

New Partner Program from Kodak Alaris Empowers Resellers and Distributors to Expand, Connect and Grow

ROCHESTER, N.Y., August 1, 2017 – Kodak Alaris' Information Management division (IM) has revamped its channel partner program, introducing a number of new sales tools, incentives and technical resources designed to support its partners and help them capture new growth opportunities.

Why change? Addressing Channel Partners' needs

In a rapidly changing marketplace, VARs, distributors and solution providers are looking for new ways to beat increased competition. They must overcome challenges with perceived commoditization and customers buying through more channels than they have in the past. "More than 90 percent of Kodak Alaris' Information Management business is done via resellers and distributors, meaning if our partners aren't successful, neither are we," said Vanilda Grando, Managing Director, Americas Region, Kodak Alaris Information Management. "Our new partner program is designed to enable our channel partners to offer best-in-class technology, sophisticated solutions and services, and to grow their businesses by helping customers solve their information management challenges."

Helping partners expand, connect, grow

The Alaris Partner Program is designed to empower partners to expand, connect and grow. It will now be easier for partners to expand their offer, thanks to the new Alaris IN2 Ecosystem, which combines Kodak Alaris scanners with the software and services needed to generate the right results and a superior user experience. The program will also position partners to better connect with their customers. Kodak Alaris is conducting global demand generation campaigns and passing all qualified leads on to partners. And by providing best-in-class sales tools, training and incentives, Kodak Alaris is helping partners create tailored solutions that better address client needs. Ultimately, this generates "stickiness" (loyalty), while uncovering new revenue streams and greater opportunities to grow. Partners who participate in the Alaris Partner Program can also grow their bottom-line profitability with new and improved incentives, rebates and promotions. "Scansation is a longstanding Kodak Alaris partner and its existing partner program is probably the best amongst all of our suppliers," said Sid Sutherland, Managing Director, Scansation. "The support we receive has always been fantastic and it's great to know that Kodak Alaris is committed to making it even better. We look forward to reaping the benefits of the new expanded rewards, sales enablement tools and marketing assets that the new program will deliver. I'm confident that this strengthened offer will enable us to continue to grow our business and secure profitable revenue both in the short- and long-term."

New portal coming soon to further improve partner support

A new online portal will provide single sign-on access to Kodak Alaris systems and allow partners to automate administrative tasks in the sales cycle. It will provide additional sales enablers, such as content marketing assets and state-of-the-art automation tools, and help partners to create customized co-branded campaigns.

The Alaris Partner Program also includes financial incentives including a new set of reseller benefits and bonuses, which

are determined by membership tiers and a partner's level of commitment to Kodak Alaris. The new portal will be available globally in the coming months.

Kodak Alaris has a long, successful track record of partnering with the IT channel to deliver world class technology and solutions. Earlier this year, Kodak Alaris earned a 5-Star Rating in CRN's 2017 Partner Program Guide, the definitive listing of partner programs from vendors that provide products and services through the IT channel. The 5-Star rating recognizes an elite subset of companies that offer solution providers the best partnering elements via their channel programs.

Kodak Alaris was also recognized as a "Best Channel Vendor" for 2017 in the Enterprise Content Management Hardware category by Business Solutions Magazine. In addition, the firm was recognized as the 2016 and 2017 Scanner Line of the Year by Buyers Lab, marking the first time a scanner vendor has won the award two consecutive years.

For more information on deal registration, incentives, and membership tiers, please visit Partners.KodakAlaris.com.

About Kodak Alaris Information Management

in the 21st century. Kodak Alaris works with organizations from small offices to global enterprises, bringing together the best science, technology and partnerships so its clients can stay ahead of the curve. From our award-winning range of scanners and software to the best global customer service and support, we're here to help businesses transform data into a powerful competitive advantage.

To learn more, please visit www.kodakalaris.com/go/IMnews.

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