

Partner Program

embrava®

March 2017



Mission



We aim to develop solutions that maximize the productivity of the modern Information Worker.

Beautifully designed hardware combined with enterprise grade software work together seamlessly to reduce interruptions and keep you focused on the task at hand.

Why Partner with Embrava

Proven execution in market

Highly differentiated & relevant Products

Global market reach

Commitment to Partner Success and Profitability

Partner-led Sales model

Addressable Markets

Shared /
Hot Desking /
Open Plan
environments

Unified
Communications

Contact Centres

Freelancers /
Entrepreneurs –
Work from home

Software powered
communications
platforms

Vendor agnostic /
SDK

Partner Levels – defined

AUTHORISED DISTRIBUTORS

- Selling to Embrava reseller Partners
- Onboarding & Management of new and existing Embrava Partners
- Positioning of Embrava into new and existing
- Distributor channel of resellers

AUTHORISED PARTNERS

- Ad-hoc/Transactional resellers
- Customer-led demand of Embrava
- Minimal engagement

PREMIER PARTNERS

- Strategic resellers
- Positioning of Embrava with new & existing customers
- Partner investment in Product Knowledge (Sales & Technical)
- Embrava engagement & collaboration
- Collaborative approach to customer opportunities & funnel management

Embrava – Partner First Model

Benefits	Authorized Distributor	Authorized Reseller	Premier Partners
Demo/NFR/Beta Programs	●	●	●
Joint Marketing	●	●	●
Sales Incentive Programs	●	●	●
Qualified Leads from Embrava	●	●	●
Listing on Embrava Website	●	●	●
Sales / Presales Support	●	●	●

Authorized Partners

- **Requirements**

- Limited contractual agreement with Embrava.
- Nominated User for Embrava Partner Portal.

- **Benefits**

- Listing on Embrava website.
- Use of Embrava logo.
- Access to :
 - Deal Registration
 - NFR Program

Premier Partners

• Requirements

- Contracted Agreement with Embrava
- Training
 - Min. 2 sales and 2 presales
- Not For Resale/Demo internal purchase
- Dedicated landing page for Embrava on reseller website
- Nominated User for Embrava Partner Portal
- Opportunity Reporting

• Benefits

- Highest level discounting
- Priority Listing on Embrava website with link to landing page
- Access to:
 - NFR programs
 - SIP Programs
 - Deal Registration
- Embrava Sales / Presales support
- Qualified leads from Embrava
- Joint Marketing Programs
- Use of Embrava logo

Partner Registration

Please contact the Embrava Partner Enablement Manager at your local Authorized Distributor.

embrava®

It's your time!™



Blynclight Standard/Plus



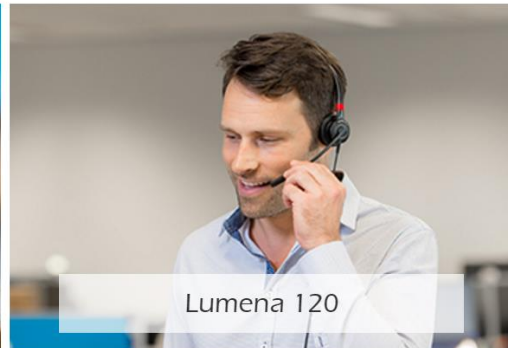
Blynclight Mini



Blynclight Wireless



Lumena 110



Lumena 120