



Reseller Application Process

Panasonic Partner Portal - User Guide

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Section 1: Learn how to become a Panasonic Authorized Reseller

MINIMUM APPLICATION STANDARDS

1. All resellers should serve customers in a professional manner and show success in their Panasonic product sales. To this end, Panasonic requires that prospective partners have:
 - a) An account with at least one of Panasonic's approved national distributors.
 - b) A working, professional web presence with a company-specific registered URL and corporate email addresses.
 - c) A physical business address.
 - d) Experience with the product categories for which it seeks authorization and sufficient sales personnel and overall scale to achieve Minimum Sales Requirements and support customers.
 - e) Must commit to minimum sales requirements and any other requirements specific to the Panasonic product category for which you are applying to become authorized

ADDITIONAL CONSIDERATIONS

2. Meeting the minimum application standards does not guarantee program authorization to a prospective reseller. Other factors will be considered in the decision including, but not limited to, account manager sponsorship, reseller business model, geographic markets served, vertical market focus, and the quality of the existing relationship between Panasonic and the prospective reseller.

Click [here](#) to view the entire **PANASONIC AUTHORIZED RESELLER PROGRAM GUIDELINES**.

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Section 2: How to Apply for Authorization for new
Panasonic Resellers only

1. Go to www.panasonicpartnerportal.com
2. Click on “Start Your Application”.

APPLY TO BECOME AN AUTHORIZED RESELLER TODAY

The first step in becoming a Panasonic reseller is to review and accept the program guidelines along with submitting an online application. The information requested will allow us to better understand your company and the potential for mutual business growth. Get started by clicking below!

START YOUR APPLICATION

Instructions are applicable for new Resellers only.

How to Apply for Authorization (cont'd)

3. Complete the guideline questions associated with the [Panasonic Authorized Reseller Program Guidelines](#)
4. Enter initials.
5. Click the “Save and Continue” button.

RESELLER APPLICATION - GUIDELINES

GUIDELINES *

- Will you assign one of your employees to serve as a Panasonic Site Administrator committed to driving the Panasonic message through your organization? *
- Are you prepared to complete a Panasonic Business Plan annually? *
- Will you ensure that your technicians and sales personnel complete all required training? *
- Will you provide point-of-sale reports if requested? *
- Will you commit to purchasing Panasonic products exclusively from Panasonic Authorized Distributors? *
- Will you commit to selling Panasonic products to end users only unless granted permission by Panasonic? *
- Will you keep program benefits confidential? *
- Will you use special pricing letters as directed only? *
- Will you adhere to Panasonic's minimum advertised pricing (MAP) policy? *
- Do you accept all other terms and conditions outlined in the [Panasonic Master Reseller Guidelines](#) including product category-specific guidelines for those products for which your company is granted authorization? *

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SAVE AND CONTINUE

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How to Apply for Authorization (cont'd)

NOTE: You can apply for multiple Panasonic product categories. Please apply for the product categories that you are qualified for and intend to resell.

6. Select Product Category Selection.
7. Click the “Save and Continue” button.

RESELLER APPLICATION - PRODUCT CATEGORY SELECTION

1 Category Selection | 2 User Information | 3 Product Information | 4 Complete

Product Categories *

<input checked="" type="checkbox"/> Building Automation Systems	<input checked="" type="checkbox"/> Computers & Tablets	<input type="checkbox"/> Enterprise Storage ⓘ
<input type="checkbox"/> Evidence Capture	<input type="checkbox"/> Medical Imaging	<input type="checkbox"/> POS
<input type="checkbox"/> Broadcast, Cinema and Professional Video Systems ⓘ	<input type="checkbox"/> Rugged Handhelds	<input type="checkbox"/> Scanners
<input type="checkbox"/> Unified Communications	<input type="checkbox"/> Video Surveillance	<input type="checkbox"/> Visual Systems ⓘ
<input type="checkbox"/> Wireless		

SAVE AND CONTINUE

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How to Apply for Authorization (cont'd)

- Complete User Information for “YOU, COMPANY, PEOPLE, AND SALES” tabs. **Tip:** Complete all required information for the abovementioned tabs first and then click on the “Check form for errors” link for potential errors.

[Check Form For Errors](#)

- If there are no red highlighted fields, you’ve completed the form correctly. Great job!
- If there are red highlighted fields then fix errors and click the “Save and Continue” button.

RESELLER APPLICATION - USER DETAILS

Category Selection User Information Product Information Complete

Login information

margot.craighead@us.panasonic.com

Ms. Margot

Craighead 2013929907

Did a Panasonic salesperson refer you to this application? Yes No N/A

Reseller Support

BACK TO CATEGORY SELECTION SAVE AND CONTINUE

Selected Options:

How to Apply for Authorization (cont'd)

13. Complete “Product Information” for Step 3.
14. You must complete all required fields.
15. Click “Save and Continue” button.
16. If you have applied for more than one product group then you must repeat steps 11 – 13 for each product application. Note: a green check mark will appear for the product information that you have successfully completed.
17. Once you have completed product information for all applications then click the “Save and Complete” button.

Building Automation Systems ✓ Computers & Tablets

Will you commit to a minimum of \$25,000 in mobile computer sales each quarter? * Yes No

Will you commit to the purchase of a demonstration unit upon authorization? * Yes No

RESELLER APPLICATION - BUILDING AUTOMATION SYSTEMS DETAILS

Category Selection User Information Product Information Complete

Building Automation Systems Computers & Tablets

Will you commit to a minimum of \$20,000 in Building Automation System sales each quarter? Yes No N/A

Will you commit to the purchase and maintenance of demonstration equipment in accordance with Building Automation Systems category policy? Yes No N/A

What was your Building Automation Systems revenue last year? 20000

What do you project your sales of Building Automation Systems to be this year? 30000

What do you project your sales of Building Automation Systems to be next year? 40000

Please select your top three markets for Building Automation Systems: Available Options: Selected Options:

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How to Apply for Authorization (cont'd)

18. Once you submit your application for review a pop-up notification will appear that instructs you to proceed to your “Application Dashboard” to track the status of your application.
19. You’ll receive an email notification once you submit your application for review.
20. If you need assistance please contact [Reseller Support](#) Please see “Contact Us” information on slide 16.

RESELLER APPLICATION - COMPLETE

Category Selection User Information Product Information Complete

✓ Congratulations Margot Craighead!

Your applications for the following product categories have been received:

- Building Automation Systems
- Computers & Tablets

Your applications will be processed and you will be notified once they have been reviewed.

Proceed to the [Applications Dashboard](#) to track the status of or make amends to your applications.

Congratulations! You have completed your application!
Click Applications Dashboard

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Section 3: How to use your Application Dashboard

Manage your authorization application process from one place.

Refined Application Process

Apply with confidence and ease.

With a brand new reseller onboarding and product authorization registration process, applying for the first time or applying for new product authorizations just became easier with the new application process. Waiting to hear back? With the new Application Dashboard, you can get a snapshot of your authorization application status by product category.

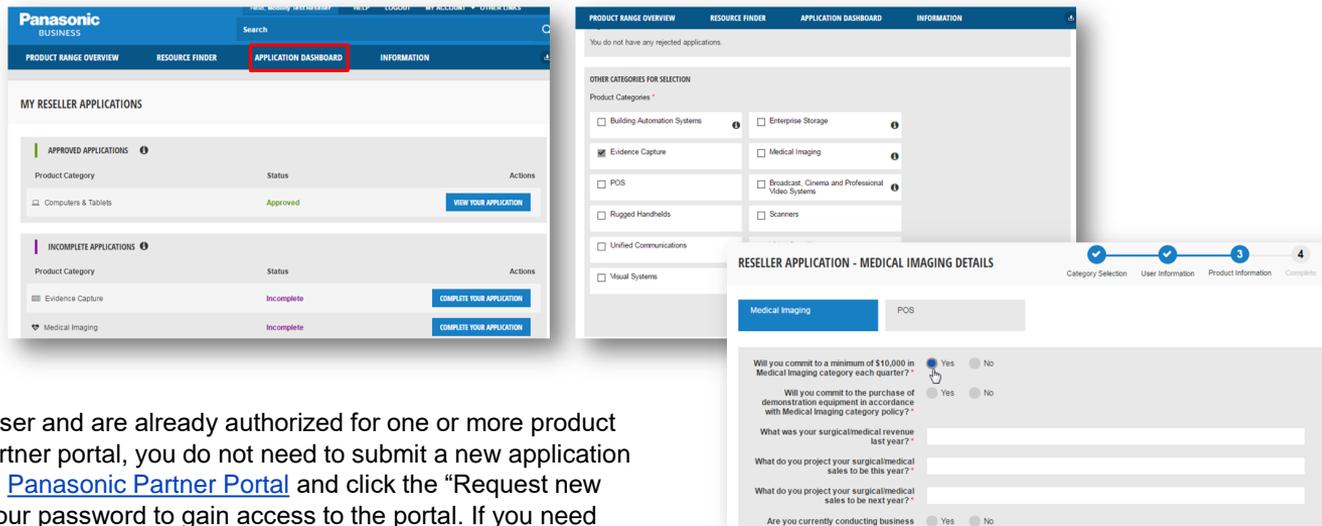
The image shows two overlapping screenshots from a web application. The top screenshot is titled "STEP 3 - PRODUCT REGISTRATION" and shows a progress bar with four steps: "Category selection", "User information", "Product registration", and "Complete". The "Product registration" step is currently active. Below the progress bar, there are four main categories: "Computers and Tablets", "Presentation Technologies", "Rugged Handhelds", and "POS Drive Thru". Each category has a sub-section with specific product types. For example, "POS Drive Thru" includes "Evidence Capture", "Professional Video", "Scanners", and "Video Surveillance 2014". There are also sections for "Fax and All In One" and "Unified Comms". Below this, there is a "POS Drive thru" section with a confirmation message and two questions with radio button options for "Yes" and "No". The bottom screenshot is titled "MY DASHBOARD" and shows two sections: "APPROVED APPLICATIONS" and "INCOMPLETE APPLICATIONS". The "APPROVED APPLICATIONS" section lists "Computers and Tablets" and "Evidence Capture", both with a status of "Approved" and a "VIEW PRODUCT CATEGORY" button. The "INCOMPLETE APPLICATIONS" section lists "Fax and All In One" and "Presentation Technologies", both with a status of "Incomplete" and a "COMPLETE APPLICATION" button.

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Ready to apply for a new Product Authorization?

Application Dashboard:

1. Simply click “Application Dashboard” from the navigation bar.
2. You will be taken to your dashboard.
3. This is where you can request more product authorizations and track newly submitted applications. Manage the entire lifecycle of your authorization requests from one place.
4. Need help filling out one? Don’t forget to use the guided walkthroughs if you need help.



Note: If you’re a returning user and are already authorized for one or more product categories on the legacy partner portal, you do not need to submit a new application in the new portal. Go to the [Panasonic Partner Portal](#) and click the “Request new password” button to reset your password to gain access to the portal. If you need assistance please contact [Reseller Support](#). Please see “Contact Us” information on slide 16.

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Section 4: Contact Us

We're here to support you!

- **How can I contact Reseller Support?**

- **Submit Form:** Go to the [Help page](#) on your new Partner Portal and simply fill out the form and one of our representatives will be in touch shortly.
- **Give us a call:** You can reach Panasonic reseller support at +1-877-826-6538.
- **Send us an email:** Have questions? Send us an email at ResellerSupport@us.panasonic.com
- **Not certain who to contact?** Click the [Contact Us](#) link for more information.

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Thank you