



# Business First Partner Program

Gateway, dedicated exclusively to the professional world, supports clients' technological and business growth through its strategic partners. This absolute focus on the professional world, makes Gateway competitively unique, while its simplicity, efficiency and innovative nature allow partners to concentrate exclusively on what matters most: the customer.

## The philosophy

Channel partners mainly look for consistency, reliability and stability in the brand: the Business First Partner Program is the first completely transparent, vendor supported channel program for business clients only: selected partners hold strategic positions within high-density business areas and are able to provide nationwide sales and assistance cover.

The Business First Partner Program is designed for companies who match Gateway's commitment to deliver market leading solutions with focus on the medium-sized business segment. The key features of the Business First Partner Program include:

- Accreditation criteria that are realistic and achievable.
- Tightly integrated partner benefits and training programs.
- Improved margin structure offering accredited partners a solid support from the 3rd IT Vendor in the world

## Your Commitment To Us

Gateway Business First Partners are required to accept and sign an agreement which formalises terms and conditions of payment, support and other information. Gateway Business First Partners will meet annual sales targets agreed with Gateway at the beginning of the financial year, and need to have and maintain the minimum required number of certified resources as specified.

## Our Commitment To You

Gateway offers many advantages to Business First channel partners:

- Financial
- Marketing
- Be part of a selected community through the Gateway exclusive portal
- Sales & Technical Support
- Business Services Development

Benefits	Registered	Business First
<b>Financial benefits</b>		
Pay For Results quarterly campaigns on products		✓
Pay For Results quarterly campaigns on managed services		✓
Vendor-held MDF		✓
<b>Gateway community</b>		
Presence in public online partner locator tool		✓
Direct access to 2nd line support		✓
<b>Business First Partner Portal</b>		✓
Business First Partner Dashboard		✓
Weekly update of overall earnings status		✓
Visual indication of performance against plan		✓
Password protected access to information portal		✓
Bid support		✓
<b>Dedicated Senior Account Sales Manager and centralised support</b>		✓
"Open doors" senior management access		✓
Central team to help partners delivering marketing campaigns		✓
<b>Partner council</b>		✓
Quarterly face to face meetings plus interim monthly calls		✓
Commitment to online Council Community for wider partner mutual assistance		✓
Self-nomination and election by partners		✓
Rolling 12 months term		✓
<b>Marketing</b>		
Password protected access to marketing portal	✓	✓
Breaking News email	✓	✓
Monthly email newsletter	✓	✓
Invitation to Gateway events		✓
<b>Technology</b>		
Whitepapers		✓
Success stories		✓
Tender Q&A		✓
<b>Marketing Support</b>		
Gateway Logo usage		✓
Demonstration Equipment Programme		✓
Internal Use Equipment Programme		✓
Exhibition Support		✓
Open House Support		✓

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Gateway PARTNER PROGRAM

Benefits	Registered	Business First
<b>Sales &amp; Technical Support</b>		
Utilise Gateway ServAssit	✓	✓
Webinars		✓
Yearly partner meetings		✓
Sales & Product Trainings		✓
Technical Trainings		✓
<b>Gateway Authorised Service Provider</b>		✓
On Site Maintenance Provider for Gateway Products sold by the Partner		✓
Utilise Gateway ServNow		✓
Access to Purchase of Spare Parts		✓
Access to a dedicated Service Portal		✓
Gateway Authorised Service Provider Council		✓
<b>Business Services Development</b>		
<b>Complete End to End Turnkey Solution to offer Managed services</b>	✓	✓
Access to Managed Services Forum	✓	✓
Access to Managed Services Portal		✓
Creation of customisable Reports for Business Customer (with Partner logo)		✓
Go to Market Definition support		✓
Suite of Marketing and Business Tools		✓
Specialised Trainings on:		
• Business Development		✓
• Sales and Marketing		✓
• Technical steps		✓



## Partner exclusive portal

The concept of "Partners", which is vital in the Gateway philosophy, has led to the creation of a password-accessible confidential area where all partners working with Gateway can access a variety of information, benefit from a range of services and stay up-to-date on all the news available.

To access the portal, simply type in the following address: <http://partner.gateway.com/>  
Designed as an Internet forum, the Gateway portal offers instant online discussion: Partners participating in an Internet forum can build bonds with each other and interest groups will easily form around a topic's subject.

## Gateway Professional Managed Services

Gateway Managed Services is a set of remotely delivered services that enable dealers and IT service providers with mid-market and small business customers to deliver remote management of diverse IT environments as their own branded service offering.

Unlike service providers who buy traditional system management software tools, Gateway dealers will avoid costly up front investments and be enabled to Increase and Stabilise Revenue, Reduce Cost (increase profit) and Differentiate their business for competitive advantage.

The dealers business will benefit from the stability and predictability of Monthly Recurring Revenue as a result of branded managed service offerings. Gateway Professional has made the investment in a comprehensive hosted platform that allows the dealer to avoid the up-front capital cost otherwise required to implement managed services. Implementing the remote monitoring and management platform for service delivery to their customers enables dealers to reduce cost in their operations and perform maintenance and IT management tasks more efficiently. Dealers will differentiate their business through pro-active services, greater breadth of capability and branded performance reporting.

The Dealer's customers will benefit from receiving a broader range of valuable services, in a cost effective fashion from the dealer they trust. As a result of the services delivered, the customer will enjoy increased product performance without the burden of dealing with the complexity of IT themselves. These customers will benefit from having the dealer manage, maintain and reduce of the risks associated with IT operations and at a predictable cost. This results in a business benefits to these customers.

