



EMEA
CHANNEL
FISCAL YEAR
2021

EDGE

ENABLEMENT
DEMAND GENERATION
ENGAGEMENT

Partner Program

SMART.

EDGE Partner Program for Europe, Middle East and Africa

Welcome

Dear SMART Partner,

The EDGE Partner Program Guide is an information source for our Partner Community; it has been developed to facilitate the key information you need on programs, tools and resources.

With easy navigation and references to relevant websites, it will save you time you might otherwise spend navigating for the information and updates you need.

For easier access to the Guide, you can save the Guide to your desktop as a PDF so you can access the valuable information quickly without having to wait for it to download each time or for when you do not have internet access. Save using the PDF save function or by pressing “Save Guide” on the first page of the document.

The EDGE Partner Program Guide is updated annually and this year is presented in our new, easy to navigate format. If you want to comment on the format or the content of the guide, or even suggest a topic that should be part of the next Program Guide release, use the Submit Feedback link available at the top of each page or submit your comments directly to resellercontractsupport@smarttech.com

How to Use this Program Guide

This program guide is intended for SMART channel Partner companies participating in the EDGE Partner Program. At any time, we may use the term “Reseller” and “Channel Partner” or “Partner” interchangeably. The Program includes the following sections:

- Partner Program Framework – a high-level overview of SMART Technologies Partner Program, go-to-market models, program benefits and requirements
- Enablement Overview – A more in-depth overview of the training Partners need to reach higher close rates and drive greater revenue results
- Demand Generation Overview – A more in-depth overview of the sales and marketing tools available to help the Channel Partner create interest in SMART’s products and services
- Engagement Overview – A more in-depth overview of how SMART and the Channel Partner work together to offer solutions to end-users, ensuring customer satisfaction
- Terms and Conditions – An overview of the terms and conditions of the SMART EDGE Partner Program
- Appendix A – Demonstration Equipment
- Appendix B – Technical Support Levels

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PROGRAM OVERVIEW

PROGRAM OVERVIEW

SMART Technologies EDGE Partner Program

FOR INTERNATIONAL CHANNEL PARTNERS – EMEA FISCAL YEAR 2021

SMART Technologies is a leading provider of technology solutions that enable inspired collaboration in classrooms and workplaces around the world by turning group work into a highly interactive, engaging and productive experience. SMART delivers integrated solutions that combine hardware, software and services designed for superior performance and ease of use and remains a world leader in interactive displays.

SMART’s Partner base of Channel Partners and Distributors is the best in the industry, bringing excellence in classroom learning and enterprise collaboration solutions to our collective customer base. The SMART EDGE Partner Program (the “Partner Program”) offers a clear path to success when assisting Partners with their customers’ requirements.

Partner Program Framework

The EDGE Partner program governs the overall business relationship between SMART and your organization. The program outlines the general requirements and benefits of participation in the program including accreditation, marketing activities, publicity, available channel programs and other pertinent aspects of the SMART and Partner arrangement.

This value-based program encourages you to differentiate

yourself by demonstrating your capabilities in SMART Technologies hardware and software solutions. Your achievement of these competencies allows customers to feel confident that you have the skills necessary to implement SMART solutions and services to solve customer collaboration and business problems.

Eligibility for The Fiscal Year 2021

SMART products are differentiated between Education and Enterprise, as indicated by their product code and description. Channel Partners may be authorised for either, or both, of the Education or Enterprise market segments. Education products are intended for sale to primary and secondary institutions (i.e. Kindergarten to grade 12), higher education institutions, and government entities only. Enterprise products are intended for sale to businesses, higher education institutions, and government entities.

The Partner Program is flexible to allow Partners choice based on business model, sales, technical capabilities and willingness to invest. We reward you for developing the breadth and depth of your skills. Channel Partners will choose from four levels of accreditation within the Partner Program, either Platinum, Gold, Silver or Authorised. Each accreditation level has specific requirements in these areas:

1. Certifications in sales, technical and installation training
2. Number of individuals that hold certifications
3. Service and Support capabilities relevant to each market authorization and tier level
4. Customer satisfaction ratings as required by certification level (under development)

With each increased tier level, Partners benefit from an increased level of support, branding and economic incentives from SMART, including access to products and services, technical support, sales and marketing tools, online training, marketing resources and sales promotions. To participate in the Partner Program, you must meet the program requirements and maintain the certification qualifications throughout the year.

Education and Enterprise Market:

Authorization under, and compliance with the Partner Program is a condition of accessing our distribution channel. Partners must comply with SMART’s Partner Program to remain in good standing and will only provide product to those end-user customer types as indicated in their segment authorization confirmed annually with the EDGE Partner Program.

PROGRAM OVERVIEW

PARTNER TIERS

Partner Tiers

To effectively prepare Partners to represent SMART products and drive profitable growth, each level encompasses minimum eligibility standards for enablement/training, demand generation/marketing and engagement/support. This expertise is monitored and validated on a consistent basis.

As a new Partner, you enter the program at the Silver tier and may advance to a Gold or Platinum tier upon achieving specified revenue targets and adhering to the tiered program requirements.



Platinum

The Platinum Level Partner designation indicates a reseller who has made significant investments in building capabilities in SMART solutions and meets the highest standards of excellence for positioning, selling and servicing the complete suite of SMART hardware and software solutions. Platinum Partners have a well-established SMART practice and typically have a track record of delivering complex projects. These Partners are committed to working with SMART at the



Gold

Gold Level Partners have attained a higher degree of competence and commitment with respect to SMART products and have built a core business offering SMART solutions. Partners within this tier commit to deploying SMART solutions with sales, support and technical competencies in their authorised market or geographic segments. Gold resellers have more certified associates than a Silver Partner.

highest levels, receive the highest priority access to SMART resources and benefits, and, as a result, can provide the most significant value-added services to our mutual customers.



Silver

The Silver Level is designed for Resellers who demonstrate basic sales and technical competence with SMART solutions in their authorized market or geographic segments. Silver Partners gain access to a reduced set of sales programs to help extend their market reach.

PROGRAM OVERVIEW

MEMBERSHIP PERIOD, RENEWALS & ADVANCEMENTS

Partner Program Membership Period

The EDGE Partner Program membership period is from April 1 through to March 31. You must meet the minimum program requirements of your assigned tier by June 30. SMART reserves the right to evaluate your membership status at any time.

Partner Program Membership Renewal

Program membership is subject to an annual review. Using the Partner's prior SMART fiscal year performance, SMART will annually assess each Partner against the criteria and requirements of the Partner program and their sales performance to determine each Partner's Program Level for the next fiscal year. You are accountable for meeting the requirements of the program. Determinations for possible tier changes will be made during the annual renewal process. If appropriate requirement milestones have not been achieved, your Channel Manager may work with you to collaboratively develop a plan for success.

Advancement in the Program

During the year, SMART may proactively review your performance to determine if you may be eligible to move to the next performance tier. At any time during your membership period you may request a review if you believe you meet the next program tier's requirements. Approved tier changes will take effect no later than 30 days after the communication from SMART that the tier change has been approved. Benefits accrued by moving to a new tier are not retroactive and are only effective upon the tier update.

Resellers are eligible to receive a margin allowance to purchase SMART product. The higher the tier the higher your purchase allowance. When purchasing through a distributor, prices are set by the distributor.

You can send a request for a formal tier review to your Channel Manager or by emailing resellercontractsupport@smarttech.com



PROGRAM OVERVIEW

PROGRAM BENEFITS AT-A-GLANCE

The following tables list the specific non-financial benefits for each tier in the Program.

PROGRAM BENEFITS	SILVER	GOLD	PLATINUM
PLANNING			
SOURCE Partner Portal	•	•	•
Admin Portal	•	•	•
Voice of the Customer Research		As available	As available
Joint Business Planning/Business Reviews	Upon Request	Upon Request	•
Channel Event		By Invitation	By Invitation
Channel Manager	Tele-sales Manager	•	•
ENABLEMENT			
Sales Training	•	•	•
Technical and Installer Training	•	•	•
Product and Marketing Webinars	•	•	•
Sales Enablement Assets	•	•	•
Specialization Training		•	•
Deal Registration		As Available	As Available
SMART Sales Leads		•	•

PROGRAM BENEFITS	SILVER	GOLD	PLATINUM
MARKET			
Campaign Assets	•	•	•
Partner Marketing Collateral	•	•	•
Partner Tier Logos & Certificates	•	•	•
Training Certificates	•	•	•
Social Media Tools & Content	•	•	•
Where to Buy Partner Locator	•	•	•
RFP Templates		•	RFP assistance
SUPPORT			
Channel Support	•	•	•
Interactive Support Communities	•	•	•
Technical Support	•	•	•
Technical Online Resources	•	•	•

PROGRAM OVERVIEW

PROGRAM BENEFITS AT-A-GLANCE

The following table list the specific financial benefits for each tier in the Program.

PROGRAM BENEFITS	SILVER	GOLD	PLATINUM
FINANCIAL			
Pricing Discounts (Set by Distributor, generally reflecting your tier)	Low	Moderate	High
Discounted Demo Units	•	•	•
SMART Reseller Product Discounts with Approved Opportunity or Program Registrations (based on program availability)	Reduced set of programs	•	•
SMART Sales Promotions*	•	•	•

* BASED ON TIERED PRICING

PROGRAM OVERVIEW

PROGRAM REQUIREMENTS AT-A-GLANCE

An application is required to become an authorised Partner to sell SMART products. This application can be found on smarttech.com or via an authorised SMART Distributor.

The following table list the specific requirements for each tier in the program.

PROGRAM REQUIRMENTS	SILVER	GOLD	PLATINUM
Revenue Requirements*	•	•	•
Certified Specialist per certification path (EDGE Accreditation) minimum required	1	2	3
Maintain Account in Good Standing (with Distributor)	•	•	•
Website promotion of SMART solutions	•	•	•
Channel VOICE participation	•	•	•
Demo Capabilities (by office location)	•	•	•
Joint business planning/QBRs participation		•	•
Minimum of 2 Field Salespeople by branch office		•	•
Forecast opportunity pipeline		•	•
Provide Customers Level 1 Technical Support		•	•
Provide Customers Warranty Support	•	•	•
Maintain Spare Parts Inventory		•	•
Background in System integration; preferably Certified Technology Specialist (CTS)			•

• = Required

* Your revenue requirement will be calculated by SMART based on SMART’s financial records and point of sale information provided by Resellers and/or Distributors. This revenue number will be calculated annually at program renewal time and is based on the prior calendar year revenue or a rolling average over three years, whichever is higher.

ENABLEMENT

CHANNEL ACCREDITATION

Giving Partners the EDGE through Enablement

Certifications

SMART Channel Partner Certifications are training paths that include the courses and other training assets necessary to competently sell, demonstrate, install, implement and support SMART solutions.

Certification levels reflect a Partner's technology skills and breadth of knowledge. Partners who possess a depth of sales and product knowledge have higher close rates and drive greater revenue results. SMART Partners at all Program Levels are only authorised to purchase and resell those products for which the Partner has completed certification. Tier level compliance is achieved through training that is role-based, either sales, technical or installer, and solutions based, either hardware or software solutions, which allows individuals to add value to their organization and customers.

Maintaining Accreditation

Partners must always maintain minimum training requirements for their respective level of accreditation. One of the consequences for failure to maintain certifications may be removal from SMART's Where-to-Buy listing on

Smarttech.com. When certified individuals leave a Partners' employ; the Partner must arrange to have new or existing staff members trained (within 90 days) to a sufficient level to meet requirements. All online training is available via SOURCE Partner Portal. Registrants must use their SOURCE log-in credentials to access reseller training.

From time to time, SMART may introduce new products that require additional training; Partners will be notified if additional training is required to maintain accreditation and access specific products.

SMART Supplementary Training

Supplementary training resources are made available to our Partners to support their certification paths and their ability to become an expert in the full range of SMART solutions. We offer a variety of training resources that include live and pre-recorded webinars, on-demand videos and implementation guides. Use these resources and tools to help you enhance your team's product, sales and technical knowledge.

Specialization

SMART specializations reflect a Partner's skills depth in a technology.

Individuals are eligible to achieve and maintain optional advanced specializations (when available). Specialization badges are not required but acquiring them provides differentiation and expands your breadth of SMART product and solutions knowledge and/or available product offerings.

ENABLEMENT

COMPETENCY TRACK BY TIER

The following charts reflect the minimum training requirements of each level. Additional trained staff members may be required at the state/province or local level and if so, these requirements will be detailed in the Resellers' business plan and agreed to with the SMART Channel Manager (see SMART Engagement).

TRAINING REQUIREMENTS	SILVER	GOLD	PLATINUM
EDUCATION			
SMART Sales Professional for Education (SSP-E)	1 sales staff	2 sales staff	3 sales staff
SMART Technical Professional for Education (STP-E)	1 technical staff	2 technical staff	2 technical staff
SMART Installer Training (SIT)	1 Installer	2 installers	3 installers
Attend Supplementary Training (e.g. webinars, rep2rep series)	All Sales, technical and support staff involved in SMART solutions		
Maintaining Certifications/Accreditation	New training courses may be required from time to time as new product is introduced		
BUSINESS			
SMART Sales Professional for Business (SSP-B)	1 sales staff	2 sales staff	3 sales staff
SMART Technical Professional for Business (STP -B)	1 technical staff	1 technical staff	2 technical staff
SMART Installer Training (SIT)	1 Installer	2 installers	3 installers
Attend Supplementary Training (e.g. webinars, rep2rep series)	All Sales, technical and support staff involved in SMART solutions		
Maintaining Certifications/Accreditation	New training courses may be required from time to time as new product is introduced		

ENABLEMENT
EDUCATION COMPETENCY TRACKS

SMART Sales Professional for Education (SSP-E)

The SSP for Education program is SMART's multi-faceted training and professional development program for Channel Partners authorised for the Education market. It provides participants with the knowledge, skills, attitudes and resources to effectively sell SMART Hardware, Software and Service solutions.

SMART's sales training consists of self-paced, online video course modules which integrate key competency requirements across three knowledge areas:

- Product Knowledge
- Pedagogical and/or Business Value
- Sales Positioning

FY21 – SMART Sales Professional for Education					
Module Set	Module Code	Module Title	Module Type	Rule Type	
EDU	Sales	Hardware	On-line	Standard	Study Now Take Quiz
EDU	Sales	Software	On-line	Standard	Study Now Take Quiz
EDU	Sales	Services	On-line	Standard	Study Now Take Quiz
EDU	Sales	Demo	On-line	Standard	Study Now Take Quiz
EDU	Sales	Survey	On-line	Standard	Study Now

SMART Technical Professional for Education (STP-E)

To ensure customer satisfaction and to aid customers in the implementation of their ideal SMART solution and post-sales support, all Resellers must provide customers with access to SMART Certified Technical Professionals. The Technical certification for education includes both hardware and software solutions

These courses will provide the knowledge and skills on which Resellers can develop their own installation and maintenance service model.

SMART Installer Training (SIT)

The SIT certification track provides you with the knowledge to successfully install, set up, troubleshoot and generally support the implementation of your customer's SMART solution. All Partners must provide customers with access to SMART certified installers and technicians.

Note: If a warranty or RMA issue should occur, the Channel Partner will be required to provide evidence that the SMART solution in question was installed by a certified installer. Partners risk voiding customer hardware warranties if the products are installed by a non-SMART-authorized installer.

For more information on SMART's accreditation training for the Education market please visit SMART's Partner portal (the "SOURCE" at <https://source2.smarttech.com/>). SOURCE access using Reseller domain email is required

ENABLEMENT

BUSINESS COMPETENCY TRACKS

SMART Sales Professional for Business (SSP-B)

The SSP for Business program is SMART’s self-paced, free online training and professional development program for Channel Partners who are authorised for the enterprise market. With its modular approach, the program provides participants with the knowledge, skills and resources to effectively sell SMART Hardware, Software and Service solutions. Partners’ sales representatives authorised for this segment must complete the sales certification.

SMART’s sales training consists of self-paced, online video course modules which integrate key competency requirements across three knowledge areas:

- Product Knowledge
- Key Sales and Marketing messages
- How SMART technology enhances workplace collaboration

FY21 – SMART Sales Professional for Business					
Module Set	Module Code	Module Title	Module Type	Rule Type	
BUS	Sales	Hardware	On-line	Standard	Study Now Take Quiz
BUS	Sales	Software	On-line	Standard	Study Now Take Quiz
BUS	Sales	Services	On-line	Standard	Study Now Take Quiz
BUS	Sales	Survey	On-line	Standard	Study Now

SMART Technical Professional for Business (STP-B)

To ensure customer satisfaction and to aid customers in the implementation of their ideal SMART solution and post-sales support, all Partners must provide customers with access to SMART Certified Technical Professionals. The Technical certification for business includes both hardware and software solutions. Partners may become SMART Certified through the completion of SMART Technical Professional courses, thereby offering their customers the highest level of Tier 1 Support and service offering in-house.

These courses will provide the knowledge and skills on which Resellers can develop their own installation and maintenance service model.

SMART Installer Training (SIT)

The SIT competency track provides you with the knowledge to successfully install, set up, troubleshoot and generally support the implementation of your customer’s SMART solution. All Partners must provide customers with access to SMART certified installers and technicians. If a Business Partner elects not to attain/invest in the required installation certification they must purchase SMART install services (delivered by SMART authorised technicians). Partners risk voiding hardware warranties if the products are installed by a non-authorised installer.

Note: If a warranty or RMA issue should occur, the Channel Partner will be required to provide evidence that the SMART solution in question was installed by a certified installer. Partners risk voiding customer hardware warranties if the products are installed by a non-SMART-authorised installer.

For more information on SMART’s accreditation training for the Business market please visit SMART’s Partner portal (the “SOURCE” at <https://source2.smarttech.com/>). SOURCE access using Reseller domain email is required.

DEMAND GENERATION

PRICING AND DISCOUNTS

Giving Partners the EDGE through Demand Generation

SMART is committed to supporting Channel Partners to promote and market SMART solutions. This commitment is demonstrated through a comprehensive set of sales and marketing tools to create interest in SMART's products and services. SMART's offerings help the Channel Partner to create awareness, position, and demonstrate the right SMART product for the customers' needs.

Pricing and Discounts

To ensure SMART Partners can offer competitive pricing to end users, SMART recommends our distributors to offer a pricing model that reflects a pay (margin) for performance philosophy and is designed to offer a fair balance between profitability and competitive position in the market. A margin allowance or tier pricing discount to purchase SMART product and services is recommended by SMART for Partners who choose to invest in the capability and practices that deliver the highest standard in sales, marketing and support for SMART solutions to customers.

Partners may be eligible for product and services discounts received directly from their chosen authorised SMART Distributor (subject to and as negotiated directly with such Distributor). Discount levels are based on the Distributor's then-current price list and are dependent on the Partner maintaining a valid Partner authorization.



DEMAND GENERATION

SALES TOOLS AND PROGRAMS

Sales Tools and Self-Service Marketing Assets

SMART offers a complete set of sales tools including presentations, collateral, videos, proposal inserts, etc. SMART collateral and materials can be co-branded. Local language support will vary. Sales materials and tools can be found in the SOURCE under the Sales section.

Sales Programs

Sales programs are designed to help Channel Partners stimulate demand for products in the marketplace, support Partners to engage with customers, reward investment and promote specific products or approaches to the market. SMART Partners receive product discounts for approved opportunity or sales program registrations. All Channel Partners will have access to a core suite of programs that will support Partners to focus on SMART solutions; these program discounts must be requested through submission of a program application in the Sales/Sales Programs section of the SOURCE. Sales programs will carry their own set of terms and conditions. Platinum and Gold Partners may have access to programs that are specifically designed for Partners with advanced capabilities. Use of sales programs must be confirmed through the local SMART Channel Manager and are applicable on an opportunity-by-opportunity basis.

Promotion Discounts and Trade-in Programs

From time to time SMART provides Channel Partners with incremental promotion offers and trade-in programs in a particular product or solution area. Eligible Partners can participate in Partner-specific promotion discount offers to accelerate sales and increase margins and pass along discounts to end-users. Indirect Partners may be eligible for promotional discounts received directly from their chosen Authorised SMART Distributor (subject to and as negotiated directly with such Distributor).

SMART Leads

Platinum and Gold Partners may be allocated leads generated by SMART's campaigns, trade shows and events.

RFP Assistance

Bid specifications support information can be found in the Sales section of the SOURCE under Market & Competitive Intelligence/Bid Specifications. Platinum Partners are provided RFP assistance that can be requested via their Channel Manager.

SOURCE: Sales/Market & Competitive intelligence/Bid Specifications

Tools for each audience and purchasing stage

All of our marketing tools have been designed to speak to the unique priorities, concerns and pain points for each customer persona and stage in their purchasing process. Below you will find a collection of our key marketing resources. To quickly access the resources that will most appeal to your customer, simply filter the available resources using the checkboxes below to identify your customer persona and buying stage.



DEMAND GENERATION
SMART PORTALS AND WEBSITE

Access to SMART Portals

All Channel Partners will have access to the SMART online portals. The SOURCE Partner Portal is a repository for information and tools that assist Partners to develop the market and manage the sales cycle. Product related documents and information, marketing tools, SMART publications, product availability, channel programs, shipping and account information can all be found on this portal.

The Admin Portal is a repository that allows Partners and end-customers to view and manage their software license keys. Through the Admin Portal, Partners can view all license keys claimed by the end customer in order to support end customers in the management of their software license keys.

SOURCE: <https://source2.smarttech.com>

Software Portal: <https://adminportal.smarttech.com>

Listed on SMART “Where to Buy”

SMART maintains a searchable directory on its website that allows end-users to find Channel Partners in their area who are authorised by SMART to sell products. The directory features an alphabetic listing of Partners sorted by tier rank, regional authorization, location and area of expertise. The information displayed in this directory is populated with information provided in your Partner profile as well as your tier status, including a link to your corporate website. To update your Partner Profile please contact Reseller Support. To contact Support submit an online request through the Support/Reseller Support section of the Source or call the toll-free number listed on that page. See the chart below for listing eligibility.

	SILVER	GOLD	PLATINUM
Where to Buy Listing	●	●	●

SMART Partner Branding

SMART will provide high resolution Partner badges as well as specialization badges (if applicable) to enable Partners to promote SMART product offerings and your SMART channel Partner status on your website. These badges can be found on the SMART Brand Library and may be used to demonstrate competency development, investment and commitment to the SMART brand. Uses of accreditation badges is subject to separate terms and conditions and are available along with usage guidelines on the Brand Library found on the SOURCE.



DEMAND GENERATION

PRODUCT DEMONSTRATION

Demonstration Equipment

When customers see SMART products, they are inspired to create solutions. Partners are required to have a minimum core product suite and an appropriate product mix in customer facing locations throughout their approved territories. Partners who serve multiple territories must work with their SMART representatives to execute an appropriate demonstration equipment plan.

Resellers may be eligible to receive significant discounts on the purchase of demonstration equipment for demonstration and end-user evaluation. Discounts are received directly from their chosen SMART authorised Distributor (subject to and as negotiated directly with such Distributor).

Demonstration equipment purchased under the Program is eligible for resale six months after initial purchase or when that product model is upgraded, replaced by a new version or discontinued by SMART. Purchases of demonstration equipment will be monitored to ensure that Partners meet their minimum core product suite, but do not exceed appropriate purchase levels within a given territory as determined with the SMART Sales Representative.

Minimum required product sets for all Partners are detailed in Appendix A.

Promotion Discounts and Trade-in Programs

From time to time SMART provides Channel Partners with incremental promotion offers and trade-in programs in a particular product or solution area. Eligible Partners can participate in Partner-specific promotion discount offers to accelerate sales and increase margins and pass along discounts to end-users. Resellers may be eligible for promotional discounts received directly from their chosen SMART authorised Distributor (subject to and as negotiated directly with such Distributor).



SMART Board® 7000R and 7000R Pro series



SMART Board® 6000S and 6000S Pro series



SMART Board® MX (V2) and MX (V2) Pro series



SMART Podium™ 624 and 624P

CUSTOMER ENGAGEMENT
CUSTOMER SUPPORT

Giving Partners the EDGE through Customer Engagement

Through regular and coordinated engagement, Channel Partners and SMART representatives will Partner together to offer a suite of support solutions to end-users, ensuring customer satisfaction and facilitating product use. SMART is committed to delivering fast, flexible and decisive support to the channel to ensure we meet the expectations of our mutual customers.

Pre-Sale Support

Partners are expected to provide pre-sales support to customers by analyzing requirements, proposing and demonstrating SMART solutions, ensuring acceptable product installations, training and providing initial technical support.

Demo Capabilities

All Partners are expected to be proficient in the demonstration of SMART solutions to end customers. This capability is supported through a combination of the applicable required Sales training courses as well as the demonstration equipment requirements.

Warranty Support

SMART warrants to the original end-user customer that our hardware products are free from defects in material and workmanship under normal use for the duration of the warranty period. Our standard warranty period for hardware is two (2) years from date of purchase, but some products are covered by longer warranties. Accessories (control panels, wireless serial or USB connections, floor stands, speakers, projector lamps) are warrantied for a period of one (1) year from the date of purchase. All other Accessories and parts listed on SMART's Parts Store at parts.smarttech.com are not covered by a warranty. (i.e. non-interactive pens, erasers, brackets, cables, batteries, power supply units).

All Partners must support SMART's limited product warranty by making available to end-users a method of uninstalling and returning product to SMART.

SMART will support SMART's SMART Assure product warranty by providing onsite warranty support to uninstall and replace defective product.

Stock Minimum Spare Parts

Partners are required to purchase spare parts per the minimum spare parts list as detailed on the SOURCE to provide Level 1 Support. On the occasion that customer's products have failed or lost components, having spare parts in stock can help reduce down-time incurred by parts ordering.

End Customer Channel Opinion

The Voice of the Customer is one of the highest priorities for SMART. Customer satisfaction levels are integral to establishing customer loyalty and repeat purchase intent. Our **End Customer Channel Opinion (ECCHO)** study will enhance both SMART and our Partners' competitive edge by providing insight into the key drivers of an excellent customer experience, what our customer's value most and identifying priorities for improvement plans. On a regular cadence SMART will reach out to end customers for participation in the ECCHO study.

CUSTOMER ENGAGEMENT
SMART SUPPORT SERVICES

**SMART Support Services
 (Both Education & Business Markets)**

SMART provides a range of support service offerings to ensure Partners can improve customer satisfaction throughout the lifecycle of their SMART products.

[Support Services](#)

SMART offers warranty coverage with our products, as well as options to sell advanced support service plans for some products and regions. Please reference <https://www.smarttech.com/en/support/warranty-information> for up to date product warranty details and offerings.

[Warranty coverage & Advanced Support Services:](#)

The SMART Warranty coverage that comes with our products includes access to remote troubleshooting support from SMART and, when required, advanced hardware replacement with 2-way shipping, coordination, **and for select regions and products**, onsite replacement support by SMART authorized technicians.

When warranty coverage does not fully meet customer needs, Support Services from SMART are available as a way to ensure a customer can receive the service level (SLAs) and support coverage required.

With an industry-leading support infrastructure that includes

technical expertise, support systems, advanced HW replacement, global SLAs, global installation and on-site Services options, SMART Support Services offers Partners a true recurring subscription revenue model to improve the value of their business and drive customer satisfaction and help scale support delivery.

Further details on SMART's Support Services offerings are available <https://www.smarttech.com/en/services/education-support-services>

[SMART Pro Series Services for Business:](#)

Enterprise Authorized Partners must attach SMART Support Services when selling Pro Series products. SMART Pro Series support services also include the software subscriptions for the solution.

When SMART Support Services are sold, SMART will deliver support per the service levels (SLAs) of the service plan purchased and for the product(s) for which the SMART support plan is attached (tracked by serial #).

For more information on Pro series support services, visit: <https://www.smarttech.com/en/services/offerings>

**SMART Services
 We're with you every
 step of the way**



Support Services

Receive expert support from SMART, with the experience, knowledge, and resources to ensure a fast, effective technology implementation.

CUSTOMER ENGAGEMENT

LEVEL 1 & 2 TECHNICAL SUPPORT

Partners are expected to provide customers with the right level of care for their post-sales support needs.

Level 1 Support for End-Users

Channel Partners will provide first contact (level one) email and phone support to customers within their designated region. Partners are expected to quickly resolve their customer's support queries or provide technical troubleshooting in a professional and courteous manner. At times where remote phone support is not sufficient to correctly diagnose the customer's product issues, the Partner will be required to dispatch a technical support resource to the customer site.

SMART reserves the right to request detailed support data from Partners to confirm the following contact support delivery criteria are met:

- I. Partner is responsible for delivery of support services and SLAs to its end users. This includes but is not limited to timely email and telephone support, on-site labor, hardware & parts replacement, and assisting with Software Updates and Upgrades.
- II. Partner service personnel are responsible to create a support ticket or update an existing ticket to document details for each end customer interaction.

- III. Partner personnel must attempt to resolve customer issues at first contact by following the standard troubleshooting guidelines. Where final resolution is not possible within a minimum of five days, the customer issue must be escalated to **SMART Technical Support Services** for resolution support.
- IV. Support calls to SMART technical support must not exceed 15% of Partner's initial contact volume.
- V. Partner support personnel must complete SMART technical support training (SMART Technical Professional) for those SMART Products they support.
- VI. Partner support personnel must participate in technical update sessions where new service information is shared with technical support teams to ensure current support knowledge.
- VII. Partner technical personnel must complete the SMART Technical Professional training for the Partner's authorised market segments (education or enterprise) found online at training.smarttech.com.
- VIII. For all escalated issues, the Partner must provide SMART the contact information for the Partner's or end customers designated technical contact who will assist SMART with the initial classification of a reported problem and troubleshooting steps.

Level 2 Support for End-Users

If complex issues cannot be resolved by the Partner's support resource, Partners in should engage their Distributor and/or SMART Technologies for additional support.

SMART will provide all Partners directly or indirectly with Level 2 remote support.

- I. SMART will make available telephone support to Channel Partners during the business hours of 6 a.m. to 5 p.m. Mountain time Monday-Friday excluding weekends and recognized holidays. SMART, at its discretion, may choose to extend support hours.
- II. SMART support specialists will provide remote voice assistance, in English voice only, through the phone number indicated on the Contact Us page of smarttech.com

Further details on SMART's Support Services offerings are available on the SOURCE or www.smarttech.com/service.

See Appendix B for definitions of Level 1 Support and Level 2 Support.

SMART ENGAGEMENT

CHANNEL RELATIONSHIP MANAGEMENT

Giving Partners the EDGE through SMART Engagement

Through business planning and regular use of management tools, opportunities for growth will be identified and managed to success.

Channel Relationship Management

SMART Channel Partners will have access to a SMART Channel Relationship Management team. If you do not know your SMART Channel Relationship Management team, please send an email to SMART at resellercontractsupport@smarttech.com so we can introduce you to the appropriate individual(s).

Channel Manager

Partners will liaise directly with their assigned Channel Manager as the main sales and business interface to SMART. Your SMART Channel Manager will be responsible for assisting in the creation and execution of your quarterly and annual business and marketing plans to help you grow and accelerate your SMART business.

Resellers purchasing via a Distributor may receive channel management support directly from their chosen SMART authorised Distributor (subject to and as negotiated directly with such Distributor).

Channel (Reseller) Support

SMART is focused on enabling our Partner community. The Reseller Support desk provides a mechanism for Partners to receive a quick response to any questions or assistance needs when your SMART Channel Manager is not easily available. This team of dedicated representatives will support Partners with assistance accessing our secure Partner Portal (SOURCE), assistance navigating SMART resources, and any additional assistance. All Partners have access to Reseller Support via email or phone.

[Online Web Forms \(Help Forms\)](#)

Partners can leverage the SMART Help Request Form which is located on the SOURCE. Partners can expect an email response to any help requests within 24-48 hours.

[Telephone](#)

The SMART Reseller Support Desk can be easily contacted by telephone. To contact Support call the appropriate toll-free number listed on the Support section of the Source.

Technical Support

SMART provides Technical Support services covering both hardware and software to provide first-class support to our community of Partners and end-users.

[Technical Support Site \(SMART Knowledge Base\)](#)

SMART Channel Partners have access to our secure support website the SMART Knowledge Base offering you searchable, online technical assistance regarding SMART products and solutions. This database includes product specifications, FAQs, articles about configurations, installations, product notifications, user guides and troubleshooting.

[Online Technical Support Web Form](#)

SMART's team of professionals is equipped to support Partners and customers- from installation assistance to ongoing support. Partners can create a support ticket if you are experiencing problems with SMART products. The SMART Technical Support Desk is available online via the SOURCE.

Partner Marketing

All Partners have access to marketing support via the SOURCE Partner portal. Platinum Partners can access enhanced marketing support from a SMART Regional Marketing Manager to implement initiatives identified in their Marketing Development Plan. Indirect Distributor-managed SMART Partners will be provided primary marketing support through their Authorised SMART Distributor.

SMART ENGAGEMENT
ACCOUNT MANAGEMENT

Business Plan

The business plan is at the heart of the Partner relationship and sets the goals and objectives for delivering on success. Channel Managers will work with Partners directly to identify and set the specific business goals and objectives that will maximize growth and achievement of revenue targets.

Following topics are required in the Business Plan per category.

GOLD
<p>Basic:</p> <ul style="list-style-type: none"> • Company Structure • Customer Segments • Main Segment(s) Strategy • Marketing Plan <p>Pipeline Target: negotiated and agreed upon between the Reseller, Distributor and SMART Area Manager</p>
PLATINUM
<p>Advanced:</p> <ul style="list-style-type: none"> • Company Structure • Partnerships and relationship with other brands • Customer segments and revenue per segment • Marketing strategy for each focus segment (Product, Sale Force, Promotion, Marketing activities) • Competitive analysis (value proposition vs competitors) <p>Pipeline Target: negotiated and agreed upon between the Reseller, Distributor and SMART Area Manager</p>

Partner Advisory & Partner Events

Partner Advisory Council or Activities

From time to time, SMART may assemble a group of Partners to provide input and feedback to SMART on topics of interest to both parties, such as objective guidance on our business, practices, products, people, and goals. Platinum and Gold Partners' participation will be by invitation from SMART. This privilege may rotate through our Partner base to include a wide range of input and perspective.

Partner Events

Platinum and Gold Partners may be invited to attend regional events hosted and sponsored by SMART. These events provide attendees with insight into SMART's overall direction and focus, product roadmap, sales programs and marketing initiatives while soliciting feedback on Partner issues, potential programs and product development. Silver Partners may be considered for inclusion based on their strategic position in the SMART Reseller community.

Maintain Account in Good Standing

To receive the benefits of the Partner Program, Partners must, at all times, keep their accounts current, ensure credit limits have not been exceeded and terms of the Partner Program and the reseller agreement with SMART and/or their chosen Authorised SMART Distributor have been respected and upheld.

SMART ENGAGEMENT REPORTING

Quarterly Business Review

Together with the SMART Channel Manager and/or the Distributor's sales management, Platinum and Gold Partners will participate in a Quarterly business planning meeting to be conducted in the first month of a new Quarter. The purpose of the Quarterly Business Plan is twofold: to ensure the planned marketing activity for the new Quarter is in alignment with the sales priorities; and to determine the success and impact of the marketing activities from the previous Quarter on Partner performance. This will allow the sales and marketing teams to share information that will drive and support the sales objectives set for each Quarter.

Distributor-managed SMART Resellers will receive sales and marketing information to support sales objectives via their chosen Authorised SMART Distributor.

Formatted POS Reporting and Forecasting

Point of Sale Reporting

All Resellers are required to provide information for all SMART product sold. This can be provided at the time of order to their SMART authorised Distributor.

Forecasting

All Platinum and Gold Channel Partners are required to provide sales opportunity pipeline forecasts by product, market segment and by authorised region to Distributors per the defined frequency negotiated with their SMART authorised Distributor, as per the format provided by SMART.

A copy of SMART's Opportunity Pipeline template can be found on the SOURCE.

Sales Opportunity Tracker

RESELLER NAME	[Name]													
Date:	[Date]													
Deal name	Contact Name	Month Initiated	Quarter	Sales stage	Products	Deal size	Probability	Weighted Forecast	Expected Close Date	Closing Month	Reseller Rep	Next Steps		
Company A	Customer Name	April	Q1	Opportunity Identification		\$ 140,000	10%	\$ 14,000	4/2/2018	April	add name	Get in touch		
Company B	Customer Name	April	Q1	Lost Work		\$ 100,000	0%	\$ -	5/16/2018	May	add name	Follow-up		
Company C	Customer Name	May	Q1	Terms negotiated		\$ 30,000	80%	\$ 24,000	5/17/2018	May	add name	Discuss proposal		
Company D	Customer Name	June	Q1	Committed		\$ 65,000	90%	\$ 58,500	5/18/2018	May	add name	Send contract for signing		
Company E	Customer Name	July	Q2	Opportunity Identification		\$ 140,000	10%	\$ 14,000	7/6/2018	July	add name	Get in touch		
Company F	Customer Name	July	Q2	Opportunity Qualified		\$ 100,000	25%	\$ 25,000	7/7/2018	July	add name	Follow-up		
Company G	Customer Name	August	Q2	Terms negotiated		\$ 30,000	80%	\$ 24,000	7/8/2018	July	add name	Discuss proposal		
Company H	Customer Name	September	Q2	Committed		\$ 65,000	90%	\$ 58,500	7/9/2018	July	add name	Send contract for signing		
Company I	Customer Name	October	Q3	Opportunity Identification		\$ 140,000	10%	\$ 14,000	10/2/2018	October	add name	Get in touch		
Company J	Customer Name	November	Q3	Opportunity Qualified		\$ 100,000	25%	\$ 25,000	11/16/2018	November	add name	Follow-up		
Company K	Customer Name	December	Q3	Terms negotiated		\$ 30,000	80%	\$ 24,000	11/17/2018	November	add name	Discuss proposal		
Company L	Customer Name	December	Q3	Committed		\$ 65,000	90%	\$ 58,500	12/18/2018	December	add name	Send contract for signing		
Company M	Customer Name	February	Q4	Opportunity Identification		\$ 140,000	10%	\$ 14,000	1/5/2019	January	add name	Get in touch		

SMART ENGAGEMENT
PARTNER AWARDS

Partner Awards Overview

Each year SMART recognizes outstanding channel partners across the globe for achieving various milestones. Awards are generally distributed at the annual Partner Summit.

North American Reseller Awards

Hardware Growth Award

The Hardware Growth Award represents the partner with the greatest Interactive Flat Panel growth across both unit count and as a percentage, over the past fiscal year (fiscal year ending: March 31).

Criteria:

- Past fiscal year (April 1 – Mar 31) IFP units
- Unit Growth & Percentage Growth

Hardware Achievement

All time cumulative – ending fiscal year (Mar 31)

- IFP Units
- Starting at 1,000 and in incremental units of 1,000

Software Growth Award

The Software Growth Award is awarded to the partner with the greatest SMART Learning Suite growth across both unit count and as a percentage, over the past fiscal year (fiscal year ending: March 31).

Criteria:

- Past fiscal year (April 1 – Mar 31) SLS units
- Unit Growth & Percentage Growth

Software Achievement

All time cumulative – ending fiscal year (Mar 31)

- SLS Units – EBS raw data, this includes all the SLS skus (even the ones that go with the boards for free)
- Starting at 1,000 and in incremental units of 1,000



Partner of the Year – Reseller

The winner of this award shows an exemplary level of dedication to SMART. They take a pro-active approach and are highly customer centric. This partner embodies what it means to be a reseller Partner and has grown their region through their continuous commitment to SMART.

Criteria:

- Past fiscal year (April 1 – Mar 31) IFP units
- Greatest overall sales
- Greatest overall growth

Global Awards

Award of Excellence

The Award of Excellence is for the partner who has exhibited the most well rounded, best in class business practices in sales, marketing, and professional development while demonstrating consistent fiscal year over year growth. (fiscal year ending: March 31).

Criteria:

- Past fiscal year (April 1 – Mar 31)
- Going above and beyond
- Most well rounded: sales, growth, training, PD, support, marketing, etc.

TERMS & CONDITIONS

- 1. Term.** The SMART EDGE Partner Program for internationally authorised partners is effective, as amended from time to time, from April 1, 2020 to March 31, 2021, and is between SMART Technologies ULC (“SMART”) and the Channel Partner authorised by SMART under the Partner Programme (the “Channel Partner” or “you”) who buy through a SMART authorised Distributor. “Reseller” or “Channel Partner” in this document refers to such Education or Enterprise resellers, as the case may be.
- 2. Modification.** SMART Technologies ULC (“SMART”) may modify the terms of this Partner Programme, or cancel the Partner Programme at any time.
- 3. Subordination.** For Direct Resellers, to the extent of any inconsistency between this Partner Programme document and an existing Reseller Agreement with SMART (the “Agreement”), the Agreement shall govern; this Partner Programme is subordinate to the terms of the Agreement.
- 4. Compliance Requirement.** Compliance with the Partner Programme is a requirement of the Agreement for Direct Education or Enterprise Resellers and is required to access SMART’s authorised Distributors for Indirect Resellers. All benefits and support available to Channel Partners under this Partner Programme are contingent on the Channel Partner’s compliance with the terms herein. SMART reserves the right to support Resellers outside the terms of the Partner Programme on a case-by-case basis.
- 5. Distribution Arrangement.** Authorisation of Channel Partners by SMART pursuant to this Partner Programme shall entitle Partners to purchase SMART products for their authorised market segment from SMART authorised Distributors.

Authorisation does not guarantee access to SMART products; Channel Partner is responsible for making its own commercial arrangements with SMART authorised Distributors. Termination of your authorisation under the Partner Programme will terminate your access to our authorised distribution network.

- 6. Authorization Level.** SMART may from time-to-time provide Resellers with written or email notice with respect to their authorisation level under the Partner Programme, in its sole discretion. SMART reserves the right to terminate your authorisation under the Partner Programme without cause (i.e. for convenience) at any time. In the event of termination, you agree to cease holding yourself out as a SMART authorised Channel Partner.
- 7. Market Segment.** Channel Partners authorised under the Partner Programme are only authorised to sell to the market segment for which they have received authorisation from SMART.
- 8. Programs and Rebates.** Any programmes or rebates available to Channel Partners from SMART or a SMART authorised Distributor, including any programmes or rebates mentioned in the Partner Programme, may be governed by separate terms and conditions. Those terms and conditions, to the extent of any inconsistency with this Partner Programme, shall govern.
- 9. Confidentiality.** The terms of the Partner Programme are confidential and may not be disclosed to any third party.
- 10. Implementation of Partner Programme.** SMART authorised value added distributors work with SMART in implementing the terms of the Partner Programme. However, no SMART

authorized Distributor has the right to (a) provide SMART authorisation to any Resellers, under this Partner Programme or otherwise, or (b) permit any usage of SMART logos or trademarks by any third party; both such rights to remain with SMART.

- 11. Logo and Badge Use.** Use of logos or badges (indicating accreditation under the Partner Programme) provided by SMART is subject to such terms as may be found in SMART’s Resource Library, available on the Source Partner Portal.
- 12. Governing Law and Dispute Resolution.** This Partner Programme shall be governed, and disputes relating to the Partner Programme shall be addressed, by the laws of the Province of Alberta and the federal laws of Canada applicable therein; all disputes shall be submitted to arbitration in the City of Calgary, Alberta pursuant to the Arbitration Act (Alberta).
- 13. Provision of End User or Customer Information.** In the event that Channel Partner provides end user or customer information to SMART, as part of an electronic ordering system for software or otherwise, the Channel Partner is responsible for ensuring legally required consents are obtained from end users or customers for the provision of such information.

APPENDIX A:
DEMONSTRATION EQUIPMENT REQUIREMENTS



Demonstration Requirements*	SILVER	GOLD	PLATINUM
SMART Board® MX-V2 series interactive display – one of any size	•	•	•
SMART Board® 6000S or 6000S Pro series interactive display – one of any size – Education Reseller Only	Optional	•	•
SMART Board® 7000R or 7000R Pro series interactive display – one of any size – Enterprise Reseller Only	Optional	Optional	•
SMART Learning Suite software (Education Reseller Only)	•	•	•
SMART TeamWorks software	•	•	•
SMART Height Adjustable Floor Stand	Optional	•	•
Optional Accessories – add any one accessory (e.g. Podium, Doc Cam, Speakers)	•	•	•

• = Required

*Demonstration product is subject to change based on new product release and market requirements. Authorised Partners are required to have a SMART Factory Trained installer complete installations.

LEVEL ONE DEFINED

LEVEL TWO DEFINED

LEVEL THREE DEFINED

APPENDIX B:

TECHNICAL SUPPORT LEVELS DEFINED

This appendix provides a guideline on definitions of levels of technical support and the basic requirements for providing support at each level.

Level I Support: individuals providing support should be able to:

Provides basic level of support and should be able to answer 50-75% of the incoming volume by following key procedures. The level of support includes abilities and knowledge of the following:

- Is the first point of contact
- Logs incident into a system which includes contact information, product, issue and resolution
- Has basic training on the products supported
- Can navigate SMART's online self-help system
- Understands the appropriate escalation paths within SMART
- Understands physical connections and can troubleshoot basic physical connections (power, USB, VGA, HDMI)
- Understands basic setups of windows and mac operating systems (i.e., regedit, plists)
- Can isolate hardware vs. software issues

- Understands capturing basic information from diagnostic files
- Understands how to start and stop system services
- Basic knowledge of installation best practices for SMART products
- Can add exceptions to the Windows Firewall
- Knowledge of SMART software products
- Can use command line activations
- Can repair SMART Notebook™ files
- Understands the use of SMART Install Manager
- Can firmware upgrade SMART Boards
- Understands Flash components (IE/Firefox)
- Understands MAC System Preferences
- Windows registry - can add and make exceptions. Can export those exceptions to other machines
- Can isolate defective parts
- Understanding of Skype for Business room system installation, configuration and Microsoft deployment guide

LEVEL ONE DEFINED

LEVEL TWO DEFINED

LEVEL THREE DEFINED

APPENDIX B:

TECHNICAL SUPPORT LEVELS DEFINED

Level II Support: individuals providing support should be able to:

Provides first point of escalation, provides guidance and instructions to Level 1 support to diagnose and resolve. Take ownership of incidents where subject matter expertise and experience is required for diagnosis. Including:

- Includes duties listed in Level I support
- Can add exceptions to the Windows Firewall
- Knowledge of SMART software products
- Basic understanding of 3rd party integration with SMART Hardware
- Can work with VMWare
- General knowledge of Routers and Configurations
- Can use MSIEXEC for admin installs
- Understands how MSI's and MST work (GPO / MSIEXEC)
- Can use command line activations
- Can repair SMART Notebook™ files
- Understands the use of SMART Install Manager
- Can upgrade firmware on SMART Boards and projectors
- Can troubleshoot domains and basic network setups
- Familiar with typically used terminal commands: LS, CD, CHMOD, CHOWN, SUDO
- Worked with Anti-Virus software (Disablement, Exceptions, etc.) for at least one package: Symantec, AVG, etc.
- Worked with Firewall software (Disablement, Exceptions, logs, etc.) for at least one package: Symantec, ZoneAlarm, etc.
- Understands Flash components (IE/Firefox)
- Understands MAC System Preferences
- Windows registry - can add and make exceptions. Can export those exceptions to other machines
- Understands SyncClient.ini
- Can isolate defective parts
- Understands the outputs of the diagnostic files
- Understand command line interface commands and how they are used.
- Understanding of Active Directory, Exchange and Lync/Skype for Business configurations and requirements for SMART Room Systems

APPENDIX B:

TECHNICAL SUPPORT LEVELS DEFINED

Level III Support: individuals providing support should be able to:

Provides final point of escalation, provides guidance and instruction to Level 2 support to solve issue. This individual is typically an engineer or software developer who takes ownership of incidents where subject matter expertise and experience is required for diagnosis. Including:

- Build new diagnostic tool to capture appropriate data to solve issue
- Build a tested and repeatable solution for the issue.
- Can develop software or develop hardware depending on the issue
- Complete Root Cause Analysis (RCA) and develop make-it-right programs where required.
- Perform complex troubleshooting, if required site visits.
- 'Closed Loop' customer and product issue reporting e.g. 'make it right' project status and trending of incidents