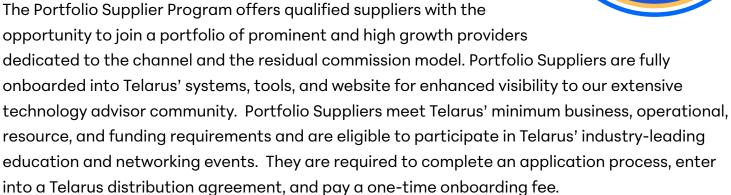


# **Portfolio Supplier Program**

Join Telarus' Foremost Supplier Partnership Program



### **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.



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

<sup>\*</sup>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 Agent Backoffice
- 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 <u>not</u> 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.