

Fujitsu Imaging Partner Program  
2018



One**Capture**Alliance



Dear Valued Fujitsu Partner,

Put the power of Fujitsu Imaging behind every sales call and take full advantage of our One Capture Alliance partner program to improve your sales and profitability in the sales of document imaging solutions. Gain access to tools to brand with the worldwide leader in document imaging as well as valuable resources to expand your customer base.

The following guide will outline these exclusive opportunities and explain how to take full advantage of the program. For additional information, please contact your Fujitsu Computer Products of America, Inc. account representative.

FCPA Inside Sales

888.425.8228

FCPA Corporate Web Site

[us.fujitsu.com/fcpa](http://us.fujitsu.com/fcpa)

FCPA Technical Assistance Center (TAC)

800.626.4686

New Partner Signup  
Jena Daniel | Inside Sales Manager

408.746.7002  
[OCA.pfu@us.fujitsu.com](mailto:OCA.pfu@us.fujitsu.com)

# Partner Program Benefits

REQUIREMENTS	PARTNER LEVEL			
	Elite	Premier	Pro	ISV
Annual sales requirement of Fujitsu Imaging products*	> \$400,000	> \$200,000		
Adheres to Minimum Resale Price (MRP) Policy	✓	✓	✓	
Minimum of 2 Technical Employee resources	✓	✓		✓
Maintains FCPA & industry certification requirements	✓	✓		✓
Conducts <25% of imaging sales via eCommerce platform or internet sales**	✓	✓		
Maintains a fleet of Fujitsu demo scanners***	✓	✓		✓
Has the ability to install a complete ECM solution and train end users	✓	✓		
Certified on a minimum of 2 ECM capture solutions	✓	✓		
BENEFITS				
Earned rebates when sales goals are met	✓	✓		
Dedicated Account Executive, Inside Sales Representative, and Sales Engineer	✓	✓		
Executive sponsor & QBR with FCPA executive team	In person meeting	Conference Call		
Hot sales leads	✓	✓		✓
Sales campaign support (1 per quarter)	✓			
Priority Hotline to FCPA Tech Support	✓	✓		
Field Engineer Ride Along (1 per quarter)	✓			
Access to discounted demo units	Bi-annual	Bi-annual	Annual	
Access to DIR and Meet Comp Pricing	✓	✓	✓	
Evaluation Program	✓	✓	✓	✓
DIR Protection <sup>1</sup>	✓			
Access to exclusive Trade-In Program w/ bonus benefits	✓	✓		✓
10% discount on Fujitsu scanner parts and consumables <sup>2</sup>	✓	✓		
Certified logo and listing on web site	✓	✓		✓
MDF & marketing campaign support	✓	✓		✓
VAR Kit with Fujitsu branded materials	✓			
OCA Newsletter	✓	✓	✓	✓

\*Based on MSRP

\*\*Selling on ecommerce platforms includes direct internet sales and sales via third party marketplaces and applies to all affiliated DBAs

\*\*\*Minimum of 3 fi-series demonstration units

<sup>1</sup>DIR opportunity must be registered and qualified by FCPA Account Executive

<sup>2</sup>Applies to purchases through the FCPA Scanner Store and all discounted orders must drop ship to the end user

# Pro and ISV Benefits

Pro-level reseller partners can receive the following benefits:

- **Annual access to discounted demo units**

Partners can purchase Fujitsu scanner units at a reduced cost. Utilize demo scanners to familiarize your organization with the latest technology or showcase them at your next customer facing event.

- **Access to DIR and Meet Comp pricing**

Get a competitive advantage with deal registration incentive and Meet Comp assistance.

- **OCA Newsletter**

Get access to monthly communication on the latest developments, industry news, partner showcases as well as new product and program releases.

ISV partners can receive the following benefits:

- **Executive sponsor & QBR with FCPA executive team**

Meet with key decision makers to review quarterly activities. Plan sales and co-marketing initiatives.

- **Access to exclusive Trade-In Program**

Offer your customers rebate incentives with your access to the Fujitsu Trade-In Program. Bonus rebates available for select models.

- **FCPA Web-site listing**

Receive sales leads from having your company name and logo listed on FCPA's web site ([us.fujitsu.com/fcpa](http://us.fujitsu.com/fcpa)) as one of our certified partners.

- **MDF and marketing support**

Let us assist you with funding and branding support for your strategic outreach initiatives. Our marketing team can provide you with customized marketing support to kick start your campaign.

# Premier and Elite Benefits

Partners who achieve Premier or Elite status can receive the following benefits:

- **Earned rebates incentive program**  
Qualifying resellers can earn rebates directly from FCPA for achieving bi-annual sales goals. Purchases of qualifying products from any authorized Fujitsu Imaging Distributor counts towards achieving the sales target. (Supporting documentation required).
- **Dedicated support team**  
Premier and Elite status partners will have a dedicated Account Executive, Inside Sales Representative, and Sales Engineer to assist with deals and act as a liason.
- **Executive sponsor & QBR with FCPA executive team**  
Meet with key FCPA Executives to review quarterly activities, provide feedback and plan strategic sales initiatives.
- **Hot sales lead referrals**  
Receive qualified sales lead referrals generated from our 800 number, major industry trade shows, seminar events, advertising campaigns and our web site.
- **Priority hotline to Tech Support**  
Direct access to FCPA's seasoned support specialists for technical support.
- **Bi-annual access to discounted demo units**  
Partners can purchase Fujitsu scanner units at a lower cost. Utilize demo scanners to learn the technology or showcase them at your next event.
- **Access to DIR and Meet Comp pricing**  
Get a competitive advantage with deal registration incentives and Meet Comp assistance.
- **Enhanced service upgrades**  
Provide incremental service benefits to customers at no additional cost.
- **Access to exclusive Trade-In Program**  
Offer your customers rebate incentives with your access to the Fujitsu Trade-In Program. Bonus rebates are available for select models.
- **Discount on Fujitsu scanner parts and consumables**  
Get a 10% discount on all scanner parts and consumables when you order off the Fujitsu Scanner Store website.\*
- **FCPA Web-site listing**  
Receive sales leads from having your company name and logo listed on FCPA's web site ([us.fujitsu.com/fcpa](http://us.fujitsu.com/fcpa)) as one of our certified partners.
- **MDF and marketing support**  
Let us assist you with funding and branding support for your strategic outreach initiatives. Our marketing team can provide you with customized marketing support to kick start your campaign.

\*Discounted scanner parts and consumables must ship directly to the end user.

## Elite Benefits

Additionally, partners who achieve Elite status can participate in the following:

- **Sales Campaign Support**

Need assistance reaching out to a lead list for that hot new vertical market? Our inside sales team is here to assist. Once per quarter, Elite partners are eligible for an email or telesales campaign!

- **Field Engineer Ride Along**

Meet with new prospects or re-engage with existing regional customers. Our Field Engineers are in frequent contact with end users in need of more robust and extensive solutions. Arrange a time to make the most of a scheduled visit with your local Field Engineer. Available once per quarter.

- **DIR Protection**

Protect your time and your expertise in every registered deal. You found the customer, you specified the solution, you deserve the deal and the incentives that coincide. With our new DIR Protection program, Elite resellers can earn incentives on identified opportunities that are lost to competing resellers.

- **VAR Kit**

Attend trade shows, seminars and trainings as a fully branded Fujitsu partner. As an Elite partner, you will receive an annual kit with Fujitsu branded display materials, chotzky and collateral!

# OneCaptureAlliance



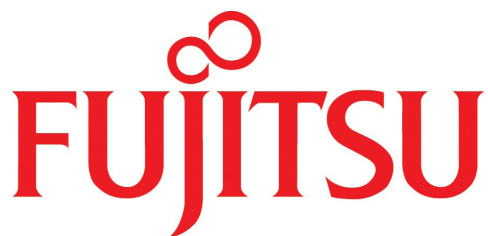
ELITE

CERTIFIED FUJITSU IMAGING PARTNER

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FUJITSU IMAGING PARTNER PROGRAM





**Fujitsu Computer Products of America, Inc.**

1250 East Arques Avenue  
Sunnyvale, CA 94085-4701  
[us.fujitsu.com/fcpa](http://us.fujitsu.com/fcpa)  
888-425-8228  
[OCA.pfu@us.fujitsu.com](mailto:OCA.pfu@us.fujitsu.com)

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