Password

Confirm Password

A valid e-mail address is needed to receive your license code.

Email Address

Confirm Email Address

First Name

Last Name

Company Name

Country

United States

Zip/Postcode

City

Address Line 1

Address Line 2

End User Workflow: Selecting a Product

- Choose your subscription
- Onyx offers three Advantage plans through this program:
 - Advantage for RIPCenter
 - Advantage for PosterShop
 - Advantage for Thrive
- **Pricing** is dynamic based on product version and the number of printers



End User Workflow: Checkout Process

- **Complete Your Purchase**

- Users proceed to checkout in the Webstore, similar to the ONYX Go checkout process

- **Customers can expect:**

- Secure payment processing
- Instant confirmation
- An email notification upon successfully completing the order



ORDER NOW

End User Workflow: Subscription Activation

- **Activate and Enjoy**

- Once payment is processed:
 - The subscription becomes active
 - Feature becomes available on the license key
 - Users receive a confirmation email

- **Automatic Renewal**

- Users receive an email reminder before renewal
- Billing is automatic each year

A Simple, Seamless Subscription Experience

- Hassle-free onboarding and renewal
- Scalable pricing for growing businesses
- Full automation for a smooth experience

**Sign up today and enjoy
uninterrupted access to
ONYX Advantage!**



ONYX

Reseller Resources

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Website

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Marketing Collateral for Authorized ONYX Resellers

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\$795.00

CHOOSE OPTIONS

Authorized ONYX Resellers who are part of the ONYX Go program will have access to several marketing assets directly from the Onyx Graphics Marketing Team, including:

- ONYX Advantage web pages
- ONYX Advantage in the Store GTM presentation
- Brochures

The Marketing Team has provided these assets as part of the onboarding process and can be located on the Partner Portal upon global launch.



ONYX

Thank You!

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