



ASCOM WIRELESS SOLUTIONS SALES PARTNER PROGRAM



The Ascom Sales Partner program is aimed to give our business partners a competitive edge in the wireless marketplace. This coupled with our market leading solutions provides a truly compelling business proposition for our partners. With over 50 years market experience and in excess of 3 million devices sold world-wide, rest assured that no other supplier of on-site wireless communications will boost your own business like Ascom.

Ascom has three defined levels of Sales Partners:

- Certified Partner
- Silver Partner
- Gold Partner

Certified Partner

An Ascom Certified Partner has made the necessary commitments in integrating the Ascom wireless solution into their portfolio. These commitments and investments will differentiate our partners from the competition and ensure that their customers will receive first class solutions from first class business partners. A mandatory requirement in becoming a certified Partner is a minimum of two engineers to complete the appropriate product training as outlined in our training programs.

Silver Partner

An Ascom Silver Partner has taken the next step towards becoming a wireless solutions expert. They have invested further in the Ascom training program and have increased their volume commitments. Typically at this stage business partners have identified the benefits of expanding their Ascom portfolio and introduce further Ascom products and applications into their client base. This creates additional client benefits, new revenue streams and also expands the addressable client market.

Gold Partner

The ultimate accolade! An Ascom Gold Partner has identified the business potential in partnering with Ascom and has our wireless solution as an integral part of their portfolio. They enjoy the success that comes with being an Ascom Gold Partner and have increased their investment and focus working in partnership with Ascom.

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	Certified Partner	Silver Partner	Gold Partner
Contract Required	✓	✓	✓
Minimum Volume €	200,000	350,000	500,000
Investment Requirements			
Demonstration Equipment	✓	✓	✓
In house system	-	✓	✓
Sales Focus			
Business plan – yearly	-	✓	✓
Dedicated Ascom Sales Representative (with target)	-	✓	✓
Quarterly sales training updates	-	✓	✓
Monthly sales forecast	✓	✓	✓
Marketing Focus			
Ascom prominent on web site	✓	✓	✓
Participation in tradeshow & exhibitions	✓	✓	✓
Promote Ascom to client base	✓	✓	✓
Dedicated Marketing contact	✓	✓	✓
Technical Focus			
Engineering certification (per product)	2	3	4
1st line customer support	✓	✓	✓
2nd line customer support	-	-	✓

Benefits to Ascom Solutions Partner

The following benefits will be enjoyed by Ascom Solutions partners:

	Certified Partner	Silver Partner	Gold Partner
Commercial Support			
Volume commitment – discount	✓	✓	✓
In-house system, additional discount (1 per partner)	15%	17%	20%
Sales Support			
Dedicated channel management	-	✓	✓
Sales leads	-	✓	✓
Sales training	✓	✓	✓
Access to partners only web site	✓	✓	✓
Marketing Support			
Web site representation	-	✓	✓
Access to marketing & Sales collateral	✓	✓	✓
Co-op marketing funding (% of sales)	-	1,5%	2%
Technical Support			
Comprehensive training schedules (chargeable)	✓	✓	✓
Pre-sales support	✓	✓	✓
Technical bulletins and updates	✓	✓	✓
Pre-sales assistance and site visit (subject to availability)	-	✓	✓
Configuration and quotation support	✓	✓	✓

Potential business partners not wishing to invest in volume commitments can source product through an Ascom distribution partner.