

# Requirements and Benefits

Your new Partner Programme includes a level of commitment that is required from you, depending on what type of partner you are/become. We are no longer only recognising revenue contribution. There will be training and capability requirements for you to commit to and uphold.

## Requirements

REQUIREMENT	TERMS OF REQUIREMENT
Partner Training/Certification	<p>You must ensure that you have at least one technical employee and one sales employee within your organisation trained at any one time. If any of these employees leave your organisation, you must ensure that another employee completes the relevant training within 90 days.</p> <p>Certifications are valid for 12 months.</p>
Compliance Certification	<p>If any of these employees leave your business, you must ensure that another employee completes the relevant training within 30 days.</p> <p>Certifications are valid for 12 months.</p>
Customer Satisfaction	<p>Premier Partners will be required to conduct an annual customer satisfaction survey with their customers and share the findings with AccessData.</p>
Opening Hours/Out of Hours	<p>Premier Partners must specify their opening hours and be able to provide evidence for this when requested by AccessData.</p>
Ordering Process	<p>You must use an order processing template to successfully manage order processing. Accuracy and quality checks are applied when placing orders.</p>
Partner Agreement/Contract	<p>You are required to agree to and sign the AccessData partner contract.</p>
Demonstration Capability	<p>You need to have demonstration facilities available and evidence that demonstrations are given regularly with customers. There will be appropriate training for you and you will be required to complete this training.</p> <p>Evidence should be made available when requested as part of a partner audit.</p>
Sales and Marketing Plan	<p>Dependant on programme status, you will be required to have a valid Sales and Marketing Business Plan with at least one marketing activity in place with jointly agreed business objectives and key activities per annum.</p> <p>Premier partners are required to present a more detailed annual Sales and Marketing Plan as well as a plan for any ad-hoc, interim marketing activity they carry out.</p>
Sales Thresholds	<p>You must achieve the minimum sales thresholds in your status as defined below.</p> <p>If Premier partners do not hit their minimum sales threshold for two consecutive years, they will be required to move down to a lower status.</p>

# Benefits

BENEFIT	REQUIREMENT OF BENEFIT
Commercial Rewards	<p>Additional commercial rewards are available to you as a member of the programme, increasing your profit margins. The higher your revenues, demonstrable capability and customer excellence, the higher the commercial reward you will receive.</p> <p>Revenue reward structure will be outlined per individual partner.</p>
Business/Sales/Marketing Planning	<p>Partners will have access to a range of experienced AccessData experts who will provide you with consulting time to help with specific business areas. The topic(s) will vary, specifically to meet your business requirements.</p> <p>Partners: Half-day Business Consultancy on an agreed topic each year.</p> <p>Premier partners: One-day Business Consultancy on an agreed business area each year.</p>
Management Training	<p>Partners: Access to a range of online management and leadership skills-based training and resources.</p> <p>Premier partners: Access to a range of online and offline workshops and events covering a range of management and leadership topics.</p>
Partner Forums	<p>Invitation to selected Leadership Forums with the AccessData Leadership Team.</p>
Partner Support	<p>You will receive partner support through the following outlets:</p> <ul style="list-style-type: none"> <li>• Dedicated support via Channel Manager</li> <li>• Support through the support and partner portals</li> <li>• Knowledge support through the knowledge library and access to our experts</li> </ul>
Marketing Services	<p>All marketing services will be considered on a case-by-case basis but could include the following:</p> <ul style="list-style-type: none"> <li>• Co-branding assets and activities</li> <li>• Events marketing</li> <li>• Marketing planning</li> <li>• Social media</li> </ul>
Marketing Training	<p>Partners, depending on your type, will have access to both online and offline marketing training. This could be in the form of workshops, webinars, training sessions, how-to guides and events.</p>
Marketing Funding Contributions	<p>All funding requests will be considered on a case-by-case basis and will be discretionary and agreed internally through the AccessData Leadership Team.</p>
Partner Locator	<p>All partners will be listed on the AccessData.com website as part of a partner locator.</p>
AccessData Branded Assets	<p>You will have access to an online toolkit of marketing assets (including co-brandable items) to help you promote your status internally and to end-customers. The toolkit will include, but is not restricted to the following:</p> <ul style="list-style-type: none"> <li>• Email template</li> <li>• Personalised certificate</li> <li>• Website banners</li> <li>• Signature strip</li> <li>• Status logos</li> </ul>
Training	<p>You will receive unlimited access to online training modules for everyone in your business. You will also have access to webinars and events that we hold from time to time.</p>