



PLANTRONICS + POLYCOM. NOW TOGETHER AS poly

POLY-OFFERING COMPLETE END-TO-END SOLUTIONS FOR ANY PLATFORM



VIDEO



CONFERENCE



DESKTOP



HEADSETS



SERVICE



SOFTWARE

POLY PARTNER PROGRAM

WHY PARTNER WITH POLY?

- *One end-to-end vendor* to address customer needs
- Program that supports innovation and mutual growth
- Access to a wide portfolio of industry leading communications solutions
- Deal registration eligibility for margin protection
- Incentive rebate program with three ways to earn
- Proposal-based marketing funds
- A personalized partner portal experience
- Discounts on partner demo equipment
- Access to Poly Experience Center demonstrations

POLY PARTNER PROGRAM

Uniquely positioned to support your end-to-end customer needs no matter their choice of collaboration platforms, Poly has you covered.

The Poly Partner Program is designed to recognize, measure, and reward partners based on strategic behaviors and performance. Using a points-based framework, we can evaluate your organization on not just one category, but on three:

- Capability:** Ensuring a deep knowledge base through training and enablement
- Commitment:** Demonstrating focus and investment in Poly
- Contribution:** Expanding beyond total revenues to include annual growth and partner-initiated revenue bonuses

Providing a balance of value and revenue metrics, the program will give you flexibility in how you attain a **Silver, Gold, or Platinum** tier level based on your business model and go-to-market strategy.

To reward you, as our partner, for investing in Poly, the program provides a range of benefits by which you can achieve your business goals and ultimately recognize enhanced return on your investment. As investments increase and you progress through the program, the associated benefits increase as well.

PARTNER LANDSCAPE

POLY RESELLER PROGRAMS			
Solution	Direct Market Reseller	Service Provider	Internet Telephony Service Provider
Resellers that provide collaboration solutions and services to end users	High velocity resellers providing large, often national coverage for customers	Carriers and Telco partners with regional and/or national coverage	Internet hosted voice providers who utilize Poly as part of their solution

BENEFITS-AT-A-GLANCE

Benefit by Partner Level	Registered	Silver	Gold	Platinum
Revenue and Growth-Based Rebates			✓	✓
Proposal-Based Marketing Development Funds*	Eligible	Eligible	Access	Priority
Partner Councils			Access	Priority
Poly Partner Locator			Visible	Top Position
Designated Poly Channel Account Manager**			Yes	Priority
Deal Registration	✓	✓	✓	✓
Poly University Access	✓	✓	✓	✓
Partner Portal Access	✓	✓	✓	✓
Poly Experience Center Access and Virtual Demos	✓	✓	✓	✓
Product, Industry, and Competitive Intelligence	✓	✓	✓	✓
Promotions and Quarterly Quick-Start Resources	✓	✓	✓	✓
Partner Demo Program	✓	✓	✓	✓
Brand Equity: Partnership Logo	✓	✓	✓	✓

* MDF is proposal-based and allocated on a best activity-to-ROI basis.

** Designated Channel Manager: Where Poly has such resources available, Platinum Partners will have priority over Gold Partners for allocation of resources.

*** Partner benefits vary by partner type

SERVICE & SUPPORT OFFERINGS

Poly offers and supports a global partner services certification program to enable partners with proven operational capabilities to deliver implementation and support services on Poly solutions.

Partners can select from options to become service certified on Poly voice, video, and/or infrastructure solutions.

Primary benefits include:

- Preferred access to Poly support
- Eligibility to purchase partner branded services for certified solutions (white label Poly services)
- Online ticketing and RMA
- Earn points toward metal level in partner program

GET STARTED

Apply Today at: <https://www.poly.com/partner-registration>

Have Questions? Contact us at:

Americas - AMERPartners@poly.com

Asia Pacific - APRT@poly.com

Europe, Africa and Middle East - EMEAPartnering@poly.com

