








## PANASONIC AUTHORIZED RESELLER PROGRAM SCANNERS QUICK REFERENCE GUIDE

		LOCATION 1	LOCATION 2
 <b>Program Benefits and Requirements</b>	Partner Guidelines	1. Visit: <a href="#">Panasonic Channel Program Guidelines</a>	1. Visit: <a href="#">Panasonic Partner Portal</a> 2. Select "Programs" tab 3. Select "About" 4. Download "Panasonic Authorized Reseller Program Guidelines"
	Partner Tiering & Qualifications	1. Visit: <a href="#">Program Requirements and Benefits</a>	1. Visit: <a href="#">Panasonic Partner Portal</a> 2. Select "Programs" tab 3. Select "About" 4. Download "Authorization Summary"
	Deal Registration	1. Visit: <a href="#">Panasonic Partner Portal</a> on how to access Deal Registration 2. Select "Programs" tab 3. Select "Company Incentives" 4. Select "Deal Registration"	1. Visit: <a href="#">Panasonic Partner Portal</a> for training and guidelines for Deal Registration 2. Search "Deal Registration" 3. For training document, select "Media" and download "Authorized Reseller Program: Deal Registration Training PPT" 4. For program guidelines, select "Announcements" and download "Authorized Reseller Program Deal Registration Program Guidelines"
	Partner Letter of Authorization Request	1. Contact: <a href="mailto:contracts@us.panasonic.com">contracts@us.panasonic.com</a> with the following information (Customer account name, customer POC information, bid #, type of products authorized to sell to be noted on the letter, Panasonic contact, and timeframe - bid due date).	
	Posting Monthly POS Reports	1. Visit: <a href="#">Panasonic Partner Portal</a> 2. Select "Programs" tab 3. Select "POS Upload"	
	Demo Request and Returns	1. To request a demo, contact: PSM or Reseller Support <a href="mailto:resellersupport@us.panasonic.com">resellersupport@us.panasonic.com</a>	1. To return a demo, visit: <a href="http://demoreturns.com">demoreturns.com</a>
	Rewards Central	1. Visit: <a href="http://PSCNARewardsCentral.com">PSCNARewardsCentral.com</a>	1. Call 888.468.4229 or <a href="mailto:hq@rwdscentral.com">hq@rwdscentral.com</a>
 <b>Product Information</b>	Product Specs	1. Visit: <a href="http://Business.panasonic.com/products-officetechnology-documentmanagementimaging-scanners">Business.panasonic.com/products-officetechnology-documentmanagementimaging-scanners</a>	1. Visit: <a href="#">Panasonic Partner Portal</a> 2. Select "Products" tab 3. Select "Document Management and Imaging" 4. Select "Scanners"
	Price Lists	1. Visit: <a href="#">Panasonic Partner Portal</a> 2. Select "Sales & Marketing Resources" tab 3. Select "Sales Tools" 4. Select "Pricelists"	
	Government Contracts	1. Contact: Marjorie Smith <a href="mailto:marjorie.smith@ext.us.panasonic.com">marjorie.smith@ext.us.panasonic.com</a> or call 805.717.9608	
	Cross Selling	1. Visit: <a href="http://us.panasonic.com/growstronger">us.panasonic.com/growstronger</a> 2. Select "Authorized Resellers" 3. Select "Open Products" tab	
	Software Drivers	1. Visit: <a href="http://panasonic.net/pcc/support/scanner/download.html">panasonic.net/pcc/support/scanner/download.html</a>	
 <b>Sales Contacts</b>	Territory Maps	1. Visit: <a href="#">Panasonic Partner Sales Manager Contact Map</a>	1. Visit: <a href="http://us.panasonic.com/growstronger">us.panasonic.com/growstronger</a> 2. Select "Authorized Resellers" 3. Select "Contact Us" tab 4. Download "Scanners"
	Reseller Support	1. Call: Jason Resnick 540.424.7213	1. Email: <a href="mailto:DocumentManagement@us.panasonic.com">DocumentManagement@us.panasonic.com</a>

		LOCATION 1	LOCATION 2
 Marketing Tools	Sales Tools	1. Visit: <a href="#">Panasonic Partner Portal</a> 2. Select "Sales & Marketing Resources" tab 3. Select "Sales Tools" and select the option that best fits your needs	
	Promotions	1. Visit: <a href="#">Panasonic Partner Portal</a> 2. Select "News & Promotions" 3. Select "Promotions"	1. Please review our Bi-Weekly Partner Update emails for promotional updates.
	Events & Webinars	1. Visit: <a href="#">Panasonic Partner Portal</a> 2. Select "Events & Webinars" tab 3. Select "Events" or "Webinars"	1. Please review our Bi-Weekly Partner Update emails for webinar announcements.
	Email Communication	1. Bi-weekly Partner Update emails providing program, product, promotion and event updates 2. Ensure you have an account in <a href="#">Panasonic Partner Portal</a> to receive email communications	
	Case Studies	1. Visit: <a href="#">Panasonic Scanner Case Studies</a>	
 Logos	Panasonic Logo	1. Visit: <a href="#">Panasonic Partner Portal</a> 2. Select "Sales & Marketing Resources" tab and select "Marketing Resources" 3. Select "Logos" 4. Search: "Panasonic"	
	Reseller Partner Logo	1. Visit: <a href="#">Panasonic Partner Portal</a> 2. Select "Sales & Marketing Resources" tab and select "Marketing Resources" 3. Select "Logos" 4. Search: "Reseller"	
	Logo Guidelines	1. Visit: <a href="#">Panasonic Partner Portal</a> 2. Select "Sales & Marketing Resources" tab and select "Marketing Resources" 3. Select "Brand Guidelines" 4. Download "FY14 Panasonic Brand and Logo Reseller Partner Guidelines_HR"	
 Order Processing and Support	Distribution Contact Information	Contact: <b>Cranel Imaging</b> - John Ballenger <a href="mailto:jballenger@cranelimaging.com">jballenger@cranelimaging.com</a> ; <b>Ingram</b> - Michael Lima <a href="mailto:michael.lima@ingrammicro.com">michael.lima@ingrammicro.com</a> & Andrew Rozak <a href="mailto:andrew.rozak@ingrammicro.com">andrew.rozak@ingrammicro.com</a> ; <b>New Wave</b> - Anthony Martin <a href="mailto:amartin@newwavetech.com">amartin@newwavetech.com</a> ; <b>Nuworld Business Systems</b> - Young Lee <a href="mailto:ylee@nuworldinc.com">ylee@nuworldinc.com</a> ; <b>Parrot Distributing</b> - Lana Toomey <a href="mailto:ltoomey@parrotistributing.com">ltoomey@parrotistributing.com</a> ; <b>Promark</b> - Todd Hartung <a href="mailto:toddh@promarktech.com">toddh@promarktech.com</a> ; <b>Synnex</b> - Greg Moses <a href="mailto:gregm@synnex.com">gregm@synnex.com</a> ; <b>Tech Data</b> - Stephanie McGovern <a href="mailto:stephanie.mcgovern@techdata.com">stephanie.mcgovern@techdata.com</a>	
	Parts Ordering	1. Call 800.334.4881 Option 1 or <a href="mailto:pscnaparts@us.panasonic.com">pscnaparts@us.panasonic.com</a>	1. Visit: <a href="#">Panasonic Parts Online</a>
	Recycling Rebates Contact Information	1. Contact Dan Courtney <a href="mailto:dan.courtney@ext.us.panasonic.com">dan.courtney@ext.us.panasonic.com</a> or call 877.826.6538 ext. 570	
	Tracking Order/PO Information	Contact an authorized distributor and speak with your dedicated representative	
 Technical Support	Process for Returns	1. Call 800.PANASYS Option 3	2. Contact Fernando Nunes <a href="mailto:fernando.nunes@us.panasonic.com">fernando.nunes@us.panasonic.com</a> or call 201.392.4512
	Process for Technical Questions, Warranty Service or Dead on Arrival (DOA)	1. Call 800.PANASYS Option 3	