



Fujitsu Imaging Partner Program
2018- 2019



OneCaptureAlliance



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

FCPA Technical Assistance Center (TAC)

800.626.4686

New Partner Signup
Jena Daniel | Inside Sales Manager

408.746.7002
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 ¹	✓			
Access to exclusive Trade-In Program w/ bonus benefits	✓	✓		✓
10% discount on Fujitsu scanner parts and consumables ²	✓	✓		
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

¹DIR opportunity must be registered and qualified by FCPA Account Executive

²Applies 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) 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) 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!

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ELITE

CERTIFIED FUJITSU IMAGING PARTNER

Demo Program

Program Description:

The Demo Program is offered to all our OCA partners as an opportunity to purchase Fujitsu demo scanners at a lower cost. We encourage partners who participate in the program to utilize the scanners for in-house show room displays, trainings, or field sales account visits and demonstrations.

Pro VAR partners can purchase current scanner models once a year.

How it works:

1. Simply complete the VAR Demo form provided by the Fujitsu sales team.
2. Select the authorized Distribution partner you would like to purchase from: Ingram Micro Inc., NewWave Technologies Inc. and Tech Data Corporation.
3. Submit the form to the Fujitsu sales team for review at OCA.pfu@us.fujitsu.com.
4. Once the request is approved, you will be notified by your designated Distributor with the approval number, in which you reply with a purchase order of your desired scanners.

See Terms and Conditions for additional information.

FCPA reserves the right to modify or cancel this program at any time without notice.



Demo Program

Effective Date: October 1, 2018 - March 31, 2019

Program

The Demo Program is offered to Fujitsu Pro VAR partners to purchase Fujitsu scanner hardware at a discounted price for in-house show room displays or field sales account visits and demonstrations.

- Pro VAR partners may purchase discounted demo units once a year

Terms and Conditions

Criteria

- Pro VAR partner is required to have at least one (1) fi-Series demonstration unit to qualify for Pro status
- Only when the partner meets its OCA Partner Program requirements can it utilize the Demo Program to its full advantage.

Process - Partner Must:

- Complete the VAR Demo Order Form provided by FCPA
- Select a Fujitsu authorized Distributor partner to purchase from: Ingram Micro Inc., New Wave Technologies Inc. and Tech Data Corporation
- Submit the completed form via e-mail to your Fujitsu sales team at OCA.pfu@us.fujitsu.com
Once the request is approved, partner will be notified by their designated Distributor partner with the approval number
- Send a purchase order of the models selected on the VAR Demo Order Form to the Distributor partner

Terms and Conditions

Additional Terms and Conditions

- The Demo Program provides an additional discount on purchase of sealed product
- ScanSnap series scanner models do not meet the criteria for OCA Partner Program entry but are available for demo requests once OCA Partner Program requirements are met
- Pro VAR partner agrees to keep the unit and perform customer demonstrations with it for a period of at least one (1) year from the date of delivery
- At the end of the one (1) year demonstration period, Pro VAR partner may select the same product or a different product from that line for demonstration purposes
- Payment terms for the demonstration unit must be provided along with the VAR Demo Order Form
- Violation of any of these terms and conditions may result in cancellation of the partner's participation in this program
- Demonstration units will be covered under the standard product warranty. Upon resale, the remaining portion of the standard product warranty will be transferred to the end user.

Restrictions

Partner is strictly prohibited from sharing, transferring or disclosing the discount demo program to any third parties, including, but not limited to: entities outside of the US, FCPA competitors, resellers, distributors, or customers outside of its current book of business. Demo scanner units may only be used for purposes of in-house show room displays or field sales account visits and demonstrations. Additionally, orders submitted cannot be shipped to any other location other than partner's corporate address and/or locations. FCPA may immediately terminate this program if FCPA determines, at FCPA's sole discretion, that the partner is using the discount in violation of this program's Terms and Conditions.

Right to Terminate

FCPA reserves the right to terminate or change this program at any time and without notice.

Evaluation Program

Program Description:

The Evaluation (EVAL) Program is designed to allow partners the opportunity to test and evaluate Fujitsu scanners in a potential customer's working environment. The program allows FCPA to have a competitive edge among competitors by allowing the customer to see first hand what a Fujitsu scanner can do for their business model. The scanners can be tested with the software and hardware the client is proposing to use with the scanner. The EVAL Program is a no risk program that allows customers a "try before they buy" opportunity.

How it works:

1. A Evaluation and Qualification Testing Agreement must be signed by the VAR partner. The agreement covers all aspects of the program coverage, length of evaluation period, warranty, safety standards, confidentiality, record keeping, and other legal aspects.
2. The VAR partner must submit the EVAL agreement and form to the Fujitsu sales team for review.
3. All units used for the EVAL Program are Refurbished units. If an evaluation request is received and there is no current Refurbished inventory of the model requested, the next available unit will be sent.
4. Once the evaluation period expires, or the testing is complete, the unit must be returned to FCPA. The evaluation unit is due 30 days after shipping to client. Extension of up to 90 days can be provided with approval from FCPA's Inside Sales. After 90 days a demand letter will be sent.
5. The customer has an option of purchasing the unit on hand or the unit can also be returned and a new unit can be purchased through Distribution, terms do apply.

See Terms and Conditions for additional information. FCPA reserves the right to modify or cancel this program at any time without notice.

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FUJITSU IMAGING PARTNER PROGRAM





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