








PANASONIC AUTHORIZED RESELLER PROGRAM SCANNERS QUICK REFERENCE GUIDE

		LOCATION 1	LOCATION 2
 Program Benefits and Requirements	Partner Guidelines	1. Visit: Panasonic Channel Program Guidelines	1. Visit: Panasonic Partner Portal 2. Select "Programs" tab 3. Select "About" 4. Download "Panasonic Authorized Reseller Program Guidelines"
	Partner Tiering & Qualifications	1. Visit: Program Requirements and Benefits	1. Visit: Panasonic Partner Portal 2. Select "Programs" tab 3. Select "About" 4. Download "Authorization Summary"
	Deal Registration	1. Visit: Panasonic Partner Portal on how to access Deal Registration 2. Select "Programs" tab 3. Select "Company Incentives" 4. Select "Deal Registration"	1. Visit: Panasonic Partner Portal 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: contracts@us.panasonic.com 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: Panasonic Partner Portal 2. Select "Programs" tab 3. Select "POS Upload"	
	Demo Request and Returns	1. To request a demo, contact: PSM or Reseller Support resellersupport@us.panasonic.com	1. To return a demo, visit: demoreturns.com
	Rewards Central	1. Visit: PSCNARewardsCentral.com	1. Call 888.468.4229 or hq@rwdscentral.com
 Product Information	Product Specs	1. Visit: Business.panasonic.com/products-officetechnology-documentmanagementimaging-scanners	1. Visit: Panasonic Partner Portal 2. Select "Products" tab 3. Select "Document Management and Imaging" 4. Select "Scanners"
	Price Lists	1. Visit: Panasonic Partner Portal 2. Select "Sales & Marketing Resources" tab 3. Select "Sales Tools" 4. Select "Pricelists"	
	Government Contracts	1. Contact: Marjorie Smith marjorie.smith@ext.us.panasonic.com or call 805.717.9608	
	Cross Selling	1. Visit: us.panasonic.com/growstronger 2. Select "Authorized Resellers" 3. Select "Open Products" tab	
	Software Drivers	1. Visit: panasonic.net/pcc/support/scanner/download.html	
 Sales Contacts	Territory Maps	1. Visit: Panasonic Partner Sales Manager Contact Map	1. Visit: us.panasonic.com/growstronger 2. Select "Authorized Resellers" 3. Select "Contact Us" tab 4. Download "Scanners"
	Reseller Support	1. Call: Jason Resnick 540.424.7213	1. Email: DocumentManagement@us.panasonic.com

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 Marketing Tools	Sales Tools	1. Visit: Panasonic Partner Portal 2. Select "Sales & Marketing Resources" tab 3. Select "Sales Tools" and select the option that best fits your needs	
	Promotions	1. Visit: Panasonic Partner Portal 2. Select "News & Promotions" 3. Select "Promotions"	1. Please review our Bi-Weekly Partner Update emails for promotional updates.
	Events & Webinars	1. Visit: Panasonic Partner Portal 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 Panasonic Partner Portal to receive email communications	
	Case Studies	1. Visit: Panasonic Scanner Case Studies	
 Logos	Panasonic Logo	1. Visit: Panasonic Partner Portal 2. Select "Sales & Marketing Resources" tab and select "Marketing Resources" 3. Select "Logos" 4. Search: "Panasonic"	
	Reseller Partner Logo	1. Visit: Panasonic Partner Portal 2. Select "Sales & Marketing Resources" tab and select "Marketing Resources" 3. Select "Logos" 4. Search: "Reseller"	
	Logo Guidelines	1. Visit: Panasonic Partner Portal 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: Cranel Imaging - John Ballenger jballenger@cranelimaging.com ; Ingram - Michael Lima michael.lima@ingrammicro.com & Andrew Rozak andrew.rozak@ingrammicro.com ; New Wave - Anthony Martin amartin@newwavetech.com ; Nuworld Business Systems - Young Lee ylee@nuworldinc.com ; Parrot Distributing - Lana Toomey ltoomey@parrotistributing.com ; Promark - Todd Hartung toddh@promarktech.com ; Synnex - Greg Moses gregm@synnex.com ; Tech Data - Stephanie McGovern stephanie.mcgovern@techdata.com	
	Parts Ordering	1. Call 800.334.4881 Option 1 or pscnaparts@us.panasonic.com	1. Visit: Panasonic Parts Online
	Recycling Rebates Contact Information	1. Contact Dan Courtney dan.courtney@ext.us.panasonic.com 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 fernando.nunes@us.panasonic.com or call 201.392.4512
	Process for Technical Questions, Warranty Service or Dead on Arrival (DOA)	1. Call 800.PANASYS Option 3	