

DEVELOP

Dynamic balance

www.develop.eu

How can I benefit
from a mutual partnership?
Partner Programme



Benefit from our Partner Programme

Develop stands for sustainable partnerships in collaboration with strong technical expertise and powerful innovations. Those values are important to us as a company and when working with our partners and carry through into our new Partner Programme.

We are keen to support the growth of your business by working with realistic targets and profitable benefits. Those range from bonus payments when targets have been met to trainings and marketing support. By sharing our technical expertise through technical and skills training programmes, for example, we can support you in further improving your knowledge and know-how. You and your business will profit from our expertise whilst selling award-winning Develop products, solutions and services to your customers.

The level of this supports depends on a points system that helps us evaluate your capabilities as a business and your level of commitment to grow.

Classification

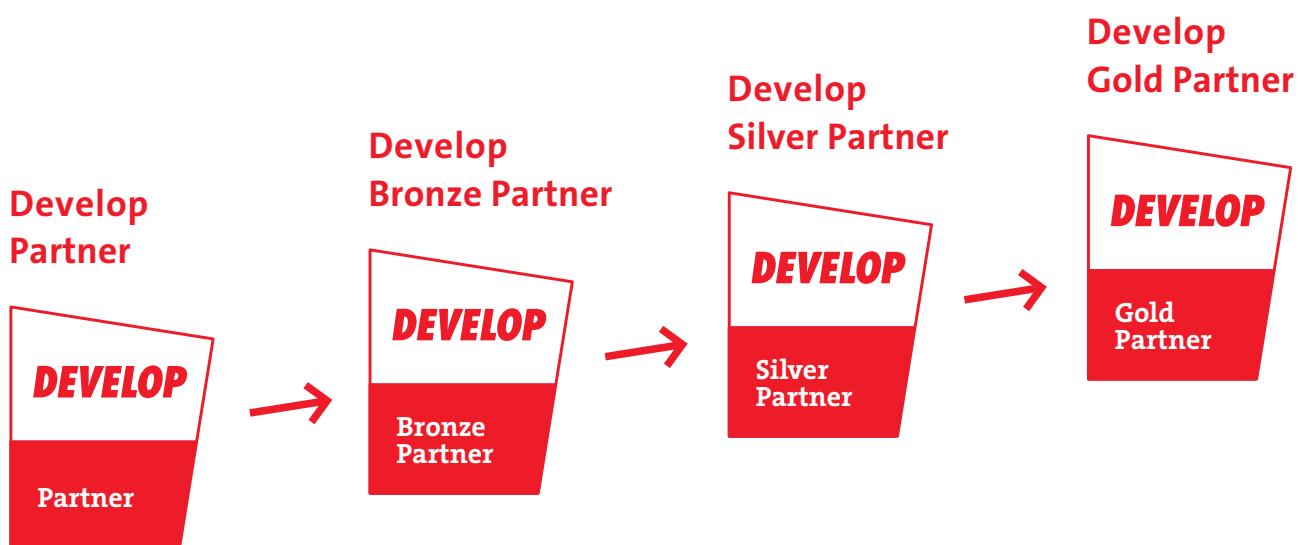
We want to offer you a programme that is fair, open and transparent when it comes to determining your partnership level. This, in turn, will determine the level of benefits you will be entitled to.

In demonstrating a sustainable approach to support the growth of your company, we are primarily interested in you and your business. So rather than determining your partnership level purely on the basis of your turnover with us, we have defined a number of criteria. In other words, we are accommodating your business model, rather than moulding yours to suit ours.

The more criteria you fulfil, the higher your partnership level will be, and the more benefits you will receive.

Your partnership level

Every partnership level has unique benefits and advantages for you. The higher your level of commitment to us, the more benefits and support your business will receive from Develop.





Highlights

- > The higher your level of commitment with us, the more benefits you gain from us.
- > A concept you can proactively influence since in each financial year you have the chance to move into a new Partner category.
- > An approach we will support even more in future.

> Sales support

- As a Partner you will have a dedicated account manager who will be your contact on a day-to-day basis and your first point of contact for all sales-related questions.
- Your account manager may accompany you to important sales meetings with your customers or, for example, arrange for a Develop expert on some particular subject to accompany you to important appointments.
- Your account manager will also work with you to create a sales activity plan based on your business goals.

> Marketing support

- Develop partners can gain access to the Develop Marketing Store which contains a wide range of marketing materials

> Training

- We have a wide range of training courses and methods.
- We offer both skills and technology-based training that is either taught live, via online training or in combined courses that often require self-study as a pre-requisite for classroom classes.

> Engagement

- You will be given the chance to have previews of new products and take part in relevant seminars whilst meeting likeminded people from all over Europe.

> Service

- Whether you already have an established service department in place or whether you are looking to use the Konica Minolta service and you have come to the right place to discuss a business partnership.

Why become a Develop Partner?

- › **Be part of the network** selling Develop products and software solutions. Access a wide range of opportunities to boost your productivity and help make your customers' everyday work life easier.
- › **Demonstrate your reliability to your customers** through your Develop Partner status, which proves you have fulfilled clearly defined training, skills and knowledge requirements. You can demonstrate that we have certified and value your skills through your inclusion in the “where to buy” locator website and your partnership logos and certificates.
- › **Be among the first to hear about new products** that are coming to market in your role as a Partner.
- › **Be more visible** through appearing on the “Find Your Partner” tool on the Develop website – so any customer looking for Develop products will be directed to your business.
- › **Accreditation and verification** that you have the skills and knowledge to offer state-of-the-art products and solutions from Develop.
- › **Work with a partner towards common goals** on which we will agree at the beginning of each year by going through a joint business plan to support the growth of your business.
- › **Improve the skills and knowledge** in your business by taking advantage of our training courses, which may be provided free depending on your partnership level.
- › **Enjoy the peace of mind** and verification that you have the skills and knowledge to offer state-of-the-art products and solutions from Develop.
- › **Last but not least, improve your profitability** through special pricing arrangements depending on your partnership level, bonus and kickback scheme.



Requirements

It is important to us that you maintain your business identity as a Partner. Your business is where it is because of specific success factors that are unique to you. Whether you have specialist expertise in a particular field or your strength is breadth of knowledge and products, at Develop we welcome diversity and recognise that being different is one of the strengths of your business.

Our new Develop Partner Programme is straightforward, fair and transparent. You hold the key to your partnership level and its benefits by committing yourself to a set of requirements for each partnership level. A range of criteria rather than any single one will determine your Partner status. This allows you to carry on playing to your strength as a business, rather than moulding your business to suit us.

Develop Partner with a global corporation can offer market-leading technologies and reliability.

- > Work closely with your dedicated account manager to achieve mutually agreed business goals and targets.
- > Access the full range of office products from Develop.
- > Gain access to certification programmes and additional products and services, such as production printing, software, technical services and optimised print services.
- > Be recommended as an authorised reseller on the Develop website.

Certifications

The Partner Programme offers you the opportunity to work in partnership with Develop and be accredited to sell our products. Many of our products and solutions require special skills and knowledge and, consequently, a higher level of commitment from you as a business.

To give your customers peace of mind in those fields we offer a number of certifications to Partners who have acquired specialist know-how in a specific field or product range.

After going through additional training and fulfilling certain conditions to verify your expertise, you will be able to advertise your certification in addition to your partnership level by means of logos and certificates.

Nominated contacts in your business will go through a series of training courses to gain all the knowledge and expertise they need to become a certified expert.

Develop Partners who take part in our product certification process are eligible for an enhanced set of benefits, such as additional training and specialist support.

> Service and Support Certification

We welcome partners with or without their own service departments and are happy to maintain machine service on your behalf if you have not got your own service capacities.

If you do want to carry out service maintenance for your customers, we offer a certification that provides a training track for your engineer and a number of other benefits. Successful completion of this Service and Support Certification gives you the right to advertise to your customers that we are sure that the service you provide them will be of the highest standard.

> Production Printing Certification

As one of the leaders in this segment, we recognise that the production printing market has its very own dynamics and requires special skills and knowledge.

Our Production Printing Certification is a way for you to benefit from our market leadership and demonstrate you are up to par with the best in delivering Production Printing solutions to your customers.

> Solutions Certification

Software apps offer your customers additional capabilities in their document workflows and in business processes in general.

True efficiency throughout a customer's entire organisation can only be achieved through sophisticated process automation and optimisation of document and record software solutions and combine them with innovative hardware that manages input and output. But getting so deep into the details of your customers' operations requires skills and trust.

One way of proving your skills and commitment in this field is to acquire our Solutions Accreditation, which proves that you have acquired the skills and knowledge needed to optimise their business.

**The new Partner Programme:
Transparency, mutual partnership, skills and technology expertise,
loyalty and commitment!**

DEVELOP

Konica Minolta Business Solutions Europe GmbH
Europaallee 17 30855 Langenhagen Germany Phone +49 511 7404-0 www.develop.eu