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**LANCOM**  
 Systems

## Knowledge for successful sales

### Roadshows, workshops, certifications

LANCOM has always given high quality training the highest priority, recognising that transfer of expertise to partners is critical for success. LANCOM Training Center courses build a solid understanding of relevant and up to date technology. Detailed product knowledge is developed in the context of real applications and appreciation of the changing and local needs of the market.

IT engineers, technicians and consultants accredited as LANCOM Certified Specialists have proven expertise and competence to deliver LANCOM solutions. Additional sales opportunities arise from the online listing of certified partners, which LANCOM customers can refer to when they need specially qualified local service and support.

The annual **LANupdate** roadshow gives resellers and partners the opportunity to stay up to date: all over Europe in a city near you. LANCOM is on location to provide partners with free information on the latest products and features, and on future developments.



LANCOM Reseller Partner

LANCOM Solution Partner

## Pros

Info

Monthly newsletter	■	■
Current price list (based on LIST)	■	■
Quarterly LANvantage promotion		■

Marketing

Access to the partner portal via myLANCOM	■	■
Invitation to LANupdate roadshows*	■	■
NEW: Support of partner marketing activities		■
Invitation to yearly round table*		■
NEW: References sharing		■
Rights to use the LANCOM brand and partner logo	■	■
Web-listing in the „Where to Buy“ list	■	■
- incl. company logo/profile		■
Partner certificate (yearly)	■	■
Free reordering of marketing materials	■	■

Support

Cut-rate support calls (NL, BE, FR, UK, IT, ES)	■	■
Access to preferred e-mail support	■	
VIP support: Preferred support call numbers and e-mail support		■
Quarterly roadmap presentation		■
30% discount on (web-based) training courses and certifications (conducted by LANCOM)		■

Sales

Dedicated contact person for sales support		■
Pre-sales support: Technical product support from FAE		on request
NEW: Lead provision (if available)		■
NEW: Yearly sales training sessions on location (at VAD)*	■	■
Project protection based on online inquiry		■
2% Quarterly back-end rebate (based on target set)		■
Request for loan/demo units (max. 60 days) via web-form	■	■
Demo sample purchase (max. of 4 identical products per year from the NFR price list)		■

\* in selected countries only



From person to person ...



... connecting your business

## LANvantage<sup>®</sup> International

The LANCOM Partner Program for system integrators and IT resellers

**LANCOM**  
 Systems

www.lanvantage.eu

LANvantage®

## With competence and passion

### Commitment to partners

LANvantage forges a strong link between LANCOM Systems and its partners – a clear commitment to the indirect channel. With this program, LANCOM provides wide-ranging support to resellers and partners:

- Timely, targeted information on LANCOM, our products, technologies and market trends
- Preferential support
- Personal service
- Referral of customer contacts

The objective of the partner program is to develop close contact with specialist resellers and system integrators to support and strengthen their technical and sales skills. This is LANCOM's commitment to building partners' know how and competitive advantage.

LANvantage International is the LANCOM partner program for partners outside Germany, Austria and Switzerland.

„Together to success“

Jan Buis,  
Director  
International Sales



Cut-rate support calls

## A perfect combination

### LANCOM and its partners

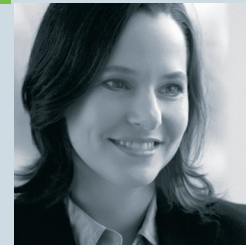
Registration for the LANvantage partner program is easy, online and free – the only requirement is that you sell at least one LANCOM product per year.

Once approved as a LANCOM Reseller you benefit from:

- Access to additional information that is relevant to resellers
- Participation in promotional offers by newsletter
- Invitations to roadshows (LANupdate\*) and events
- A preferential low-cost support telephone number for LANvantage partners

Registration under: [www.lanvantage.eu](http://www.lanvantage.eu)

\* in selected countries only



Access to the partner portal



Reseller Partner ■

# LANCOM

Systems

If you wish to become a LANCOM reseller with a sales and technology focus on LANCOM products, you can apply for the status of **LANCOM Reseller Partner**.

For becoming a **LANCOM Reseller Partner** it is only necessary to buy at least one LANCOM product per year and renew your status annually on the myLANCOM portal. In return, LANCOM will display you as a partner in the „Where to buy“ directory on the LANCOM homepage.

As a **LANCOM Reseller Partner** you will benefit from marketing advantages like e.g. a partner certificate, free reordering of marketing collaterals, monthly newsletters in English, Spanish, Italian or Dutch, and invitations to LANupdate roadshows\*.

Further advantages include: Access to partner e-mail support, support calls and free demo units. A new service starting in 2011 is the opportunity to get special (yearly) sales trainings for LANCOM products\*. A detailed overview of the advantages from LANvantage for **LANCOM Reseller Partner** is available overleaf.

Qualification is initially valid for one year and can be extended as long as the qualification requirements are met. In this way LANCOM helps partners to keep up to date and protects their competitive advantage.

\*in selected countries only

Demo samples at discount prices



Solution Partner ■■■

# LANCOM

Systems

By qualifying as a **LANCOM Solution Partner** you will demonstrate exceptional skills in your solutions orientation towards your customers. **LANCOM Solution Partners must fulfil the following conditions:** a **signed partner agreement (NDA)**, **min. sales of EUR 20,000** of LANCOM products per year, 3 reference projects, public display of the LANCOM partner status and at least 1 staff qualified as a **LANCOM trained specialist** (participation at min. 1 certification, 1 LANupdate, 1 Sales Training or Round table per year)\*.

As a **LANCOM Solution Partner** you can expect greater benefits in the form of privileges and offers. Examples include **quarterly LANvantage promotions, dedicated marketing support, references sharing, lead provision** (if available), project protection, quarterly back-end rebates and further discounts, e.g. on trainings. You will receive invitations to closed partner round tables and yearly sales training sessions on site\*. Your company's visibility will be enhanced by highlighting your company name in our „Where to buy“ directory – and you will be allowed to order demo units (max. 4 per year).

Qualification as a LANCOM Solution Partner requires a **written agreement**. Our international sales team will be happy to arrange an appointment: Feel free to contact us by sending an e-mail to [lanvantage@lancom.eu](mailto:lanvantage@lancom.eu).

\*in selected countries only

Round table

LANvantage®