

Channel Partner Program

Accelerate Your Business with Array Telepresence

GROW WITH ARRAY

The Array Telepresence Channel Partner Program is a global network of world-class solution providers, including value added resellers, system integrators, and distributors. The Channel Partner Program is designed to help partners achieve growth and profit by developing immersive telepresence solutions at very competitive prices.

Our channel partners are our lifeblood – so you can be sure we'll treat you well. You have local – or even international – market expertise. You provide essential services that keep your customers coming back for more.

And us? We have proven, innovative products that will have an exciting effect on your bottom line, and all the support you need. We're committed to providing you with the resources needed to grow your business, maximize profitability, develop your expertise, and build stronger customer relationships.



ARRAY TELEPRESENCE CHANNEL PARTNER PROGRAM CORE BENEFITS

DEMONSTRATED TECHNICAL LEADERSHIP

Array Telepresence enables you to introduce revolutionary telepresence solutions to existing and prospective customers, demonstrating your mastery of emerging technologies and positioning you to help clients increase efficiency with their existing visual communications investments.

COMPETITIVE PROFIT MARGINS

Array Telepresence partners profit on **Equal-i** product resale, maintenance, installation, and renewal sales. Array Telepresence prefers our partners design, deliver, deploy, integrate, and support next generation telepresence solutions.

DEAL REGISTRATION

Array Telepresence is fully committed to the channel and protecting opportunities for partners. Our deal registration program helps you maintain profitability, protect your investment, and is designed to ensure we work together to successfully close business.

NO-COST TRAINING AND SUPPORT

Our commitment to partner and customer satisfaction is a paramount. We provide online and in person sales and technical training at no cost to our partners, including a series of specializations designed to equip qualified partners with the market and technical knowledge require to excel in selling, configuring, and installing **Equal-i** products and solutions. Specialization in **Equal-i** solutions validate partners' technical competency and delivers additional incentives. We also provide unlimited, prioritized technical support to our partners via phone, email and the web.

DEDICATED RESOURCES

Dedicated channel sales and engineering resources are available to partners, along with a comprehensive partner portal that contains sales kits, collateral, online training, marketing assets and more that enable you to easily design, sell, and market Array Telepresence solutions.

ARRAY TELEPRESENCE CHANNEL PARTNER PROGRAM BENEFITS & REQUIREMENTS

We offer the solutions, training, tools, and support to help you and your customers rise above your competition.

BENEFITS

- Welcome Kit
- Deal Registration Program
- Access to sales material, design templates, marketing tools, and online training
- Consistent and timely communication
- Invitation to webinar trainings
- Competitive-level discounts
- Access to low-cost demonstration equipment
- Access to sales leads
- Partner logo on Array Telepresence website

REQUIREMENTS

- Signed partner agreement
- Minimum 6 deal registrants submitted per quarter
- Joint business and marketing plan
- Quarterly partner business review
- Equal-i demonstration capability
- Array Telepresence logo placement on partner website
- 2 individuals Array Telepresence sales certified
- 2 individuals Array Telepresence technical certified

LEARN MORE ABOUT THE ARRAY TELEPRESENCE CHANNEL PARTNER PROGRAM

We've developed, honed and fine-tuned our partner program to help our partners make maximum revenues and profits in the minimum timeframe. You'll see fast results, more revenue and better margins. With products that are competitively priced, and offer broad deployment flexibility, you'll also be delivering great customer satisfaction.



To get started, please contact us at:

800.779.7480 x1

CHANNELPARTNER@ARRAYTELEPRESENCE.COM

ARRAYTELEPRESENCE.COM/BECOMEARESELLER

WHY SELL ARRAY TELEPRESENCE'S Equal-i TECHNOLOGY?

- Ability to cost-effectively refresh dozens, hundreds, or even thousands of rooms
- Disruptive new technology that most users haven't seen that generates interest
- Differentiators are broadly attractive (price, performance and minimum footprint)
- Features are differentiated and impossible to replicate
- Dramatically improve client's satisfaction, usage, and ROI of existing video investment
- "The Reason" to refresh existing under-utilized videoconferencing rooms

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