

Go Forward!

Open up for new business with Go Forward, the Partner Program from Siemens Enterprise Communications to take your business forward

Communication for the open minded

Siemens Enterprise Communications GmbH & Co. KG, headquartered in Munich, was founded in October 2006 as a wholly owned subsidiary of Siemens AG. As one of the world's leading providers of unified communications, we supply products, solutions and services to customers in 80 countries. More than 15,000 employees support enterprises worldwide by unifying communications and collaboration, thereby making our customers more productive.

With our Open Communications concept, we offer our customers cutting-edge solutions and services that are based on open standards and integrate into their existing infrastructures and business processes. In doing so, we are continuing to pursue our goal of realising universal communications – across network and media boundaries and with a uniform user experience. We deliver added value to our customers by protecting their investments and enabling a phased implementation of our solutions that are tailored to their needs.

Open Communications from Siemens Enterprise Communications – award-winning solutions for everyone.
www.siemens.com/open

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Communication for the open minded

Siemens Enterprise Communications
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SIEMENS

One giant leap

One giant leap

Take your business to new heights with Go Forward, the Partner Program from Siemens Enterprise Communications

The whole package

We want you to be successful through long-term profitable growth. But to achieve this, you need a sustainable long-term partnership. By working with Siemens Enterprise Communications and becoming a partner you have the opportunity to do great business.

To be successful you need more than our great products, you need the market position, backup, strength, presence and benefits that can only come with working with a truly global business like ours.

Go Forward is our Partner Program for sales and service partners. The Partner Program is more than a set of requirements and benefits; it is an integral part of the business relationship we have with you and is at the core of what we deliver to you.

Go Forward has been designed to help you grow and develop as your relationship with Siemens develops.

Working with a winner

We're one of the leading players in the Unified Communications market and are active in 80 countries. Our unique Open Communications market position underpins everything we do. Its aim is to open up advanced communications solutions to customers ranging from start-ups through to entire governments and multi-nationals with outstanding, user friendly solutions that are easy to implement. This vision drives our product and solution developments which are realised in leading products within the unified communications, IP telephony and customer interaction market segments.

Partnership...

Partnership is an over used word. We know that truly successful partnerships come from mutually beneficial relationships. Our Partner Program offers you a very realistic entry point, the opportunity to grow with us and a set of benefits that will help your business prosper.

We believe that there is only one way to build an outstanding Partner Program – to ask the partners that would use the program what really matters to them. So that's exactly what we did – we asked about the things that are important to you. Your business, your customers. The result is a different type of Partner Program, which helps you to do better business.

The Go Forward program:

- Ensures we offer our partners a level playing field globally
- Is open to all with a low cost of association
- Offers you an attractive set of benefits linked to your commitment
- Gives your customers a simple to understand way of differentiating you as a trusted partner for their communication needs

Go Forward

Your success is our success. Don't miss this opportunity: read through this overview of our "Go Forward" program then let's talk about how we can Go Forward together.

The lowdown

How the Go Forward Partner Program works for your business

How the program works

We want to ensure that all Siemens Enterprise Communications customers worldwide receive consistently high levels of service. That's why the Go Forward Partner Program requires that all partners become accredited. There are three levels of accreditation with clearly defined criteria for each of these levels. Your entry level is defined by your expertise, the mutual opportunity that we identify and your commitment to Siemens. The levels are Select, Plus and Premier. Each level includes a unique set of benefits.

The Go Forward Partner Program is points based. This gives you the

flexibility to choose different directions and allows you to move up through the benefits levels at your own pace. You are awarded points based on sales, support, training, certification and other areas that improve your ability to serve your customers with Open Communications solutions.

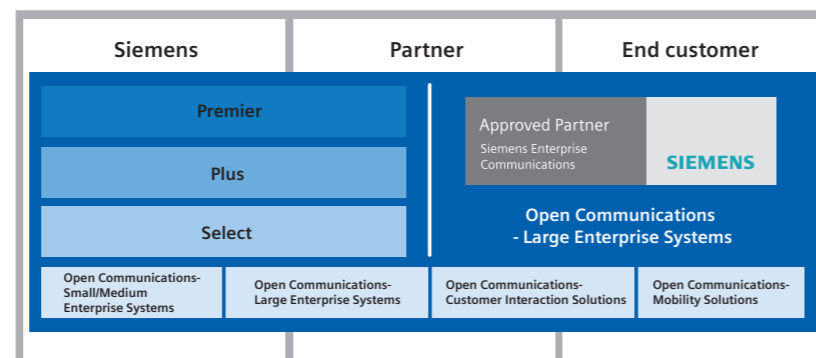
Our program is also designed to be simple for your customers to understand. All accredited partners use a single "Siemens Approved Partner" logo which demonstrates your competence and gives your customer the reassurance that you meet the requirements of the program.

Partner specialisation

An integral part of accreditation is partner specialisation – it's what sets your business apart and gives Siemens' customers the choice they need to find the right solution for them – and the right partner to implement it. All accredited partners require at least one specialisation. These specialisations are market focused and allow your customers to quickly identify you as a partner with the qualification and experience to serve them. This is also a key market differentiator for you and means you can focus on having accreditations which meet your target customers' needs. This approach

means you do not have a vendor-driven requirement to skill-up for products that you do not sell, loading your business with cost and bureaucracy. Current specialisations are:

- Open Communications – Large Enterprise Systems
- Open Communications - Customer Interaction Solutions
- Open Communications - Enterprise Mobility Solutions
- Open Communications – Small / Medium Enterprise Systems



Go Forward

The partner and customer focused partner program.

Here's the deal

Here's the deal

Go Forward gives you the benefits to build your business without unnecessary cost

An issue of cost

Cost of vendor association is becoming a serious issue for many value added resellers. Accreditation, staff certification and the ongoing costs of demonstration equipment and training can put unrealistic burdens on your business. Your investment in new partnerships and your ongoing costs of maintaining these relationships is not something that should be taken lightly. Joining our program is very realistic and the ongoing cost of association makes sense. This means the business case for building a partnership with Siemens Enterprise Communications is a compelling one.

To become a Siemens partner there are minimum criteria that must be met, but beyond this there is a structured points based scoring system that allows you to move to a higher benefit level.

You enter the program with a small investment and can quickly climb through the levels. As you climb you are rewarded with an improved benefits package at each level.

Get smarter

Our Partner Program is linked to our Open Communications Channel Certification Program for sales, consulting and service staff. Certification with Siemens is focused on four areas: technology, strategy, business areas and products. This offers your company very broad business focused knowledge and skills as well as the product information you expect. Certified employees are a valuable asset, they not only give your business a decisive competitive edge they also help you address the bigger opportunities while offering your employees an attractive and motivational development path.

	Premier	Plus	Select
Number of specialisation	2	1	1
Siemens dedicated Sales representatives	2	1	
Business plan	YES	YES	
Marketing plan	YES	YES	
Number of Siemens sales certifications	3	1	1
Sales reporting	YES	YES	
Service level offered	12 x 7	8 x 5	
Project management resource	YES		
Technical support staff	1	1	1
Number of Siemens certified technical professionals	1	1	1

Go Forward

The Go Forward program offers you a low cost of association, realistic mandatory requirements, flexibility for you to specialise in the areas that best serve your customers and to take a direction which best fits your business aspirations.

Payback

Program benefits

We understand what kind of support our partners need to be successful. This knowledge has been gained through operating a successful indirect channel business for over 20 years.

In addition to an essential and highly regarded sales, marketing and technical support package, we also provide an excellent set of benefits that are linked to the Select, Plus and Premier levels. Your benefits increase as you progress through the levels.

We provide a joint marketing development fund to help you drive your business acquisition and lead generation programs. The partner fund is accrued based on your sales of Siemens solutions. We consider it to be fundamentally important to your success and offer support, resources and direction on how to get the best return from it. The partner fund can be used for a wide range of purposes including advertising, campaign activity, events, training, certification and demonstration equipment.

	Premier	Plus	Select
Low cost of association	YES	YES	YES
Approved partner portal	YES	YES	YES
Access to sales and marketing tools	YES	YES	YES
Technical support	Direct to 3rd line	YES	YES
Technical Portal / Knowledge Base	YES	YES	YES
Discount structure	YES	YES	YES
Demonstration equipment discounts	YES	YES	
Nominated Partner manager	YES	YES	
Support for qualified opportunities	YES	YES	
Strategic executive reviews	YES		
Executive briefing centre access	YES		
Use of Siemens partner logo	YES	YES	YES
Partner incentive programs	YES	YES	YES
Access to marketing programs	YES	YES	YES
Partner fund	2%	1%	

Our benefits packages are offered to all partners, whether buying directly from Siemens or via one of our approved distribution partners. This gives you choice of supply chain and allows you to leverage your existing relationships and credit lines without losing any benefits.

Go Forward

To support your business we offer you an enviable technical support package, a marketing support package which provides ready to run campaigns backed by a partner fund and a sales support and enablement program to help you win business faster than ever before.

Walk this way

How to get started with the Go Forward Partner Program

Let's talk

Becoming a partner is a simple process and one which will not place a burden on your business.

The first step is to discuss the opportunity with an Account Manager, to be sure we have a logical business fit before contracts are signed. The next step is to jointly plan a quick start program to get you winning business with Open Communications solutions from Siemens.

As our relationship progresses, the accreditation to the appropriate partner level will follow. This is an open process where you understand the criteria and have choices as to how you meet the necessary requirements.

Premier and Plus partners have access to a partner fund for joint marketing and business development which further accelerates our opportunity.

This is a simple and quick starting point for our long term future relationship.

This could be the start of a beautiful thing

A partnership with Siemens makes sense. Our Open Communications product portfolio wins awards in every segment, we offer a fresh and exciting partner program and associated benefits, all backed by a global business with a unique market position – Open Communications.

To get started, please complete the contact form at www.siemens.com/goforward

We'll be in touch very soon

To talk about the opportunities we have for you and how we can Go Forward together.

				
Business Fit and Planning <ul style="list-style-type: none"> • Partner match • Strategy • Target markets • Aspirations • Expectations • Existing portfolios • Contracts • Targets • Objectives 	Quick Start <ul style="list-style-type: none"> • Sales Training • Collateral support • Account management • Sales support • Internal selling • PR 	Building Business <ul style="list-style-type: none"> • Accreditation • Market planning • Campaign builder • Demand generation • Partner portal • Technical training 	Business Accelerator <ul style="list-style-type: none"> • Case studies • Incentives • Partner marketing fund • Targeted campaigns • Business development 	Relationship Management <ul style="list-style-type: none"> • Business plan review • Opportunity seeking • Development identification • Diversification • Market penetration

Open Information

Open Information

Who are we?

We're the people behind world-leading innovation in convergent technologies.

Siemens Enterprise Communications is a thought leader and innovator in the enterprise communications industry. We're one of the leading players in the market with full coverage of all the relevant markets from a strong European base with global reach. Our people have the passion, commitment, skills and know-how to deliver a broad range of cutting-edge technologies, outstanding products and professional services. All with the support of an enterprise that has the financial strength to outperform the rest in this competitive, consolidating market.

Delivering Open Communications with award-winning solutions

Through our global network of over 6,000 service professionals in more than 80 countries, we are able to deliver a complete range of enterprise solutions. We currently transact 45% of our business through partners and we have a very clear and defined strategy to increase this significantly. The solutions we deliver both with our partners and directly encompass the whole spectrum, from bringing complex networks and IT environments together, to ideas for simple, everyday devices that keep everyone in touch. We provide innovative, secure and flexible solutions that can unify communications for every shape and size of business.

It's all part of our LifeWorks vision to create seamless collaboration across wireless, fixed and enterprise networks. All with rich and intuitive content that makes our solutions so easy to use, they revolutionise the way in which people share information. The end result is a way of working that we call Open Communications.

We're committed to bringing added value to our partners

Our award-winning solutions combine the very latest technology, with practical, no-nonsense ways to embrace Open Communications. And with our OpenPath migration concepts, it's easy to achieve them realistically in your customers' businesses.

Partnership Disclaimer

Where we refer in this document to partner or partnership this does not relate to a legal partnership.

