



Lexmark Connect

Partner Program



Maximise your growth, differentiate in a crowded industry and win more business with a partner program designed to help you succeed.

The Lexmark Connect Partner Program can help you to create sales opportunities, add value and win business. If you want to Create - Value - Win then we have the partner program for you.



Working Together

Adding value to partners is in our DNA, together we are excited to tailor an offering that will provide you with profit and growth opportunities in office print.

Our Partnership is to support you:

- ▶ Win more business, with a dedicated product range for you - adding revenue and protecting your margin
- ▶ Support for you, the right price up-front on product & toner.
- ▶ Solution-driven, flexible and customisable software integration and support.
- ▶ Dedicated Support & Account Management for rapid responses and dedicated advice.
- ▶ We'll visit and train your team or create a webinar tailored to your business - sharing the Lexmark opportunities and supporting your sales growth.
- ▶ Multiple Distributor warehouses and drop shipping - fast and efficient stock delivery.

Our Business Solutions Dealer (BSD) Program

This is a tailored program for your business needs. As a BSD partner you have access to:

- ▶ Unique MPS devices and toner SKUs
- ▶ Dedicated competitive MPS hardware & cost per page toner pricing
- ▶ Upfront special pricing, no bids required on hardware or supplies!
- ▶ BSD product includes Hardware bundled with 1 year warranty plus with 3-year extended parts warranty, including maintenance kits.
- ▶ No risk MPS program, grow your business and compete with copier direct channel!

Open your possibilities with Lexmark

Lexmark offers the powerful combination of technology ownership, industry expertise and customer engagement to deliver solutions of superior value.

Connect what matters

Lexmark gives you the tools to succeed and rewards your efforts according to your business and sales goals.

Simplify your business

The unique advantage of a partnership with Lexmark is our technology ownership. Partnering with Lexmark gives you our full lineup of hardware, supplies, software and service offerings to find a solution that best meets your customer's needs.

To find out more about the different tiers and benefits of being a Lexmark Connect Program Partner, please contact the team at: anzsalessupp@lexmark.com

Program Key Benefits

- ▶ **A better business case:** Lexmark's unique offering of hardware, software, supplies and services mean deeper and varied revenue streams for your business in key growth segments.
- ▶ **True customer ownership:** With Lexmark you maintain your customer relationships and agreements. We'll make sure you have the tools you need to keep them happy.
- ▶ **PartnerNet portal:** Access exclusive marketing and sales tools, content and resources depending on your accreditation and program tier level.
- ▶ **Partner Account Manager:** Your direct connection to Lexmark that supports you in sales and makes your partnership a success.
- ▶ **Product portfolio:** Partner with us and sell the best. You'll have access to our industry leading hardware, supplies, services and software.



Commercial Track



	AUTHORISED	SILVER	GOLD	DIAMOND
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Requirements

Hardware sell out revenue goal / year AUD\$	Up to \$9,999	\$10,000 - \$39,999	\$40,000 - \$399,999	≥ \$400,000
Hardware sell out revenue goal / quarter AUD\$	up to \$2,499	\$2,500 - \$9,999	\$10,000 - \$99,999	≥ \$100,000
Partner agreement	✓ Welcome offer	✓	✓	✓
Business plan		✓	✓	✓
Training and certification Support available to enhance reseller capability	✓	✓	✓	✓

Offerings / Tools / Resources - non-financial benefits

Dedicated Lexmark support	✓ Dedicated Lexmark Telesales Account Manager	✓ Dedicated Lexmark Telesales Account Manager	✓ Account Manager, Face to Face	✓ Account Manager, Face to Face
Special bid pricing and promotional programs		✓	✓	✓
Exclusive reseller promotions	✓ Distribution promo offers	✓ Distribution promo offers	✓	✓
Deal registration Refer to PartnerNet for registration details		✓	✓	✓
Demonstration Purchase Program		✓	✓	✓
PartnerNet access	✓	✓	✓	✓
Virtual Solution Access (VSC)		✓ Prior training required	✓ Prior training required	✓ Prior training required
Training portal access	✓	✓	✓ Advanced access	✓ Advanced access
Sales and Marketing tools	✓	✓	✓ Enhanced tools	✓ Advanced tools
Marketing Development Funds (MDF)		✓ MDF available upon request	✓ MDF available upon request	✓ MDF available upon request
Financial incentives		✓	✓ Advanced financial incentives	✓ Advanced financial incentives
Sales Reward Program		✓ LEAP Sales Rewards	✓ LEAP Sales Rewards	✓ LEAP Sales Rewards
Other				Advisory board

Performance rebate* - financial benefits

Achievement 70-99%			Yes	Yes
>100% of quarterly target			Yes	Yes
Achievement >110% (capped @200%)			Yes	Yes
Conditions	Refer to target letter for program conditions, performance rebates calculate and paid quarterly.			

Colour incentive rebate scheme*

Colour product(s) revenue must comprise > 40% and < 50% of total sell out revenue			Yes	Yes
Colour product(s) revenue must comprise > 50% of total sell out revenue			Yes	Yes
Conditions	Refer to Target letter. Upon achievement 100% of performance target. Paid against colour sell out revenue (only).			
Partner Status	Authorised	Connect Silver	Connect Gold	Connect Diamond

* Connect Program and rebate terms and conditions apply

Business Solutions Track



BSD Program - partner criteria

Eligible partner status



- Subject to BSD Program
Criteria
- Subject to BSD Program
Criteria
- Subject to BSD Program
Criteria

To be eligible for the BSD program you must have:

BSD Partners have the same access to financial and non-financial benefits as equivalent partners on the Commercial Track plus the BSD benefits as stated below.

1.0 MPS offering	You must have an existing MPS offering with ability to (1.1) collect meter reads (1.2) receive pro-active toner alerts (1.3) have existing customer service and maintenance contracts.
2.0 Authorised Service Partner (ASP)	You must be approved Lexmark ASP with (2.1) break fix capability (2.2) bundled parts warranty (2.3) ability to offer Lexmark warranty for out of area service.
3.0 Copier Dealer or independent MPS provider	You are a MPS provider who (3.1) has an existing A3 business (3.2) cpp sales know how (3.3) target end customers up to 200 devices
Lexmark BSD program offer	Our BSD program offers you: <ol style="list-style-type: none"> 1. Highly competitive CPP. 2. Unique BSD item codes with added value software solutions pre-loaded item codes, Hardware with total 4 year beak fix / MK Kits. Lexmark cover break fix / MK Kits. 3. Single claim process for break fix spare parts / MK Kits. Reduces your admin burden.
Partner Staus	<div style="background-color: #a6a6a6; padding: 5px; text-align: center;"> Connect Silver BSD Silver </div> <div style="background-color: #f4a460; padding: 5px; text-align: center;"> Connect Gold BSD Gold </div> <div style="background-color: #2e8b57; color: white; padding: 5px; text-align: center;"> Connect Diamond BSD Diamond </div>

Sales benefits

Performance based rewards: Keep your sales force motivated with rewards that incentivise their efforts.

Powerful sales tools: Support your sales team in the field and in the office with sales tools that have big impact with prospects.

Special bid eligibility: Close even the difficult sales with special bid pricing requests.

Pricing discounts and promotions: Work every angle of a sale, including price, with discounted pricing and monthly promotions.

Demo and launch offers: Exclusive early access to new products and demos to line up sales before they launch.

L.E.A.P. is a Sales Incentive Program which rewards you for Selling Lexmark product. Simply register your sales on our LEAP portal and you will receive points per product. You can redeem these points from over 40,000 items and experiences. It is that simple, sell and be rewarded.

Virtual Solution Centre: Solutions for channel partners, build revenue and margin into your sale with solutions that better meet customer needs. Solutions are available for certified & trained Connect Program partners only.

Marketing benefits

Quality collateral: Professional marketing materials that look good and work hard. Let us develop dedicated marketing collateral with your logo and company details.

Partner portal: Find the information you need no matter where you are. Our portal offers access to a broad range of tools and resources to keep you informed and boost your revenue.

Communication: Opt-in access to partner exclusive announcements, incentives, events, webinars and more.

Partner locator: Get automatic referrals and leads from Lexmark.com based on your location, program tier level and expertise.

Education benefits

In-depth training: Extensive training, certifications gives you the confidence to sell. On-the-fly references keep details at hand.

Online training platform: Partner exclusive access to Lexmark University. Get all the latest education on Lexmark products, supplies, services and software.



Why Lexmark is right for you

Lexmark knows that partnering with a company is a big commitment. We make it worth your while with a fleet of resources and tools that make Lexmark stand out. Our best-of-breed product portfolio gives you an agility that other providers are hard pressed to match. You'll have the technology, know-how and support you need to connect your customers' paper documents and digital systems, putting their business information where they need it, when they need it most.

An empowered sales force that can confidently sell Lexmark hardware, software, solutions, supplies and services means a better bottom line for you and a clear path for growth.

Get connected

It's time to partner with Lexmark and take advantage of our unique combination of an award-winning product portfolio, industry expertise and technology ownership.

Contact your Lexmark Account Manager learn more about the Lexmark Connect partner program today.

About Lexmark

Lexmark International is a global technology leader creating software, hardware and services that remove the inefficiencies of information silos and disconnected processes.

Lexmark combines our innovative technology with deep industry expertise to automate information-driven processes in retail, financial services, healthcare, manufacturing, education, government and more. These solutions bridge crucial gaps between core systems and the information outside their control—simplifying and completing the processes that run your customers' businesses.

By applying exceptional engagement to understand your customers' complex challenges, we connect people to the precise information they need at the moment they need it.

Contact information

Lexmark International

(Australia) Pty Limited

Channel Partner Support

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