



# Portfolio Supplier Program

*Join Telarus' Foremost Supplier Partnership Program*



The Portfolio Supplier Program offers qualified suppliers with the opportunity to join a portfolio of prominent and high growth providers dedicated to the channel and the residual commission model. Portfolio Suppliers are fully onboarded into Telarus' systems, tools, and website for enhanced visibility to our extensive technology advisor community. Portfolio Suppliers should meet Telarus' minimum business, operational, resource, and funding requirements and are eligible to participate in Telarus' industry-leading education and networking events. They are required to complete an application process, enter into a Telarus distribution agreement, and pay a one-time \$5,000 onboarding fee.

*(Onboarding fee is non-fundable)*

## Minimum Business Model Requirements

- Direct and channel sales teams are separate or fully supported and compensated for teaming
- Rules of engagement for internal sales teams and external partners are published
- Evergreen commissions are fundamental to company's channel business model
- Residual commissions compensation model is in practice
- Compensation model provides for pricing parity between a 2-tier channel and direct sales
- A partner program is in place and instrumental in decision making
- Commitment and capability to achieve \$100k in billing during the first 12 months

## Minimum Operational Capabilities

- End user billing and collections process is currently operational
- Proficient in monthly commissions payment processing
- Utilization of an opportunity introduction or deal registration process for a multi-tier environment
- Systematic setup and reporting to identify four tiers of partnership
  - Technology Services Distributor
  - Technology Advisor (sub-agent partner)
  - End Customer
  - End Customer with multi-location by address
- Ability to produce pipeline reporting according to the Telarus template.
- Ability to produce closed/won reporting according to the Telarus template
- Ability to produce disconnect reporting according to the Telarus template

Minimum Resource & Funding Investments by Supplier Type	Global	National	Regional	Niche*
Dedicated Channel Personnel	8	5	3	1
Annual Marketing Funds	\$75,000	\$50,000	\$25,000	\$15,000

*\*Niche providers are determined by the Telarus team based on solution offer*

## Key Benefits:

- Logo and category inclusion on Telarus website
- Invitation to participate in Telarus annual sponsorship packages
- Eligible for Telarus regional and local sponsorship opportunities
- Assigned Supplier Management support
- Representation in applicable Telarus systems and tools, including the Telarus Hub
- Recognized in Telarus operational and pre-sales support services for technology advisors
- Participant in Telarus Supplier Segmentation Program and eligible tier benefits

## Is Your Company a Good Prospect?

Good Portfolio Supplier prospects are those Suppliers that meet all the established requirements, with a differentiated offer or value-add, and have numerous technology advisors interested in selling their solution.

## When is our Portfolio Supplier Program not a good fit?

- If our portfolio is already saturated with the same technology solution being offered.
- If technology advisor demand and interest is currently limited in number and scope.
- If your company does not meet our minimum business, operations, resource, funding requirements.