



PRODUCTS INCLUDE:

- Document Scanners
 - Accessories
 - Consumables
 - Warranties

SCANNERS

AUTHORIZATION REQUIREMENTS AND BENEFITS

OVERVIEW

The Scanner authorization gives resellers immediate access to the Panasonic portfolio of professional scanner products. These industry-leading scanners are efficient, reliable and compatible with a wide variety of applications. With a steadfast commitment to the channel, Panasonic offers its reseller partners varying benefits based on their quarterly net minimum purchases, or tier levels.

GROW STRONGER WITH PANASONIC IN 2016

Panasonic is pleased to introduce several exciting enhancements to the Scanner authorization, effective April 1, 2016, to March 31, 2017. All program benefits and incentives are designed with one goal in mind: to foster reseller partner profit and growth by leading with Panasonic.







- Partner performance will be measured every three months and tiered accordingly
- Quarterly rebates to increase partner profitability
- Updated UMAP (Unilateral Minimum Advertised Price) Policy to assist partners to more profitably promote and sell Panasonic products
- Rebates and recycling available through the updated program

Panasonic
AUTHORIZED
RESELLER PROGRAM







PROGRAM REQUIREMENTS

	TIER A	TIER B	TIER C	TIER D
Quarterly Minimum Purchases The minimum amount of purchases less returns quarterly NEW Partner performance will be measured every three months (April, July, October and January), in accordance with the Panasonic fiscal calendar, and tiered accordingly.	\$100,000	\$50,000	\$25,000	—
Demonstration Units Purchased and Maintained Minimum amount of demonstration unit inventory a partner must have available for customer evaluation.	Must purchase 1 unit every six months			—
Panasonic Authorized Reseller Guidelines Approved Scanner resellers must meet and adhere to the Panasonic Authorized Reseller Guidelines which can be found on the Panasonic Partner Portal.	Yes			
Panasonic Advertising and UMAP Policy Resellers violating the Panasonic UMAP (unilateral minimum advertised pricing) policy will be suspended from the program and will not be eligible for any rebates or other program benefits.	Yes			

PROGRAM BENEFITS

	TIER A	TIER B	TIER C	TIER D
 Sales Support Panasonic resource assigned to assist the partner.	Partner Sales Manager (PSM)		Scanner Sales Specialist	
 Deal Registration To support deal business, a pricing advantage against all other competing resellers for finding new and unique sales opportunities.	8% Pricing Advantage \$20,000 minimum to register a sales opportunity (PSCNA will use Suggested Retail Price [SRP] to calculate total deal value.)			None
 Quarterly Reseller Reinvestment Program Funds based on total quarterly net purchases to increase partner profitability *All program requirements (quarterly minimum purchases, demo unit and UMAP policy) must be met to receive any funds.	12% for \$175,000 10% for \$100,000	6% for \$75,000 4% for \$50,000 2% for \$25,000	None	
 Spiff Program Incentive program for reseller sales representatives.	Yes			None
 Demonstration Unit Discounts Available to all authorized resellers, discounts on products for demonstration purposes.	Reseller may purchase 1 unit per eligible SKU every six months at 50% off SRP			None
 Instant Rebate Program Instant rebates provided to the reseller by distribution at the time of purchase. Contact your Partner Sales Manager for details.	By product		None	

PROGRAM BENEFITS (CONT.)

	TIER A	TIER B	TIER C	TIER D
 Scanner Recycling Rebate Program Rebates and recycling available with the purchase of a new qualifying Panasonic scanner. Contact your Partner Sales Manager for details on qualifying models and rebate values.		Yes		No
 Panasonic Post Warranty Service & Support Program This program is designed for resellers who want to provide extended service and maintenance coverage to their customers once the standard Panasonic warranty expires. To enroll, resellers must complete the application which includes the Post Warranty Support Program Agreement and Service Parts Credit Application. Contact your Partner Sales Manager for more information.		Yes		No
 Proposal-based Marketing Development Funds (MDF) Funds available to support solid ROI-driven marketing activities to grow reseller and Panasonic business. With mutual growth plan commitment, Panasonic will select proposals for tradeshow, events, email campaigns and other strategic activities designed to drive sales, target new vertical markets and increase Panasonic market share. Partner Sales Managers will consult on the growth plan and MDF process.		Limited Availability		None
 Panasonic Literature Fulfillment Center Access to GroupTrak, Panasonic's new literature fulfillment center. Services include complimentary literature for authorized product categories, free ground shipping and no service charges, real-time tracking information on all orders and print on demand which allows you to customize your literature.		Full Access		Contact your Scanner Sales Specialist for assistance
 Access to Partner Updates Access to Panasonic's bi-weekly marketing bulletin providing the latest information on products, services and promotions.		Yes		
 Partner Live Updates Join us for Scanner Partner Live Updates hosted monthly and designed to update you on products, promotions and programs. Webinars are held the 3rd Thursday of each month at 3pm Eastern.		Yes		

Employees of reseller companies may not share the Panasonic Authorized Reseller Program details, including program requirements and benefits, or information gained through the Panasonic relationship with another manufacturer or end-user.

CONTACT US

1.877.826.6538/ResellerSupport@us.panasonic.com

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