

The logo features the text 'united 2.0' in a blue, sans-serif font. The word 'united' is in lowercase, while '2.0' is in a larger, stylized font. The letter 'e' in 'united' is replaced by a solid red circle. Below the word 'united' is a dark blue rectangular box containing the text 'PARTNER NETWORK' in white, uppercase letters. The entire logo is set against a dark blue background with a starry pattern and several thin, white, curved lines that suggest a globe or orbital paths.

**united** 2.0  
PARTNER NETWORK

## Before the official launch - 1<sup>st</sup> of January 2017

- Because we care, we provide a preliminary introduction to our partners about the new United Partner Program 2.0
- Because we care, we are looking forward to receive feedback from our partners.

## WHY United 2.0

- The first United Partner Network 1.0 was introduced in 2010
- Adapt the latest competition situation
- Connect to Unitech' latest channel development strategy
- Make sure the best value for being United partners
- A clear procedure to receive the partner level from the program

# PRESENTING

Our new partner program levels



## Key Principles

- Partner level is linked with revenue. Larger revenue = more benefits & discount.
- Benefits are strictly linked with Partner level
- Maintain the balance between control and flexibility
- Higher partner levels require Unitech's approval
- Lower partner levels does not require Unitech's approval
- Make process easier and transparent
- Remove obsolete or outdated programs



1.

MARS



2.

VENUS



3.

NEPTUNE



4.

SATURN



5.

JUPITER

LEVEL BASED ON REVENUE

Revenue >1

Revenue >5.000

Revenue >100.000

Revenue >300.000

Revenue >500.000



# THE CORE COMPONENTS

Core focus remains the same



But the benefits are strictly linked to the Partner Level


COMPONENTS & BENEFITS	Mars	Venus	Neptune	Saturn	Jupiter
Discount privilege	✓	✓	✓	✓	✓
Project protection	✓	✓	✓	✓	✓
Price exception	✓	✓	✓	✓	✓
Seed unit support	✓	✓	✓	✓	✓
Demo unit support	✓	✓	✓	✓	✓
Newsletters signup	✓	✓	✓	✓	✓
Marketing materials (downloads)	✓	✓	✓	✓	✓
Early promotion programs	N/A	✓	✓	✓	✓
Product training	N/A	✓	✓	✓	✓
Online product training	N/A	✓	✓	✓	✓
Online support	N/A	✓	✓	✓	✓
Leads generation	N/A	✓	✓	✓	✓
Marketing support program	N/A	N/A	✓	✓	✓
Joined visit	N/A	N/A	✓	✓	✓
Rebate program	N/A	N/A	✓	✓	✓
Free sample units (selected)	N/A	N/A	N/A	✓	✓
MDF (Manufacturing Development Fund)	N/A	N/A	N/A	✓	✓
On site product training	N/A	N/A	N/A	✓	✓
Qualification for Permitted Service Partner Program	N/A	N/A	N/A	✓	✓
Coop funding	N/A	N/A	N/A	N/A	✓



## Rules of the program

- Buy more get more. The partner *level is defined by contribution in revenue.*
- The revenue is calculated *per your actual buy value* from your supplier(s).
- The first year partnership level can be defined by one of qualification from below.
  - The last calendar revenue with Unitech + 10%
  - Basing on your writing commitment and after approval by Unitech

## Rules of the program

- The partnership level can be moved upwards or downwards, when one of *qualification from below* is met:
  - We will award you with a higher partner level immediately when you reach the required revenue.  This will stay valid through next calendar year.
  - The partner level will be reviewed by the end of the year. The new partner level will be confirmed by end of January.
    - If you reach 80% of the requested revenue, your partner level will be extended for another year.
    - If you reach less than 80% of the requested revenue, your partner level will be downgraded.

## Rules of the program

Your new partner level

will be based on you current partner status and 2015 revenue.



## From 1<sup>st</sup> of January

- Our United portal will be updated the night from 31th Dec. to 1st Jan.2017.
- Your prices and discounts will be updated on 1st Jan.2017.
- You will see a new dashboard displaying your Level and components.
- Current approved PE's will remain.
- In case of questions; our team is available to support you.
- Information will be available soon by a link via the current united page.  
(Including received frequent asked questions.)

## What will happen?



**THANK YOU**

<https://united.unitech.eu>