



Kodak Alaris Partner Program

Team up with experts dedicated to your success

The benefits are bigger and better than ever.

You want your business to flourish and grow. So do we. Team up with our digital transformation experts at Kodak Alaris to help you create strong, profitable connections with both new and existing customers. Our Partner Program is more exciting than ever with additional features and even greater profitable possibilities.

Programs and earning potentials, at a quick glance:

Deal Registration Protects—and rewards you—with additional rebates when you actively find opportunities.	Earn up to 15% of list price
Backend Rebates for Scanners and INFUSE Solution The more you sell, the more you earn—when you meet quarterly revenue thresholds.	Earn up to 5% of list price
Trade-In Program Encourage your customers to refresh by offering cash incentives or increase your margin with this backend rebate program.	Earn up to \$4,000 on a single scanner
Rewards Program Exciting spiff program where Reseller Sales Representatives earn cash on sales of scanners and software from Kodak Alaris.	Earn up to \$1,500 per unit sold
Care Kit Registration Rebate Gain additional rebates when you register your customers' Kodak Care Kits.	Earn up to 10% of list price
Evaluation and Try & Buy Programs Two different ways for your prospects to see how beautifully Kodak Scanners perform within their own environments.	

Meet the pros at Kodak Alaris

More than a dream team, these experts are here to create a “better reality” for you and your business.

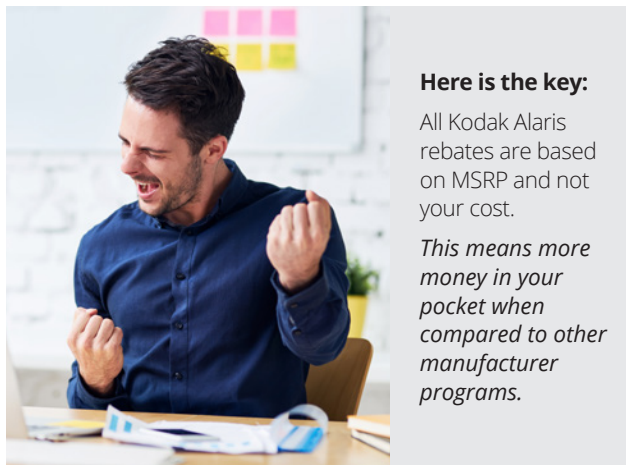
- **Partner Business Manager**—Driving new possibilities with customers, creating more sales, value, and profitability.
- **Government Business Development Team**—Developing government relationships (both local and federal sectors) assisting with RFI/RFQ processes and purchasing contracts.
- **Pre-Sales Technical Managers**—Always there to expertly address customer integration and technical needs, especially during evaluation periods.
- **Inside Sales Representatives**—Supporting you with all partner services and aiding in promoting all that you offer.
- **Software Solutions Team**—Software and solution experts available to help you with proof-of-concept design, integration, or certification efforts.
- **Regional Service Sales Manager**—Helping maximize your solution sales with recurring service revenue, including professional services.
- **Customer Relationship Manager**—Monitoring your active service contracts and supporting your renewal activities.
- **Field Service Team / Field Engineers**—Helping customers maintain their equipment and productivity now and into the future.
- **Global & Regional Strategic Account Manager**—Consulting with you to develop the targeted solutions your clients need.
- **Channel Sales Manager**—Connecting and coordinating with distribution to keep product flowing.
- **Product Marketing Managers**—Leveraging their expert knowledge of products and the market to drive your business forward.
- **Channel Marketing Manager**—Ensuring you achieve the ultimate reach and results for your marketing of solutions from Kodak Alaris.

Rebate stacking means your dollars really add up!

When you combine available rebates, your margins grow and grow. For example:



51% Margin



Here is the key:

All Kodak Alaris rebates are based on MSRP and not your cost.

This means more money in your pocket when compared to other manufacturer programs.

KODAK S2070 Scanner	
MSRP	\$1,295
Minimum Advertised Price (MAP)	\$1,165
Estimated Reseller Cost	\$886
Rebates Available	
Deal Registration	\$132
Competitive Scanner Trade-In Rebate	\$50
Maximum Backend Rebate	\$65
Reseller Cost After Rebates	\$639
Margin Per Scanner Sold	\$656
Reseller Sales Rep Reward SPIFF	\$60



52% Margin

KODAK S3120 Max Scanner	
MSRP	\$7,900
Minimum Advertised Price (MAP)	\$7,110
Estimated Reseller Cost	\$5,404
Rebates Available	
Deal Registration	\$895
Competitive Scanner Trade-In Rebate	\$300
Maximum Backend Rebate	\$395
Reseller Cost After Rebates	\$3,814
Margin Per Scanner Sold	\$4,086
Care Kits: Deal Registration up to \$250 and Registration Rebate of up to 10% MSRP available, too!	

Reseller Sales Rep Reward SPIFF \$150



50% Margin

KODAK i5250 Scanner	
MSRP	\$38,000
Minimum Advertised Price (MAP)	\$36,100
Estimated Reseller Cost	\$27,600
Rebates Available	
Deal Registration	\$4,211
Competitive Scanner Trade-In Rebate	\$2,500
Maximum Backend Rebate	\$1,900
Reseller Cost After Rebates	\$18,989
Margin Per Scanner Sold	\$19,011
Care Kits: Deal Registration up to \$550 and Registration Rebate of up to 10% MSRP available, too!	

Reseller Sales Rep Reward SPIFF \$500

NOTES: All prices shown are USD. Estimated costs are noted above; your actual cost may vary and will be provided by your Value-Added Distributor.

Apply for a Partner Portal account:
partners.alarisworld.com

Contact us:
AlarisWorld.com/go/contactus

To learn more and “partner up” with us:
 Contact your Kodak Alaris Sales Manager
 Email: US-DI-InsideSales@kodakalaris.com
 Or visit: partners.alarisworld.com/en-US/SignIn



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