



Alaris Partner Program

Let's unlock our future, together!

The Alaris Partner Program Expands and Grows

We are dedicated to offering a partner experience that helps your business Expand, Connect, and Grow.

Expand your offerings with our portfolio of award-winning distributed and production scanners, software, and services.

Connect with more leads through demand generation programs and sales enablers delivered by our new partner portal.

Grow profitable revenue, customer satisfaction and repeat business with our lucrative channel program and incentives.

An integrated approach to digital transformation.

Partnering with Alaris helps you find new ways to deliver digital transformation innovation by expanding your offerings and reach into new sources of profitable revenue. Alaris helps partners meet customer needs for digital transformation with software, services and scanner solutions for all types of businesses.

Together, we can offer your customers a fully integrated way to use data to drive efficiency, growth, and profitability.

Science: Help customers capture, recognize, and extract more information from data

Technology: Innovative software and devices to store, share, and integrate data with business processes and applications

Partnership: Service installation, training, support, and consultation

Alaris Partner Program Benefits

Lead generation

- Qualified leads from Alaris marketing campaigns
- Marketing assets to create your own campaigns

Deal registration

- Partner Portal lets you register deals that meet requirements

Selling and partnership incentives

- Updated benefits to support how today's business gets done
- Incentives increase with your partnership commitment to Alaris

Multifaceted marketing tools

- Extensive research, competitive information and "why-to-buy" tools are just one click away
- Reseller Locator on the Alaris Website increases your visibility and awareness to customers



We're making partnership easier with a new portal for today's business environment.

- Access from any device with a mobile-friendly design
- Deal registration, business planning, and opportunity management that saves time and streamlines processes
- Sales enablement tools, training, and certification in one click with single sign-on
- Assets and support for marketing activities
- Apply for a portal account at partners.alarisworld.com

Alaris Partner Program Membership Tiers and Benefits

Partner Program levels reward you for sales and provide the power to find and close deals. The more you sell, the more you make. After you apply for partnership, we will work together to determine the Program Tier that's right for your business and level of engagement.

	REGISTERED	PREMIER	ELITE
REQUIREMENTS			
Annual Revenue (HW, SW)	N/A	\$500K	\$1M
Alaris MAP Policy adherence	✓	✓	✓
BENEFITS			
Deal Registration	✓	✓	✓
Production Capture Backend Rebate ¹		\$750K+ 5% \$500K - \$749K 4% \$250K - \$499K 3%	
Trade-In Program	✓	✓	✓
Software Instant Rebate		30%	
Software Assurance (Renewals) Instant Rebate		10%	
Care Kit Registration Rebate		5% - 10%	
Evaluation Program	✓	✓	✓
Demo Program	✓	✓	✓
Business Development Funds (BDF)	✓	✓	✓
Website Reseller Locator		✓	✓
Sales & Marketing Enablement Tools	✓	✓	✓

¹ Status is based on prior year's criteria and performance

We only succeed when you do.

The award-winning Alaris Partner Program is designed to enable our success by enabling yours. Here's how:

We're easier to work with - a single point of contact for all resources and assistance

You'll understand what you're selling - product knowledge can be accessed and digested quickly

You'll make more money - through incentives and the support you need to close sales

Expand, Connect, and Grow today!

To get started today, contact your Alaris Sales Manager or visit AlarisWorld.com/go/partnerprograms

Alaris

a Kodak Alaris business

Want to learn more?

AlarisWorld.com/go/partnerprograms

Contact us:

AlarisWorld.com/go/contactus

Apply for a Partner Portal account:

partners.alarisworld.com

All trademarks and trade names used are the property of their respective holders.

The Kodak trademark and trade dress are used under license from Eastman Kodak Company.

© 2020 Kodak Alaris Inc.
TM/MC/MR: Alaris
01/20