

Pelco Channel Partner Program

Pelco announces new Project Registration Discount program | PRD



by Schneider Electric

Pelco is pleased to announce the creation of a Project Registration Discount program. This program, effective April 1, 2009, is intended to offer discounts for finding and registering new Pelco opportunities greater than \$25,000 in value. This new Project Registration Discount program rewards channel partners who generate demand for new business and add value through the services they offer to their end-customer.

A formal, standardized process will protect partners with presales investment in new opportunities, and in turn will motivate them to generate incremental Pelco business. The program will use a neutral project registration process to validate new partner opportunities. Partners who meet the criteria of the program may make an application to register an opportunity with Pelco at any time. All approved projects are registered for six months and are eligible for a special discount.

Program Objectives

- Boost Channel Partner Profitability by providing an economic incentive that ultimately rewards the partner for its value and protects its presales investment in new deals.
- Encourage more Partners to invest their time in Pelco projects.
- Support the channel partner value model by allowing the partners to compete equally on value through a neutral registration process.

Program Benefits

- Provides a financial advantage to partners who bring in new Pelco business opportunities.
- Improves partner profitability.
- Protects the partner's presales investments and value delivered to customers.
- Facilitates value engagement by identifying the partner who develops the project, ensuring early engagement between the partner and Pelco.

Process for Project Registration

- Step 1:** Detect an opportunity. Prior to registration a partner must qualify the project, engage decision maker(s), quantify budget, define requirements, and complete a high-level design.
- Step 2:** Partner completes and submits a PRD registration application to their local Pelco Sales Representative.
- Step 3:** Pelco Local Sales Representative verifies application contents and provides first-level approval on the application.
- Step 4:** Final approval is granted by the Program Office and officially recorded.
- Step 5:** Partner is provided with a PRD Number that will be used to receive the approved discount at the time of order of the registered project.

Project Registration Program Requirements

- The project must be Pelco Channel Partner-driven.
- The project must be a new opportunity for Pelco, one that has no visibility inside of Pelco, and no other partner has registered the project.
- The project meets the minimum expected requirements:
 1. The project is a new business opportunity where the Channel Partner is the only entity that is presently influencing the end-customer.
 2. Must be defined as a customer-specific site or project (Application must include end-user name and location).
 3. Project must be registered in the PRD Program prior to being quoted.
 4. Additional projects or sites will require additional approval. The PRD Program does not entitle the Partner to register a customer account (No customer forever).

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Eligibility

The following channel partners are eligible to participate in the Pelco Project Registration Program:

- Strategic Account Distributors
- Strategic Account Integrators
- Regional Distributors (those with annual Pelco volume greater than \$500K and Discount Compliant).
- Direct Account Integrators/Dealers (those with annual Pelco volume greater than \$50K and Discount Compliant).

Program Requirements

- A. Projects will be registered for a maximum of 180 days. Once the first order is placed against the registered project the pricing shall remain in effect for the duration of the end-user project, not to exceed one year.
- B. Only ONE Partner can be registered for a project at any one time.
- C. Project must be identified through submission of a fully completed Registration Form. Formal registration will only be granted when all required information is provided.
- D. Project submission will require a high level list of Pelco materials that will be required by the job (this list must be representative of the project at completion, within 10-15%).
- E. A \$25,000.00 minimum order value (this is the order value to Pelco at partners normal discount level).
- F. If the submission is from a Distribution Partner, the Reseller must be disclosed.

Program Rewards

In return for creating this incremental demand for Pelco products, Pelco will extend an additional product discount to compensate the Partner for the sales, marketing and specification effort that they have provided for the subject end-user opportunity.

- For projects >\$25,000 but <\$250,000 the additional discount extended shall be 6%.
- For projects >\$250,000 the additional discount will be discretionary, up to 10%.

Project Registration Program Terms & Conditions

The following terms and conditions apply to partners participating in the Pelco Project Registration Discount Program (PRD).

- Partner must submit all registration information required by the program on the applicable form.
- Partner must meet all specified eligibility criteria to register a project.
- Partner must be in good standing with the Pelco Channel Partner Program and have an active Pelco account.
- By submitting an application, partner certifies that:
 - o The customer identified is a valid end-user.
 - o All presales milestones identified with the customer in the application have actually been performed by partner.
 - o When the project is quoted they will lead with Pelco and will not register the same project with a competing vendor.
- Partner certifies that the amount purchased from Pelco will not exceed that purchased by the end-customer for the specific registered project.
- A \$25,000.00 minimum order value (this is the order value to Pelco at the partner's normal discount level).
- Partner agrees to an audit of end-customer purchase orders upon request from Pelco. Furthermore, Pelco may contact the end customer specified in the application at its discretion.
- If a bid comes out that is already specified Pelco, no partner shall be granted a PRD discount. All partners will receive their normal pricing.

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Project Registration Program Terms & Conditions (con't)

- If a bid comes out that is specified competition of Pelco, or unspecified, all partners working with Pelco will be entitled to the same “competitive pricing” relative to their partner pricing level (This is managed by our normal Competitive Price Discount (CPD) Program).
- Partners found to have violated program rules will be ineligible to register future opportunities, and will forfeit any pending registered opportunities. Pelco reserves the right to expel a partner from the Pelco Channel Partner Program at any time for any cause.
- Pelco will determine at its sole discretion whether any opportunity meets the stated criteria for approval.
- Projects approved by Pelco will be valid for a maximum of six (6) months from the date of the approval or the time duration specified on the project approval, whichever is shorter.
- Partner must document evidence of value-added services on the registration submission to qualify. Registration is specific to a unique project.
- Partner will actively assist with closing the opportunity. The partner is expected to continue working the customer through the closure of the project, even after the project is registered and approved. Failure to meet continuing milestones will result in forfeiture of the project registration benefit.
- The project is date-stamped with the approval date, and will be valid for a maximum of six months or the time duration specified at the time of approval. If the registration expires and the partner has transacted no business, the partner has one opportunity to re-register the same account/project. Pelco has the right to approve or deny the re-registration.
- Additional products or services that are a part of the initial approved PRD that close within 3 months will be eligible for the registration discount, no minimum revenue requirements. Approval from the Regional Manager will be required.
- Pelco has the right to cancel this program at any time.