Fast Five: Tips for Fast and Painless SSL Product Qualification
Presenter

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DLC
Application Processing

Application Submitted
- Applicant creates and submits Application for review

Initial Review
- Is application eligible?
- Application Invoice

Comprehensive Review
- Rigorous review of application materials

Completion
- Does application meet Technical Requirements?

Breakout Session!
The DLC SSL Review Process: A Look Behind the Curtain
- Bernadette Boudreaux, DLC
Fast Five!

• Evaluate your industry partners
• Come prepared
• Verify your marketing
• Incomplete application forms
• Ask for help
Evaluate your industry partners

• Take ownership in your process
• Most application delays come from same small group
• Who are you working with?
Come prepared

“An ounce of prevention is equal to a pound of cure”

• Missing or incomplete application information makes up 75-80% of application delays
• Currently averaging around 8 business days to resolve each issue
Verify your marketing

• Spec sheets not matching the application contents leave open-ended questions

• Examples:
  • “The model number on the spec sheet is different than the application form”
  • “The dimensions on the PL spec sheet are different from what is shown on the OEM spec sheets”
  • “Please provide a spec sheet(s) that covers all of the products submitted”
  • “The spec sheet shows an operating voltage of 277-480, but the application shows 347-480”
  • “The spec sheet shows options which aren’t represented in the application”
Incomplete application forms

• Over half of all missing/incomplete data issues
Ask for help (ahead of time)

• DLC offers many tools
Questions?

Contact Information

Application specific:
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General inquiries:
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