



SMB Partner Program

As a channel partner, you add value by aligning with technology vendors who understand your business. You need products you can rely on, that are quick and easy to implement, and that are—most importantly—profitable. You'll get all this and more when you join the VTech SMB Partner Program.

Metal-Level Rewards

VTech SMB Partners receive joint marketing funds (JMF) and product discounts on AT&T Synapse®—the full-featured, scalable communications solution for SMBs with up to 100 users. Annual sales drive Partner metal-level benefits, highlighted below:

Partner Metal Level	2012 Synapse Annual Sales Requirement* <small>(Based on LIST price)</small>	Joint Marketing Funds (JMF)** <small>(Accrual – calculated from LIST price)</small>	Pricing Discount <small>(Discounts based on Metal Levels)</small>
Silver <small>(Must be Certified as described in Requirements)</small>	\$0 - \$50,000	2%	0%
Gold	\$50,001 - \$100,000	3%	2% off LIST price
Platinum	\$100,001 +	4%	4% off LIST price

* For 2012, 2011 sales will also count toward these \$50k & \$100k thresholds. (i.e., all sales in 2011 will be accumulated and will apply to 2012 sales).
 - Example – If a Partner purchases \$21k worth of Synapse products in 2011 (converted to LIST price) and then purchases \$35k worth of Synapse products in 2012 (converted to LIST price), the Partner will become a Gold Partner. This qualifies the Partner for a 2% additional price discount off LIST price for all purchases above \$50k. Thereafter, the standard program is based on a 12-month calendar from January 1st through December 31st.
 ** Partners must use JMF by the end of each calendar year (e.g. 2012, 2013, 2014, etc.)
 - Example - Accumulated funds must be used by December 31, 2012. All sales from September 1, 2011 will count towards the Partner's 2012 JMF fund. Partners have 16 months to accrue funds in the initial program year. Thereafter the standard program is based on a 12-month calendar from January 1st through December 31st. The Partner will have until March 31, 2013 to claim 2012 JMF funds.

High-Quality Products with Brand Equity

The VTech SMB Partner Program features the AT&T Synapse business phone system and AT&T cordless headsets. Backed by an industry-leading, two-year limited warranty*, Synapse comes with rich feature sets, scalability and easy maintenance. Designed to optimize telecommunications investments, they deliver adaptability for future communications needs at a lower total cost of ownership compared to competing systems. Plus, they're easy and profitable for Partners to implement.

Partner Benefits

As a VTech SMB Partner, you can count on an award-winning Program with products that will make it easy for you to succeed—no hassles, no nonsense. In fact, CRN awarded the Program a 5-Star Rating in its *2012 CRN Partner Program Guide*.

Enjoy freebies like support, web-based training, software upgrades and advance replacements. That means more profit in your pocket!

- **Partner Locator:** Once you're listed in the locator, you'll receive direct lead referrals from AT&T.
- **Profitability:** AT&T SMB phone systems are easy to implement, which means less time spent on site and higher profit margins.
- **Financing:** Access to leasing services through Marlin Business Services enables you to close more sales by offering low monthly payment options to your customers.
- **Field-Tested Service & Support:** Receive free web-based training, email/ phone support and personal sales and technical assistance.
- **Marketing Support:** Online resources for product and marketing collateral, plus earn Joint Marketing Funds (JMF) based on annual gross sales.

Join Today!

Register at http://smbtelephones.att.com/smbui/partners/dsp_partners.cfm

We'll do the rest!

For more information on the VTech SMB Partner Program and its rewards, please visit www.telephones.att.com/smb



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*AT&T cordless headsets come with a one-year warranty.

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