

PARTNER QUALIFYING CRITERIA & BENEFITS CHART



Alliance Partner Program Designations

Distributor		Reseller		
Value-Add	Master	Preferred	Enhanced	Registered

Qualifying Criteria:					
Annual/Quarterly Business Plan & Reviews*	●	●	●	●	○
Provide POS/INV Report Monthly	●	●	●	●	○
Holds Minimum Stocking Levels*	●	●	○	●	○
Certification Requirements*	●	○	●	●	○
Minimum Demo Equipment Acquired*	●	○	○	○	○
Designation Benefits:					
Discounted Pricing	●	●	○	●	○
Discounted Demo Equipment	●	●	●	●	○
Inventory Stock Rotations	●	●	○	●	○
Deal Registration (Discount)	●	●	●	●	●
Partner Portal Access	●	●	●	●	●
Product Information	●	●	●	●	●
Competitive Information	●	●	●	●	●
Special Promotional Opportunities	●	●	●	●	●
Training	●	●	●	●	●
Marketing Funds Eligibility*	●	●	●	●	○
Funded Head Count*	●	●	○	○	○

*Per the Business Plan

● = Applicable ○ = Not Applicable