



# Taking Partnership Further.

# The Epson Envision Partner Program.



## Focused on your success

When you become a member of the Epson Envision Partner Program, you are not just joining a partner program, you're taking an important strategic step for your company. As an Epson Envision partner, you will gain significant advantages that will help you grow your business, while providing the best products and services available to your customers. There are four types of partner categories in the Epson Envision Partner Program, all with targeted resources and benefits to meet your specific needs.

### Envision Advantages

- Comprehensive resources and support programs
- Recognition and promotion in the industry
- Significant revenue opportunities
- Reduced time to market
- Increased profitability
- The opportunity to obtain a higher level of partnership

### Envision VARs and OEMs

By joining the Epson Envision Partner Program, resellers have an opportunity to sell Epson products at a significant competitive advantage. We support partners' sales efforts through a wide range of benefits, ongoing sales collaboration, promotion, education and training and technical support.

Epson Envision provides your company with the opportunity to:

- Team with a market leader
- Resell industry-leading products
- Expand the breadth of your offerings to drive greater revenue
- Leverage Epson's sales efforts in identifying opportunities and closing sales
- Access the expertise of other Epson partners to provide your customers with the complete solutions they require

### Independent Software Vendors

ISVs play a pivotal role in Epson's channel strategy by developing the software solutions that drive demand for Epson products. The Epson Envision Partner Program brings independent software vendors the opportunity to expand their business through joint marketing, demand generation and close collaboration with Epson and the Envision partner community.

Epson defines ISVs as companies who develop, market, productize and sell software applications based on their technology or industry-specific expertise. ISVs do not resell Epson products, focusing instead on delivering value through relationship development, application software and professional services.



### Technology Partners

The Epson Envision Partner Program brings Technology Partners the opportunity to expand their business through certification of their products with Epson products, public recognition and close collaboration with Epson and the Epson Envision partner community.

Epson defines Technology Partners as companies who manufacture, market, productize and sell hardware which is complementary to Epson products. Technology

Partners do not resell Epson products, focusing instead on delivering value through product integration and certification of their products with Epson products.

### Program Levels

To create a mutually beneficial business relationship, Envision resellers (VARs and OEMs) can qualify for different levels of membership—Partner, Plus and Premier. Moving up from one membership level to the next brings greater benefits, rewards and recognition for your organization from Epson. These levels are based not only on revenue contributions, but also the added value you bring to Epson.

In order for VAR and OEM partners to qualify for higher levels of partnership, Epson has created a point system. Points are earned based on the following criteria:

- Dedication to Epson—exclusive or lead with Epson
- Level of Revenue
- Market Contribution—the value a partner brings to Epson's market penetration
- Primary Business Model and Sustained Selling Practices—for example, provide systems integration, or offer bundled solutions with own software
- Focus on major Epson initiatives such as TransScan™ and Scan21™

A minimum number of points must be attained in order for VARs and OEMs to participate in the Envision Program.

## Partner with a market leader

By becoming a member of the Epson Envision Partner Program, you join a select group of companies who are partnering with Epson and leveraging our well known brand and reputation for innovation, advanced technology and solutions to help gain market penetration.

General qualifications include:

- Established market position and/or leadership in core competency
- Significant contributions to Epson business

- Assists in expanding current market penetration or
- Assists with competitive wins or
- Extends Epson's reach into emerging markets and/or with emerging technologies

- Volume minimum/commitment (resellers)
- Established outside sales organization
- Established Help Desk and tech support organization
- High level of customer satisfaction; strong customer references
- Service offering (resellers)

- Financial stability/source of appropriate funding
- Must meet a minimum of required points on Epson's rating scale (resellers)
- Sponsorship by Epson personnel—your Epson Account Manager and Field Channel Manager

To review additional criteria specific to your partner category, contact your Epson representative. For more information about the Epson Envision Partner Program, go to: [envision.epson.com](http://envision.epson.com).



Epson has taken our partner programs even further with the unified Epson Envision Partner Program.

It was created for partners like you who are forward thinking, imaginative and driven to succeed. With this program, we've combined a wealth of sales and marketing resources with industry-leading support and education to deliver the most comprehensive partner program in the POS industry.

The Envision Program is designed to meet the specific needs of all our partners, so whether you're a VAR, OEM, ISV or Technology Partner, we're committed to providing you the resources you need to grow your revenue and profits in today's marketplace.



## The Epson Envision Website

As an Envision partner, you have access to Epson's password-protected partner portal which provides you with a wealth of tools and information, right at your finger tips.

- Exclusive portal for Envision members
- Website tailored to each partner type and level
- Wide range of marketing tools and resources
- Details on pre- and post-sales support programs
- Latest Partner Program information
- In-depth product information
- Access to education and training
- Special offers and promotions

## Get the competitive edge

The Envision Program offers a wide range of benefits to all our partners—all designed to significantly help support and grow your business. In addition, our Premier and Plus partners have access to even more strategic programs, services and benefits. General partner benefits include:

### Marketing Support



From co-marketing and website listings to public relations support and more, Epson helps you promote your company, products and Epson-based solutions

### Sales Support



Epson provides the sales support you need from joint sales calls and free demo equipment to financing programs and national sales support activities

### Product Information



Access in-depth product information, up-to-date marketing materials and tools, including data sheets, sales kits, solutions sheets, case studies and more

### Education



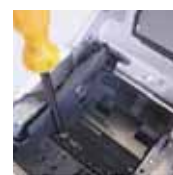
Take advantage of professional sales, technical, service, training and more through web-based and classroom educational programs

### Technical Support



Get access to expert technicians and technical information to help with everything from development to support for pre- and post-sales activities

### Service



Expand your revenue by offering a variety of service options from the ExpressCare<sup>®</sup> program to Epson Customer Care Centers to becoming an Authorized Service Provider

### Communications



Receive targeted partner information on products, promotions and program updates, plus take part in the executive Envision Partner Conference

**“Epson is committed to working closely with you, our partners, to help you deliver the solutions your customers need and to grow your business and profit.”**

Bud Weist, Vice President  
 Epson System Device Group



## Building success together

The Envision Partner Program offers you the programs, resources and relationships you need to excel in today's competitive markets. Working together, we can create new opportunities and new solutions that will help you grow and increase your market share.

## EPSON ENVISION PARTNER PROGRAM



**EPSON**<sup>®</sup>  
 EXCEED YOUR VISION

[envision.epson.com](http://envision.epson.com)

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**Building Success Together**