

SELECT Partner Program:

# Benefits, Programs and Tools.

FUJITSU

shaping tomorrow with you

FUJITSU

SELECT Partner  
Program

# Why join the Fujitsu SELECT Partner Program?

Gartner position Fujitsu in the “leaders” quadrant of two Magic Quadrant reports: “End-User Outsourcing Services, Europe” and “Data Center Outsourcing and Infrastructure Utility Services, Europe”.

With solutions such as Mobilizing the Enterprise and Enabling Digital, or Business Centric Infrastructure, Fujitsu have a wide palette of solutions that enable Channel Partners to meet their customers’ needs. A rich history of 80 years of innovation and an investment of \$2 billion worldwide in research and development have resulted in 100,000 global patents and achievements such as the water resistant tablet or the first zero Watt monitor, PC, and server. Fujitsu is also one of the top 2 supercomputing vendors in the world.

Also recognized as a top player in self service IaaS, “Gartner Magic Quadrant: Cloud Infrastructure as a Service”, Fujitsu is well-placed to help Channel Partners make the best use of new digital and technology solutions - helping them elevate themselves above the competition.

In order to better serve this goal we have reworked our SELECT Partner Program to reflect our core values:

**Simplification:**

No barriers of entry to the program or for progression to SELECT Expert. We focus on skills and competencies, giving all partners equal opportunity to advance to the highest levels of SELECT Circle and SELECT Infinity.

**Innovation:**

We create new business opportunities in areas such as Cloud, IoT, Big Data, Security, Artificial Intelligence and verticals and develop new sales and technical skills for our channel partners. We are committed to growing together.

**Engagement:**

We recognize and reward the expertise of our SELECT Partner Program members through our redesigned backend rebate structure and a fully reworked set of benefits and tools.



# Your success is our success. Collaboration and co-creation are key to our partnership.

So much so that Leading channel analyst firm Canalys has recognized Fujitsu's SELECT Partner Program as a "Champion" in the IT channel in its latest EMEA Leadership Matrix. This prestigious rating is achieved by obtaining the highest scores from partners across 10 areas of channel management, while demonstrating significant ongoing channel program momentum.

The Canalys Leadership Matrix was assembled based on feedback from over 2,700 EMEA channel partners over the course of 12 months, starting back in February last year. Vendors that are designated as "Champions" are those "that have placed the channel at the center of their corporate strategies, while consistently showing the highest level of commitment to their indirect partners". We are, naturally, proud of this achievement - an achievement shared with our SELECT Partners.

The SELECT Partner Program delivers unbeatable value to its growing international base of channel partners around the world, founded on three cornerstones:

## **Reliable Innovation**

Fujitsu provides every member of its SELECT Partner Program with access to high-quality, customizable solutions intended to help their customers to simplify and enhance everyday life. Fujitsu's best-in-class products represent the foundation of IT solutions that channel partners' end customers will find compelling.

## **Individual Support**

Fujitsu's cooperation with channel partners is sustained and developed by personal relationships and distinguished by the hallmark of excellence, so it is easy for Fujitsu and its partners to succeed in developing mutually profitable business. By providing market-leading tools, specialized processes, and sources of information, Fujitsu empowers its channel partners to differentiate in their business.

## **Commitment to Growth**

Fujitsu is helping its channel partners to grow in the market. The Fujitsu Rules of Engagement for business demonstrate the company's clear commitment to understanding the unique value of its partners in the IT market, while also respecting their customers and embracing cultural differences.



# SELECT Partner Program: Getting started, moving up

From a simple online registration to a close-knit and tightly-integrated working relationship, the Fujitsu SELECT Partner Program helps you to earn more - and helps us to grow business together:

## SELECT Registered

Upon registration you will already have a wealth of tools at your disposal, enabling you to market and sell your Fujitsu-based product and services solutions to your customers, with the support you need from us. This includes presales support, account management, a special logo and joint marketing activities supported by a range of marketing tools.

## SELECT Expert

Build your knowledge and skills, refine your specialization in the SELECT Academy, or obtain recognition for third-party competencies and certify as a SELECT Expert. The special SELECT Expert logo indicates that you have reached a level of specialization in a specific area or areas of expertise, communicating your commitment and higher level of skill clearly to our joint customers. You'll receive access to more resources and benefits, from pre-qualified leads to deal registration and account management. Once at SELECT Expert status you also have the ability to increase your visibility within the partner community and potential to progress further, to SELECT Circle status.

## SELECT Circle

An invitation-only partner community, with selected partners being identified for their high commitment to their customers - partners who are experts in their subject area, who provide long-term consulting and services-led solutions to their customers, and with more than 50% of their total revenue resulting from project business with medium to large enterprise customers. SELECT Circle partners are trusted digital advisors, and Fujitsu work closely with them to apply their knowhow in co-creating solutions and services based upon the full stack of Fujitsu and technology partners' portfolios. Only a few SELECT Circle partners are chosen per country, ensuring a level of exclusivity that you'd expect with such a close commitment.

## SELECT Infinity

Fujitsu's invitation-only community for large international corporate partners. Strictly limited, and with effectively unlimited benefits, each SELECT Infinity partner is active across geographical boundaries and has unprecedented access to the Fujitsu organization and an infinite array of solutions from product to AI. Highly exclusive, only a limited amount of SELECT Infinity partners are selected globally.

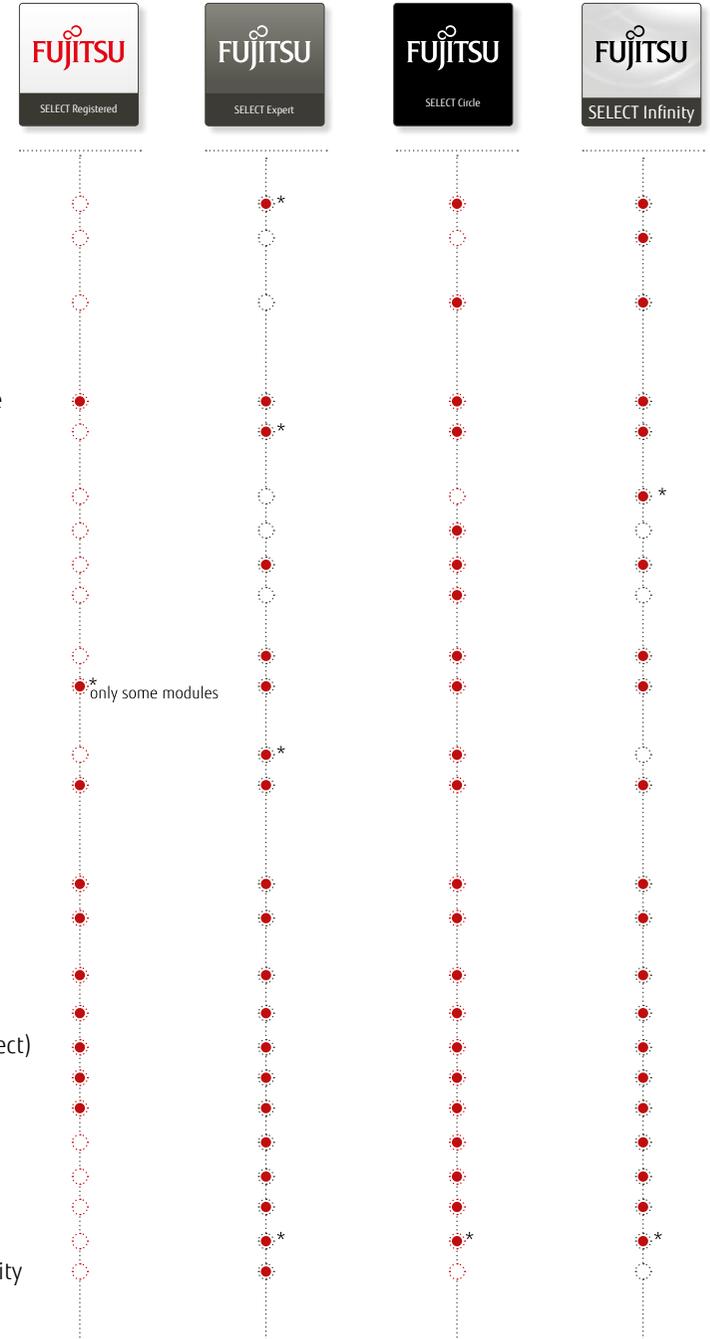


# SELECT Partner Program: Getting started, moving up

Fujitsu provides Channel Partners with the tools and resources they need to develop and close deals. Depending on your partnership level, Fujitsu provides support ranging from standard telephone assistance through to customized on-site support, resource-gathering, or product installation assistance.

## Benefits

- Account Management (PAM-iPAM)
- Top Management access, regular meetings, and reviews
- Access to Fujitsu Excellence Centers Product Management
- Incentives / Loyalty Program
- Rebate Programs rewarding performance for base, growth, earning new business, and services
- Functional Rebate
- Digital Development Funds
- Deal Registration
- Financing programs for partners and customers through partners
- Reselling Fujitsu services
- SELECT Connect (easy access to request prices, register deals, claim your leads)
- Priority to Fujitsu generated leads
- Channel Partner Portal access including enablement tools, sales aids, and marketing campaigns & tools
- Partner Logo (membership level logo)
- SELECT Academy access for a unique training experience
- TechCommunity
- TechCommunity Workshop
- Configuration Tools (System / web Architect)
- Reseller Locator
- Channel Power Pack
- Co-marketing / Access to Media Toolbox
- Demo Units
- Case studies / references
- Partner Advisory Board (by invitation)
- Candidate for SELECT Circle / SELECT Infinity



\*Yes, subject to individual planning (STA/business plan)

# SELECT Partner Program Benefits: Enabling Channel Partners

A simple registration through our Channel Partner Portal is all that's needed to become a Fujitsu SELECT Registered Partner. As a SELECT Registered Partner, a wealth of tools are available in our Channel Partner Portal to help you to reach, and successfully engage with, your customers:

## Marketing support

To drive our success together, we provide all SELECT Partners with access to co-marketing materials and tools for lead generation and mutual growth:

## Media Portal

Here you'll find any visuals, logos, and any other marketing collateral you may need.

## Media Toolbox

The Media Toolbox gives you personalized and ready-to-use marketing assets for your own marketing initiatives. Co-marketing has never been so easy!

## Co-marketing Guide

With clear advice on how to best use our partner program logos and follow our Corporate Brand Guidelines.

## Partner Power Pack

A marketing and sales enablement pack where we consolidate our key messages, campaign assets & product materials.

## SELECT Connect

With a direct connection to our own CRM, SELECT Connect gives you the information and direct contacts you need to get the most out of our partnership and fulfil your sales requirements - optimizing our approach for working business opportunities together!

Partners can register and track customer projects with the Deal Registration Tool, safe in the knowledge that a deal they are investing their time and effort in will remain theirs. In addition, they'll also benefit from pre-qualified leads as a result of local marketing actions - and can track them through the Lead Handover module.

All SELECT Partner Program members can also request project-specific pricing using the Special Price Request module - maybe just what you need to close that important project deal.

## Reseller Locator

As a SELECT Partner Program member you'll be listed in the official Fujitsu website pages with reselling channel partners. Fujitsu Campaigns redirect to Reseller Locator, from which the channel partners can see how many clicks they had on their website. Not to be underestimated, this extra lead generation tool can be particularly helpful for customers looking for local support!



# SELECT Partner Program Benefits:

## Investing in our Partners

### Incentives / Loyalty Program

Incentives are based on the sale of a product and/or on rewarding a desirable channel partner behavior e.g. trainings, and can be paid to either an individual or company.

- Individual: Applied to all Partner Representatives, as long as their Partner employer approves incentive or SPIF payouts direct from manufacturers.
- Company: Restricted to SELECT Experts, must be pre-approved, and depend on the running incentive schemes
- Channel Partner company will award incentives to their internal teams at their discretion.

### Back-end rebates scheme

Target setting processes are key to a healthy Channel business, which is why we are excited to offer this compensation program. The Back-end rebates scheme rewards channel partners for achieving their sales goals by cash payouts. This program is offered exclusively to SELECT Infinity, SELECT Circle

and SELECT Experts, that have signed a SELECT Target Agreement (STA). Mechanism of Back-end rebate scheme\*\*:

- A SELECT Target Agreement (STA) with quarterly targets needs to be signed at the beginning of each fiscal year.
- Targets are set based on the performance of previous year and checked on quarterly basis.
- Valid Certification is required to be eligible to be part of the program.

### SELECT Circle and SELECT Infinity

Partners within our invitation-only SELECT Circle and SELECT Infinity communities benefit further not only from individually-tailored STAs and dedicated sales support, but also have direct access to, and a close working relationship with, Fujitsu management, sales, technical staff, or even R&D, to promote joint business and better exploit cross-sell opportunities - all the time de-risking partners' growth in their services or solutions business.



Local taxation laws apply.

\*\*Please read the conditions for the eligibility of local backend rebates and Sales Development Funds or contact your Partner Account Manager.

The most important reason to join the SELECT Partner Program is to grow your business. The most effective way to do that is by developing your expertise in Fujitsu products and solutions through specialization as SELECT Expert. This gives you the opportunity to apply for access to the Back-end rebate scheme and Sales Development Funds that help you to drive demand. Furthermore, it may put you in line for entry into our invitation-only SELECT Circle Partner community.

#### **SELECT Awards**

The SELECT Awards are designed to publicly recognize the successes of SELECT Partner Program participants on country, regional and global level.

- Reward channel partners' contribution to Fujitsu business
- Reward the partners that are committed to the pursuit of excellence, innovation and quality
- Apart from getting an actual award, winners can enjoy a range of business and marketing benefits



# SELECT Partner Program Benefits: Building Skills and Knowledge

Another key aspect of our Channel Partner Portal is the set of tools we provide for education, certification - to attain and maintain SELECT Expert status, and information sharing. Constantly learning, up to date, and always informed - thanks to SELECT Academy and TechCommunity:

## SELECT Academy

We acknowledge third-party competencies to give a fast track to SELECT Expert status, or provide you with the tools you need to learn: Helping you to build skills and knowledge, and attain a certification to progress from SELECT Registered to SELECT Expert partnership, our SELECT Academy offers a unique training experience.

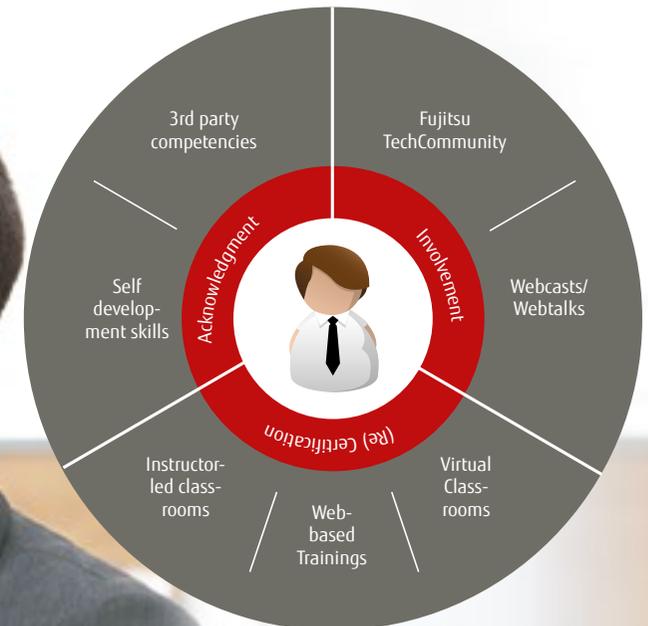
Sales skills courses are included in the curriculum, enhancing solution selling skills in Digital, Big Data, Security, Verticals, and more. With virtual classrooms, instructor-led classes, and web-based trainings, you'll build your knowledge in the SELECT Certification Center, part of the SELECT Academy, to certify or recertify as a SELECT Expert.

## TechCommunity

We also encourage you to take part in the TechCommunity where regularly-organized Webcasts help you to keep in touch and stay up to date with the latest developments. Keep track of upcoming events in the calendar and register to engage with other partners and Fujitsu staff and support team members in the active online discussion board. You'll find online technical support in an open forum and exclusive information on upcoming innovations and technology - all by simply registering and being active in the community.

TechCommunity is enhanced by online surveys, and also face to face workshops under NDA for sharing confidential information on technical level for products and solutions - giving SELECT Partners an all-important edge.

There's more: the TechCommunity Workshop can't be missed - it's the biggest technical event for Channel Partners!



# SELECT Partner Program Benefits: Service Providers

Whether you are a Service Provider today or you're looking to enter the market, co-creating with Fujitsu can help you make the difference. We will support you in designing and delivering new services with higher performance whilst eliminating risk – all tailored to your needs and backed by the reliability of Fujitsu.

Services-based solutions have specific support needs:

## Technical Consulting

We provide contact with Product Managers at a central level, and System Architect access: sharing product roadmaps, planning solutions together, and collaborating on a technical level

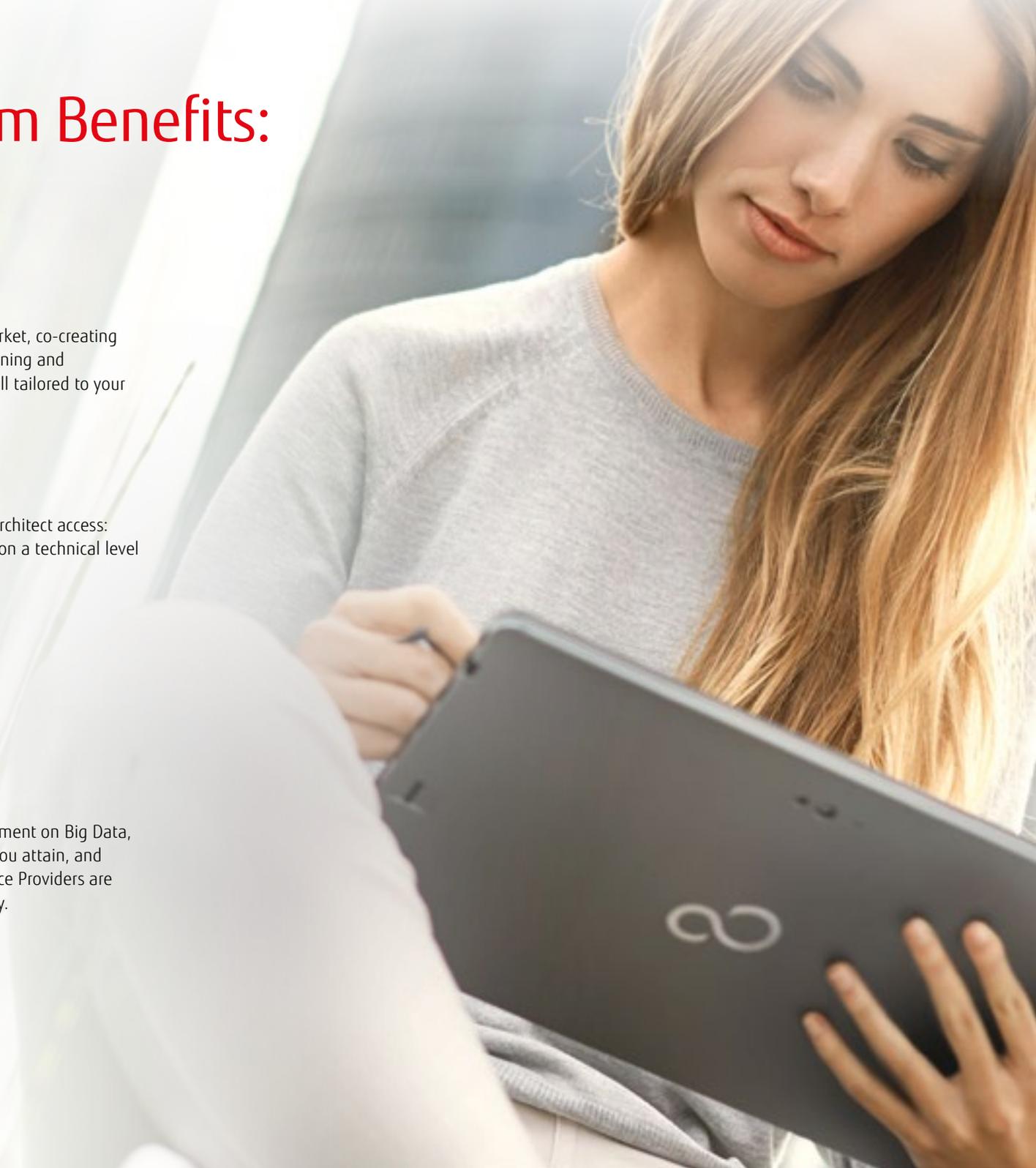
## Sales & Finance

Here too, we offer specific benefits aimed at Service Provider Partners:

- Account Management
- Leads and opportunities
- Co-marketing
- Demo discounts
- Financial services

## Specialization

In addition to specialized logos, we'll provide focussed training and enablement on Big Data, SAP, Virtualization, Openstack, and Hybrid Environment Solutions to help you attain, and maintain, a high level of competence to better serve your customers. Service Providers are also well placed as candidates for invitation to our SELECT Circle community.



Fujitsu SELECT Partner Program:



For more information visit:

<http://www.fujitsu.com/fts/microsites/spp/index.html>

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