



## Our partners are our power

# Introducing the Alaris Partner Program from Kodak Alaris Information Management

Welcome to an all-new, modern partner experience to help your business Expand, Connect, and Grow.



**Expand** your offerings with our portfolio of world-class distributed and production scanners, capture solutions, and service.



**Connect** with more leads through demand generation programs and sales enablers delivered by our partner portal.



**Grow** profitable revenue with our lucrative channel program and incentives.

## An integrated approach to digital transformation.

Together, we can offer your customers a fully integrated way to use data to drive efficiency, growth, and profitability.

### Science

Help customers capture, recognize, and extract more information from data

### Technology

Innovative software and devices to store, share, and integrate data with business processes and applications

### Partnership

Service installation, training, support, and consultation

## Alaris Partner Program benefits

We're making partnership easier with a new portal for today's business environment

- Access from any device with a mobile-friendly design
- Co-branding resources to market your business
- Assets and support for marketing activities
- Sales enablement tools, training, and certification in one click with single sign-on
- Deal registration, business planning, and opportunity management that's integrated with our CRM to save time and streamline processes

## More ways to grow

### Lead generation

- Qualified leads from Kodak Alaris Information Management global campaigns
- Marketing automation tools and assets to create your own campaigns

### Deal registration

- Registration for deals that meet requirements

### Selling and partnership incentives

- Redesigned benefits and bonuses to support how today's business gets done
- Additional incentives increase with your partnership commitment to Kodak Alaris Information Management

## We only succeed when you do.

The Alaris Partner Program is built to enable our success by enabling yours. Here's how:

### **We're easier to work with**

A single point of contact for all resources and assistance

### **You'll understand what you're selling**

Product knowledge can be accessed and digested quickly

### **You'll make more money**

Through incentives and the support you need to close sales



## Alaris Partner Program membership tiers and benefits

### Registered

#### Requirements

- Register on Portal

#### Benefits

- Training & Certification
- Access to Sales Tools
- Access to Marketing Support
- Web Syndication
- Social Syndication
- Access to Competitive Crush
- Business Development Funds
- Evaluation Units
- Logo Usage
- Access to Rebates
  - Deal Registration
  - Government Rebate
  - Trade-In Program
  - Kodak Care Kit Registration Rebate

### Premier

#### Requirements

- Register on Portal
- \$100K+ Annual Revenue\*
- Minimum 1 Sales Rep Certified

#### Benefits

- Training & Certification
- Access to Sales Tools
- Access to Marketing Support
- Web Syndication
- Social Syndication
- Access to Competitive Crush
- Business Development Funds
- Evaluation Units
- Logo Usage
- Access to Rebates
  - Deal Registration
  - Government Rebate
  - Trade-In Program
  - Kodak Care Kit Registration Rebate
  - Scanner Backend Rebate

### Elite

#### Requirements

- Register on Portal
- \$400K+ Annual Revenue\*
- 2+ Sales Reps Certified
- Documented Business Plan

#### Benefits

- Training & Certification
- Access to Sales Tools
- Access to Marketing Support
- Web Syndication
- Social Syndication
- Access to Competitive Crush
- Business Development Funds
- Evaluation Units
- Logo Usage
- Membership Plaque
- Access to Rebates
  - Deal Registration
  - Government Rebate
  - Trade-In Program
  - Kodak Care Kit Registration Rebate
  - 2X Scanner Backend Rebate

\* See Program KA41 for Full Details

† URL available as of 4/3/17

## Expand, Connect, and Grow today!

To get started today visit [partners.kodakalaris.com](http://partners.kodakalaris.com)<sup>†</sup>

**Kodak alaris**  
Information Management