

Partner Program Benefits		Referral	Authorized	Gold	Platinum
Lead Generation & Sales Assistance					
Pre-qualified leads	Access to qualified leads prioritized by your region, program authorization and certification level. Typically, it is a 3 (to Platinum) to 1 (to Gold) ratio. Authorized on a very limited basis.	No	No	Med	High
Deal Registration	Register your major deals to obtain pre-sales volume discounts and special account exclusivity. Registered deals also have an increased margin.	No	No	Yes	Yes
Volume Discount	Back-end rebates available for achieving volume requirements. Higher authorization levels receive greater discounts.	No	No	Yes	Yes
Partner Locator	Reseller lookup, prioritized by region and certification level (higher qualified resellers listed first (along with their level of authorization) to reward commitment).	No	Low	Med	High
Not For Resale Access (NFR)	Access to NFR product is available at a significant discount to Partners and employees, allowing you to benefit from the products at work and home.	Discounted	Yes	Yes	Yes
Joint Promotions	Participate in joint regional promotions including promotional e-mails, ads, events, etc. Easy-to-use portal allow you to view any accrued Cop (with ticklers to ensure you don't allow it to go unused). Also includes direct phone line access and easy-to-use form to requested MDF participation for proposed joint activities.	No	Limited	Yes	Yes
Effective Communications					
Monthly newsletter and e-mails	This is not spam, but valuable information requested by our partners. Includes special announcements, applicable alliance deals, updated Q&A and new sales tools.	Yes	Yes	Yes	Yes
Partner program phone numbers	You can talk to the Partner Program Manager if you need to know anything about the Partner Program, have any problems or suggestions.	Yes	Yes	Yes	Yes
Reseller forum	Have a question about configuration, sales strategies, or overcoming objections? Visit the reseller forum to post your questions and view responses from support and resellers around the country.	Yes	Yes	Yes	Yes
On-line Portal Resource					
Market information	Learn market trends to determine which verticals to target, what they prefer and more.	Yes	Yes	Yes	Yes
Competitive Analysis	Review the latest matrix that shows how our products compare to the competition. Great resource if you're in a competitive bid and need to de-position the competition.	Yes	Yes	Yes	Yes
Sales Tools	As available, you can access PDF product slicks, sample ad and e-mail templates, white papers, PowerPoint presentations, configuration guides, and case studies.	Yes	Yes	Yes	Yes
Brand Usage	Review branding guidelines, logo usage and leverage the Chanimal brand to enhance your image.	Yes	Yes	Yes	Yes
Personalized portal	View all your leads. Later, you will be able to view rebates, leads, registered accounts and personal information within your own personalized portal.	Limited	Yes	Yes	Yes
Tech & Sales Support & Training					
FREE Training	Get up to speed on the product, sales approach and installation within the self-paced FREE training. Many of these feature streaming video. As close as possible to on-site training.	Yes	Yes	Yes	Yes
Pre-release Access	Don't be the last one to try out the new products. Order an eval to test and get up to speed with new products "before" they hit the street. Notification of availability and a request form is available within the on-line Partner portal.	No	No	Yes	Yes
Certification	Register for certification program to become expert at all aspects of the product. This additional qualification allows you to achieve a higher authorization level which provides additional margins to reward you for your expertise and commitment	No	No	Med	High
Priority Reseller Tech Support	Go straight to the top of the queue for quick tech support. Either a special number or direct contact through the program manager.	No	Yes	Yes	Yes
Annual Partner Conference	Attend the live event, or view the presentations online with recorded video feeds and downloadable presentations.	No	Yes	Yes	Yes

Partner Program Requirements		Referral	Authorized	Gold	Platinum
Register at portal site	Must register on the Partner website and complete the application.	Yes	Yes	Yes	Yes
Qualify as a Partner	Must engage in a) face-to-face selling, b) provide 1 st line post-sale support, c) have outbound sales reps, d) sell complimentary products and install/integration capabilities.	No	Yes	Yes	Yes
Develop Business Plan of Action	Submit a quarterly business "plan of action" (1 promotion per month) with assistance from the Partner Manager to allocate MDF and orchestrate joint promotions. Templates available.	No	No	Yes	Yes
Quarterly Sales Targets	Highest level Partners are required to reach predetermined sales targets to obtain higher margins and additional benefits. Check with the Channel Manager for details.	No	No	Yes	Yes
Credit Application	May be required if you request a direct purchase relationship.	No	Yes	Yes	Yes