



UKHO Distributor Appointment Criteria

In order to be considered for acceptance as an official UKHO Distributor of ADMIRALTY Products and Services applicants are required to complete and return the Distributor Appointment Questionnaire (DAQ).

The DAQ contains a number of questions, the responses to which will be considered by the UKHO in order to assess the suitability of the applicant's proposal. The criteria applied to the evaluation of answers to section 7 of the questionnaire is based on the following main areas of capability:

- a sales and marketing strategy for ADMIRALTY Products and Services that demonstrates to the UKHO's satisfaction that the applicant would offer a selling proposition to the market that will be attractive to end users and fully support the ADMIRALTY brand positioning of official, reliable, accurate and trusted;
- investment in the promotion of ADMIRALTY products and services;
- experience of working within the SOLAS industry and experience of selling navigational products;
- board knowledge of relevant and current maritime navigation, the shipping industry, IMO/SOLAS regulations and information technology systems that relate to maritime navigation;
- a robust mechanism for the ordering, stocking, correction and distribution of UKHO products that ensures the optimal availability of ADMIRALTY products and services;
- experience and knowledge in managing and supporting a distribution mechanism;
- a technical infrastructure to support ordering, sales and updating of UKHO products;
- sufficient personnel with the skills and experience to effectively support customer services calls, queries and complaints during business hours and out of hours;
- technical support for end-users of digital products and services (applies only to applicants to become distributors of digital products);
- can effectively communication in English with the UKHO;
- sound financial standing and creditworthiness;
- ISO 9001 accredited on application;
- diligently protect and promote the interests of the UKHO;
- refrain from engaging in any conduct, which in the opinion of the UKHO is prejudicial to the interests or reputation of the UKHO or the marketing of any of the UKHO products or product groups.