

Praim Partner Programme

The aim of the following programme is to create a strategic network of reliable and specialist Partners to address opportunities coming from the market. By joining the programme, we will improve our collaboration and your expertise towards Praim solutions. Being part of the programme highlights your competence and strategic choice towards Praim solution.

You will receive specific tools to keep up-to-date across all areas of our offering and provide customers with a more professional and competent service centred on Praim solutions. Ultimately, this means more solid and trustworthy relationships with our end user customers.

What does the programme offer?

- **Technical and sales training** on Praim portfolio
- **Marketing support** to develop and unlock new business opportunities
- **Sales and pre-sales support** on projects
- **Partner's brand development** and promotion
- **Lead referrals** coming from the web, trade shows and general inquiries
- **Deal registration protection** and project discounts
- **Back-end rebates** (available to Gold partners)

Who is this addressed to?

To all IT resellers (Dealers) interested to offer Praim products to their customers. The request to join the programme can be sent directly to Praim or to one of our Authorised Distributors.

What are the requirements to join?

The requirements differ depending on the level of the commitment and involvement of a partner (see table below). A registration on the My Praim area on Praim website is mandatory at all levels, together with a compliance to our Channel partner agreement.

These two quick steps enable you to become a Praim Authorised Partner and start selling Praim products immediately.

The programme is structured on 3 levels. Each level reflects the degree of commitment, knowledge, competence and focus of the partner.

Praim Authorized Partner	Praim Silver Partner	Praim Gold Partner
PAP	PSP	PGP

In the following table there are listed the main requirements and benefits:

Requirements	PAP	PSP	PGP
The company needs to be involved in the sale of IT products and solutions	✓	✓	✓
Acceptance of Praim general sales terms and conditions This is the first mandatory step to become an Authorised Praim Partner.	✓	✓	✓
Annual sales target The Gold level requires an annual sales target. This is independently agreed with each Partner and is designed to stimulate growth and ensure a consistent proposition and development of the Praim brand.	-	10.000 € per year	To be defined with the partner
Sales and technical training These are essential tools to reach the highest level of partnership. You will learn the values and benefits behind Praim solutions and how we can help you find and close new business opportunities.	Not mandatory	2 sales and 2 tech updates per year	2 sales and 2 tech updates per year
Competence on the main Cloud, VDI, Citrix, VMware and Microsoft infrastructures The focus and knowledge on these technologies are essential elements to maximize the overall value of the combined offer with Praim products to the end customer.	-	✓	✓
Display of Praim logo, products and services on Partner website	-	✓	✓

Benefits	PAP	PSP	PGP
<p>Praim Partner logo</p> <p>Praim provides partners with an official logo to highlight the specific level of expertise of the partner. This is a valuable and essential tool for partners that are keen to show customers their commitment and expertise on Praim technology.</p>	PAP	PSP	PGP
<p>MyPraim area access</p> <p>Praim provides a dedicated access to the reserved area to all partners registered. In the My Praim area, partners can access all the information on software and hardware products as well as warranties and RMAs. In addition, the reserved area ensures a quicker and more direct access to the technical support, the deal registration programme, general documentation and technical specifications.</p>	✓	✓	✓
<p>Deal Registration</p> <p>The deal registration is submitted via the online portal (My Praim area). The programme provides protection and best pricing for specific deals.</p>	✓	✓	✓
<p>Dedicated area for Silver and Gold Partners on Praim website</p> <p>Dedicated and highlighted logo for the highest level of Partnership.</p>	-	✓	✓
<p>Market Development Funds (MDF)</p> <p>Discretionary funds available to partners for joint marketing activities such as trade shows, events, mailing etc. MDF are granted upon submission and approval of an official MDF request.</p>	-	✓	✓
<p>Priority on lead referrals</p> <p>Partners benefit from lead referrals coming directly from Praim and distributors' marketing activities. These business opportunities are assigned to partners according to: preferences shown by customers, territorially and partner competency.</p>	-	✓	✓
<p>Not For Resale (NFR) Products</p> <p>Special reserved prices on NFR products for Silver and Gold partners. The number of NFR products is limited and agreed with the partner.</p>	-	✓	✓
<p>Preferential access to Praim technical support</p> <p>Technical support is provided to all partners for free regardless of partnership level. However, Silver and Gold Partners have a higher priority compared to Authorised Partners.</p>	-	✓	✓
<p>Pre-sales support</p> <p>Praim provides a team of technical experts to support Partners on pre-sales activities, answer questions and assist with on-site visits</p>	-	✓	✓
<p>First look preview on new products and road maps</p> <p>Silver and Gold partners can have first look preview on new products and solution as well as access NDA road map information</p>	-	✓	✓
<p>Back end rebates</p> <p>Praim agrees on annual sales target and back end rebates individually with the Gold Partner.</p>	-	-	✓