



## Poly US Federal/NATO Certification Application

The US Federal/NATO Certification program is part of the Poly Partner Program. To apply for Poly Federal//NATO Certification, you must complete this application. Please return the completed application to the Federal Channel Program Manager at [federal.sales@poly.com](mailto:federal.sales@poly.com). Please ensure you supply all supporting information with your application. Incomplete submissions will not be accepted and may cause delays..

Partners in the EMEA and APAC regions should submit their applications to a Poly Authorized Distributor, with a copy to [federal.sales@poly.com](mailto:federal.sales@poly.com).

**Please sign both the application and the Terms and Conditions at the end of this document.**

### GENERAL PARTNER INFORMATION

Please provide your company information below.

Partner company legal name: \_\_\_\_\_

US Federal/NATO Certification Administrator name: \_\_\_\_\_ Phone number: \_\_\_\_\_

US Federal/NATO Office or HQ address \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Postal code: \_\_\_\_\_ Country: \_\_\_\_\_ Email: \_\_\_\_\_

US Federal Partner SAM Identification # (not applicable to EMEA/APAC): \_\_\_\_\_

Distribution Partner: \_\_\_\_\_

*(applicable if your organization purchases through Distribution):*

Name of Poly Channel business manager: \_\_\_\_\_

### US FEDERAL/NATO SALES SUPPORT

Please provide detailed information about how your Federal and/or NATO sales organization is structured:

US Federal/NATO Leadership name/title: (if different from your administrator) \_\_\_\_\_

Total # of US Federal/NATO sales representatives: \_\_\_\_\_

Total # of US Federal/NATO SE's: location(s) of US Federal/NATO representation: \_\_\_\_\_

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Identify demonstration capabilities available to your organization's US Federal/NATO team:  
*(explain how you will demonstrate Poly solutions to your customers)*

Names of sales representatives to complete US Federal/NATO Certification: \_\_\_\_\_

Name of SE to complete US Federal/NATO Certification: \_\_\_\_\_

Do you have your own GSA schedule: Yes\_\_\_\_\_ No\_\_\_\_\_

Describe products and services offered.

Do you hold or are you a subcontractor on federal IDIQ's, GWAC's or BPA's? Please list including name of prime if you are not the prime contract holder.

Please list any development program designations you hold. (e.g., HUBzone, 8a, SDVOB).

Please list teaming partners including system integrators, a/v integrators, or 8a organizations.

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Please identify company expertise including data networking, A/V integration, industry specializations, security clearances, and Poly Product Specializations, etc. Add explanation and/or examples here:

Please outline security clearances your organization holds (i.e.: TS, TS/SCI, etc.)

Please detail your current customers:

Current Federal DOD customers/commands:

Current Federal civilian customers:

If you sell to NATO, please detail your current NATO customers and their locations:

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Please describe your company's marketing strategy and initiatives. This should include any demand generation efforts you engage in, as well as how you will spend any Poly marketing funding provided to you. This can be a high-level snapshot of your marketing plans. Please include the name of your Marketing POC.

Please identify trade shows where your organization will be exhibiting Poly solutions.

Briefly identify any additional information you feel is impactful and advantageous to your federal and/or NATO end user community that should be evaluated in this application. Perhaps include a few bullets around what differentiates you from your competition here.

By submitting this application you acknowledge that your participation as a Poly US Federal/NATO Certified Partner is subject to and conditioned upon continued compliance with the Poly Partner Terms and Conditions, including without any limitation any applicable Poly US Federal/NATO Certification terms and conditions, as may be changed from time to time by Poly in its sole discretion. Poly certification of any Partner does not constitute an agreement or assurance of continued participation as a Certified Partner, and may be withdrawn by Poly in its sole discretion at any time.

Partner Legal Name: \_\_\_\_\_

Partner Authorized Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

## POLY US FEDERAL/NATO CERTIFICATION APPLICATION

### **POLY U.S. FEDERAL/NATO CERTIFICATION—TERMS AND CONDITIONS**

Each Partner's eligibility for, and participation in, Poly's U.S. Federal/NATO Certification Program ("Program") is subject to the U.S. Federal/NATO Certification Program terms and conditions set forth below ("Program Terms"). These terms supersede all prior Poly Federal Certification Program terms. The Program is implemented under and is subject to the terms and conditions of the Poly Partner Program ("PPP"), which are available on the Partner Portal at: <http://partners.poly.com> ("PPP Terms"). The PPP Terms are incorporated herein by reference. Terms defined in the PPP Terms shall have the same meaning in these Program Terms, unless otherwise defined herein..

### **Key Benefits of Becoming a Certified U.S. Federal/NATO Partner**

Only Certified U.S. Federal/NATO Partners are authorized to sell Poly products, services and solutions to U.S. Federal/NATO End Customers. "U.S. Federal/NATO End Customers" mean an entity or agency authorized to purchase through U.S. Federal/NATO purchasing contracts as defined in GSA Order ADM 4800.2H (or successor order), other than U.S. state and local governments.

- Only certified U.S. Federal/NATO Partners are entitled to resell Poly products and services to U.S. Federal/NATO End Customers.
- Only certified U.S. Federal/NATO Partners have access to Poly's U.S. Federal/NATO Deal Registration Program, which provides focused support and pricing assistance through Poly's deal registration process.
- Higher level of focus, supported by Poly's U.S. Federal/NATO Sales Team, with more effective and strategic alignment to drive business at a program level, while continuing to expand the existing customer base with the transactional sales that occur at the end user level.
- Required pre-requisite in order to be considered for becoming an authorized reseller under Promark's GSA schedule contract # GS-35F-303DA.

### **A. Requirements to Obtain Poly U.S. Federal/NATO Certification**

Partners must meet the following requirements in order to become a Poly U.S. Federal/NATO Certified Partner:

1. Review the Program Requirements and Guidelines available on the Partner Portal; select Training and Certification tab and then Training and Certification Documents.
2. Maintain the Product certifications for any Product lines in which Partner wishes to sell;
3. Complete and submit the U.S. Federal/NATO Certification Application;
4. Review, sign and submit these Program Terms;
5. Complete Poly's Partner due diligence process, which includes completion of an on-line course covering working with Government customers and compliance with global anti-corruption/anti-bribery laws.

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6. Maintain a dedicated U.S. Federal/NATO sales organization in the United States that includes a:
  - a. minimum of (3) three U.S. Federal/NATO sales representatives
  - b. minimum of (1) one company representative
  - c. If any of the above required U.S. Federal/NATO Sales Organization positions (in (a) or (b) above) remains open for more than 3 months, Partner's U.S. Federal/NATO Certification status may be suspended. Each position must be dedicated solely to a defined U.S. Federal/NATO account (i.e. no diluted or split focus to include other markets).
7. Complete Poly's U.S. Federal/NATO Certification Sales Learning Track FSIST300 (by dedicated U.S. Federal/NATO sales reps); and US Federal/NATO Certification Compliance FSISC300 (one company representative);
8. Active Status in the System Award Management (Not applicable to EMEA/APAC Partners): [sam.gov/SAM](https://sam.gov/SAM)
9. Partner must be in "Good Standing". Partners are in "Good Standing" if they maintain at all times compliance with: (1) the PPP Terms including the supplemental program requirements as outlined in this document, (2) any additional terms and conditions for programs offered pursuant to the PPP Terms including Associated Program Terms, (3) all other agreements between the Partner and Poly, and Poly Policies.

### **B. Requirements to Maintain Status Under Poly U.S. Federal/NATO Certification Program**

Poly's Certified U.S. Federal/NATO Partners must meet the requirements below to maintain their status as a Certified U.S. Federal/NATO Partner:

1. Partner's dedicated U.S. Federal/NATO organization must participate in quarterly sales trainings with designated channel manager and/or sales engineering representatives. Training can be conducted at a Poly location, local Partner location, over video or via webinar.
2. Proactively promote and sell Poly Product lines to the U.S. Government, which may include utilizing the Poly logo(s) on the Partner's public website, at trade-shows, and in marketing communications, as permitted and in accordance with Poly's branding guidelines on the Partner Portal.
3. Accurately represent to Poly, and to Poly resellers and distributors that Partner's End Customer is a U.S. Federal/NATO End Customer.
4. Partner must provide the following information on each purchase order and on all Point of Sales reports for each sale made to a U.S. Federal/NATO End Customer:
  - a. "U.S. Federal" or "NATO" (as applicable) must be noted on each purchase order; and
  - b. The NST # and/or Deal Registration ID when Poly Deal Registration Status has been authorized.
5. Partner must provide accurate end user information when placing an order, and the failure to provide such information may be grounds for termination of Partner's participation in the U.S. Federal/NATO Certification Program.
6. Partner shall conduct business at all times in the utmost professional and ethical manner.

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7. Partner agrees to comply with Poly's Global Anti-Corruption and Anti-Bribery Policy in the Poly "Code of Conduct" found at <http://investor.poly.com/govdocs>. Partner also agrees to comply with all applicable laws against bribery, corruption, and money-laundering in addition to the compliance provisions in the PPP Terms, including without limitation Anti-Corruption Laws. Partner will not use money or any other consideration for any unlawful purposes, such as direct or indirect payments, for the purpose of assisting Poly in obtaining or retaining business, to commercial or government-affiliated persons, political parties, party officials, candidates for political office, persons acting in any official capacity on behalf of any public international organization, such as the United Nations or World Bank, or state-owned business.
8. Poly may require that Partner periodically completes a due diligence questionnaire, execute anti-corruption certification(s) and complete on-line anti-corruption training, and provide other information as a part of Poly's global anti-corruption program requirements. Poly reserves the right to decline to enroll any applicant who fails to complete Poly's due diligence process or when concerns are raised about Partner's business practices. Notwithstanding any other provision in these Program Terms, Poly may suspend performance or terminate a Partner's participation in the Program at any time and immediately upon written notice if Poly has concerns regarding Partner's compliance with Poly's anti-corruption policy and/or other business practices.

### **C. Partner Acknowledges and Agrees to that:**

1. Becoming a Poly U.S. Federal/NATO Certified Partner does not authorize Partner to resell any Poly Products or Services under any GSA schedule contract.
2. Partners who meet the U.S. Federal/NATO Certification requirements and who are authorized by Poly are entitled resell Poly Products and Services to prime contractors for resale to U.S. Federal/NATO End Customers or directly to U.S. Federal/NATO End Customers. For any business opportunities where the Partner would resell to a U.S. Federal/NATO subcontractor (under a prime U.S. Government contract), Partner agrees to first obtain written approval from Poly's Federal Channel Program Manager or other Poly Channel Manager.

Partner's failure to comply with the above-stated requirements may result in the rejection of Partner's application or termination of Partner's U.S. Federal/NATO Certification status and/or termination of Partner's status as a Partner under Poly's Global Partner Program.

Poly reserves the right to change the US Federal/NATO Certification requirements and/or terms at any time for any reason at its sole discretion. Poly will provide thirty (30) days notification, posted on the Partner Portal, regarding any such program or policy changes.

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**Accepted and Agreed:**

Partner's Legal Name:
Partner Authorized Signature:
Name:
Title:
Date:
Contact information:

Please return these signed Program Terms to the Federal Channel Program Manager at [federal.sales@poly.com](mailto:federal.sales@poly.com).

Thank you.

