



Technology
Provider

2016 Retailer Partner Guide

Your solutions. Our technology. Smarter together.





Real Rewards, Starting Now

Welcome to Intel® Technology Provider

Intel® Technology Provider is a global membership program designed for businesses that resell or recommend Intel® technology. A path to insights, rewards, and everything needed to help our partners sell Intel retailer solutions. Loaded with valuable information you can use, Intel® Technology Provider offers access to a variety of benefits that directly impact your bottom line.

Whether you sell to small or medium sized businesses, or both, whether you build, buy or recommend products with Intel® technology, Intel® Technology Provider offers scalable benefits directly relevant to you. Receive the tools you need to grow your business, make more money and gain a competitive edge.

As partners progress through the program, moving from Registered to Gold and Platinum, they unlock the benefits most beneficial to their business. Partners can unlock any set of benefits relevant to them as long as they have met the criteria to do so.

“The majority of shoppers will enter retail multiple times, before and after other research.”

- IMR, Smart Revenue

You are your customer's advisor and trusted source in making computing decisions.

The right solutions from the right partner

The selling environment is fluid and competitive. Customers' needs, technology, and even retail environments are constantly evolving. And you need to stay ahead. The Intel® Technology Provider provides the latest findings for you. Look here to get up-to-date information on how the environment in retail outlets is changing and how you can stay ahead of the competition.

You are your customer's advisor and trusted source in making computing decisions. Your storefront needs to aid in the shopping process by being consistent, easy, and allowing the customer to feel in control of their purchasing experience.

Make your store environment work for your business through in-store and online marketing material, informative sales people, and savvy business practices with an array of online resources.

Helping you succeed by growing your business, gaining trust and earning rewards.



GROWTH

Every business is looking for ways to maximize their revenue opportunity, and expand their reach in the market. Intel® Technology Provider will help you outpace the marketplace and lead with the latest technology and solutions. Develop your business through exclusive partner-only networking and matchmaking events and gain a competitive advantage with proven guidance from Intel experts, advanced sales and marketing tools, to stay ahead of industry trends and key market segments.



TRUST

Solidify your role as the trusted expert to your customers. Leverage Intel® Technology Provider to deepen your expertise and sales techniques to build and sell solutions, and strengthen your customer relationships. Promote your Intel partnership to reach new and existing customers with trusted and familiar Intel® technology solutions.



REWARDS

Purchase Intel® technology and solutions to earn points and receive exclusive partner-only promotions. Consider points as your currency to the most rewarding way to build your business. Simply use points towards Intel® technology, marketing materials, demonstration units, events and travel. Like any good partnership, the more you put into it, the greater the reward.

- *Comprehensive, locally relevant solutions that improve customer retention.*
- *Devices with a full spectrum of IoT capabilities and solution areas including Industrial PC (IPC), retail fixed and mobile point of sale, digital security and surveillance, digital signage and content management, and analytics.*
- *Marketing and selling tools that help you grow revenue.*
- *Access to technical resources to enable you to implement cutting-edge solutions with your customers.*
- *Broad ecosystem and matchmaking for complete solutions that deliver customer satisfaction.*

How do I become an Intel® Technology Provider?


Intel® Technology Provider offers a wealth of benefits to help you get the competitive advantage. Make sure you get the most out of your membership by progressing through the tiers.

Intel® Technology Provider offers support, knowledge, expertise, tools, and materials to keep you ahead of the competition and your customers coming back.


Register your business on the 'Find an Intel® Technology Provider' online locator, and promote your business.

Upgrade to Gold and Platinum to access fantastic benefits such as the ability to earn and spend points, invitations to partner events, and plenty of help and advice from a dedicated account manager.

PARTNERSHIP STARTS HERE: intel.com/technologyprovider




CRITERIA:










Complete the Business Profile Questions

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Accept the Terms and Conditions to become a **Registered Partner**

REGISTERED PARTNER

-  Partner materials
-  Sales and marketing tools
-  Priority technical support
-  Online training
-  Dedicated website
-  Intel retail merchandising assets¹
-  Access to dedicated Intel retail resources

Receive a set of benefits including support, training, and marketing materials.

¹Must meet criteria



CRITERIA:



Achieve 50 TRAINING CREDITS

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Complete the GOLD Business Profile Questions

GOLD PARTNER

Meet the following criteria:

- Sell primarily face-to-face through physical location.
- Store located in focused countries.²
- Primarily sells to consumers.
- Revenue-based benefits for Gold and Platinum.
- Partner receiving other program benefits are excluded from Intel® Technology Provider retailer benefits.

-  Points
-  Events
-  Face-to-face training
-  Premium partner materials

-  Sales and marketing tools
-  Priority technical support
-  Online training
-  Dedicated website
-  Intel retail merchandising assets
-  Access to dedicated Intel retail resources

Gain access to additional benefits including points and partner events.

²See intel.com/technologyprovider for details.

Tier benefit highlights



CRITERIA:



Achieve 100 TRAINING CREDITS



Complete the PLATINUM Business Profile Questions



Achieve a purchase volume of Intel product sales



Demonstrate technical and business leadership

PLATINUM PARTNER

	Account management
	Platinum-only events
	Points multiplier
	Events
	Face-to-face-training
	Premium partner materials
	Sales and marketing tools
	Priority technical support
	Online training
	Dedicated website
	Intel retail merchandising assets
	Access to dedicated Intel retail resources

Gain access to the top range of benefits including points, account management and Platinum-only events.



Account management

Partner with your dedicated account manager to help drive sales and solutions, stay ahead of industry trends and alert you to the latest opportunities. Your account manager can help you succeed with the highest level of personal service that meets your exact needs.



Events

Earn invitations to annual partner-only events offering the latest product information, face-to-face training, and the opportunity to network with Intel executives.



Points

Greater performance brings greater rewards. At the Gold and Platinum tiers, partners can earn and spend points on Intel® technology, events, travel, and marketing materials.



Training

Access the latest online and face-to-face training courses to sharpen your knowledge and stay ahead of the competition.



Partner materials

Promote your partnership and grow your business with co-branded marketing materials, including banners, templates, posters, animation, and other promotional materials to help you drive demand.



Sales and marketing tools

Grow your business and leverage targeted sales and marketing tools and solutions to boost your sales and enhance your brand image and role as trusted advisor to your customers.



Priority technical support

Get quick answers to technical and membership questions with priority support via chat, email, or phone, and advanced warranty service with replacement of Intel purchases before return of the defective part.



Dedicated website

A fully responsive website that features technical and sales information based on your own personal preferences, as well as membership information, promotions, training, industry research and events.



Intel retail merchandising assets

Partners have access to retail-focused merchandise to help enhance the in-store experience and boost the appeal of technology offerings. Use the merchandise deployment guide for tips on how to use the assets provided to bring customers into your store.



Dedicated Intel retail resources

Get access to the Retailer Resource Zone, Intel® Technology Provider Training for business owners and management staff, and Retail Sales Person Training through Intel® Retail Edge Program (IREP). With the latest version of iPOS, an interactive onscreen sales tool, it's easy to get the information needed to help your customers make smart purchase decisions. iPOS also acts like a virtual sales person. Simply load iPOS onto a device and place it prominently on your sales floor.

Retail tier benefits

When it comes to retail, our priority is building relationships with all ecosystem partners. Time and trust are needed to truly understand what's relevant and effective. This is why Intel has built up a wealth of information for retail that partners can tap into to create a shopping experience or shop floor that customers prefer. In addition, retail partners can receive special benefits by participating actively in resources available through Intel® Technology Provider.

GOLD and PLATINUM RETAIL PARTNER BENEFITS

CRITERIA:  Annual Profile Update

-  Retail Content & Retail Insight Magazine
-  Retail Sales Person Training
-  Retail Shop Owner Training
-  Retail Specific Merch & Sales Tools



Retail Partner Website & Insight Magazine

Access the latest retail specific news, views and resources online (on Retail Partner Website) or offline (with Retail Insight Magazine) and stay ahead of the competition. Both bring you the most retail relevant information, expert opinions and business insights that will help you uplevel your business.



Retail Sales Person Training

Access the latest online training courses via IREP to sharpen your knowledge and gain the edge to sell more effectively.

REGISTERED RETAIL PARTNER BENEFITS

CRITERIA:  Annual Profile Update

-  Retail Sales Person Training
-  Retail Shop Owner Training
-  Retail Specific Merch & Sales Tools



Retail Shop Owner Training

Visit the partner training website and take courses specifically designed for shop owners, with materials that are highly focused on enhancing knowledge and sharing industry relevant insights. Leverage the training to create a complete shopping experience for your customers and sell Intel® technology-based devices more effectively.



Retail Specific Merch and Sales Tools

Access retail-focused merchandise and sales tools to help enhance the in-store experience, boost the appeal of technology offerings and sell Intel-based devices more effectively. Use the merchandise deployment guide for tips on how to use the assets to bring customers into your store. Choose between digital and print assets based on your requirement.

Maximize your membership with Retail Specialty Benefits

In addition to the retail-specific tier-level benefits, partners can qualify to unlock even more powerful Retail Specialty Benefits. To qualify, partners must first meet the criteria for membership status, sales volume, and training. These Specialty Benefits are new, and unrivalled in helping give retail partners a competitive advantage in supplying complete solutions to their new and existing customers.



Face-to-Face Retail Sales Person Training

Take the latest face-to-face training courses to sharpen your knowledge and stay ahead of the competition. Use the insights to carry out seamless device demonstrations and communicate better with customers.

Face-to-face training is offered twice a year with Specialty Benefits and four times a year with Enhanced Specialty Benefits.



Retail Soft Skills Training

Develop new skills that will enable you to make efficient sales pitches, to become a trusted consultant to consumers and to understand their requirements. Learn about usage scenarios and recommend a device based on customer requirements.



Specialty Intel Retail Merchandising Assets

Partners have access to retail-focused merchandise to help enhance the in-store experience and boost the appeal of technology offerings. Use the merchandise deployment guide for tips on how to use the assets provided to bring customers into your store.

RETAIL SPECIALTY BENEFITS



CRITERIA:



Minimum GOLD / PLATINUM membership status



Sell primarily face-to-face in physical location with consumer focus



250u of branded products with Intel inside per year for retailer specialty benefits

2000u of branded products with Intel inside per year for enhanced retailer specialty benefits



Stores located in focused countries*



Face-to-Face Retail Sales Person Training



Retail Soft Skills Training



Account Management



Specialty Intel Retail Merchandising Assets

Meet \$\$\$ revenue / volume qualifying products

ENHANCED SPECIALTY BENEFITS:



Access to Retail Marketing Manager



Invitation to Select Partner only Events



Points – Activity based Promotions



Retail Track at Intel® Solutions Summit



Access to Retail Marketing Manager

Get dedicated support from an Intel Retail Marketing Manager who can help devise and run specific demand generation programs to drive better footfall and conversion in-store.



Invitation to Select Partner only Events

Get access to Intel Retail Executive Conference, Intel Retail Tech Tour, Intel® Solutions Summit and more.



Points – Activity based Promotions

Greater performance brings greater rewards. At the Platinum tier, partners can earn and spend points on Intel® technology, events, travel and marketing materials.



Retail Track at Intel® Solutions Summit

Attend the Retail Track at Intel® Solutions Summit, Intel's largest channel event where Platinum Partners get the chance to hear the latest industry and Intel news, attend courses on new technologies and Intel products for retail, and meet with a number of other Intel channel partners.



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