



# Alaris

a Kodak Alaris business

Alaris Partner Program

## Partner with Alaris for bigger benefits and impressive profitability

Gain the power to expand, connect, and grow with the Alaris Partner Program delivering unsurpassed performance and profitability advantages, along with exceptional support and true differentiation.

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

**Connect** with more leads through smarter demand-gen programs and sales enablers through AlarisOneClick.com.

**Grow** profitable revenue, customer satisfaction, and ongoing/repeat business via lucrative incentives and superior solutions.

### More ways to make more

The power you need to expand, connect, and grow is all here.

#### Strong financial incentives

- Transactional rebates support Partners who are driving opportunities
- The more you sell/the more you earn with volume rebates
- Deal registration to protect your interests and prospective sales

#### Ongoing lead generation

- Qualified leads from our digital and traditional marketing campaigns

#### Solid opportunity support

- Evaluation units and discounted demo units for customer proof-of-concept, demos, and events

#### Multifaceted marketing tools

- Extensive research, competitive info, market factors, why-to-buy Alaris, and many more tools are just one click away
- Reseller Locator on the Alaris Website increases your visibility and awareness to end users – for Premier and Elite Partners
- Website syndication services so you always have the most up-to-date and accurate information on Alaris products for your site

## Alaris Partner Program membership levels and benefits' overview

Three Partner Program levels reward you for sales and provide the power to find and close deals. The more you sell, the more you make, and our transactional rebates streamline your sales in multiple ways.

	Registered	Premier	Elite
<b>Requirements</b>			
Annual Revenue (HW, SW)	N/A	\$500K	\$1M
Alaris MAP Policy adherence	✓	✓	✓
<b>Benefits</b>			
Deal Registration	✓	✓	✓
Distributed Capture Backend Rebate <sup>1</sup>		\$400K+	7%
		\$150K - \$399K	5%
		\$75K - \$149K	3%
Production Capture Backend Rebate <sup>1</sup>		\$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 Fund (BDF)	✓	✓	✓
Website Reseller Locator	⊘	✓	✓
Sales & Marketing Enablement Tools	✓	✓	✓

Status is based on prior year's criteria and performance

### Just a few more reasons to “partner up” with Alaris

Our evolved, improved Partner Program includes enhancements and changes based on valuable feedback and suggestions from our Partners. When you team with Alaris, we're always looking for your ideas because we know you're on the front lines every day and your knowledge is invaluable. To streamline your business, we strive to be -

#### Easier to work with

- Single contact you can call or email anytime
- Instant access to a wealth of marketing tools, research, competitive info and more valuable assets via the Alaris OneClick portal

#### Clear and succinct in our communications

- So you understand exactly what you can sell and how it benefits end users
- Avoiding ambiguity so you always know where you stand

#### A great way for you to be more profitable

- Thanks to unsurpassed support and the incentives you need to win more sales

1. Thresholds are based on Annual Sales at List Price from January through December. The lowest tier rebate is calculated back to dollar one once the first threshold is met.

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.  
© 2019 Kodak Alaris Inc.  
TM/MC/MR: Alaris

### Now's the time to learn more and team up with Alaris

Contact your Alaris Sales Manager or call **1.800.944.6171**.

If you'd like more detail on all the advantages and guidelines of the Alaris Partner Program, see [Program KA52](#).

**Let's expand, connect, and grow together... starting today.**

# Alaris

a Kodak Alaris business