



# 5-STAR WINNER PARTNER PROGRAM GUIDE

## Kodak Alaris Helps Channel Partners Discover New Revenue Sources

**Q. Kodak Alaris has an outstanding partner portfolio. How have recent trends toward digital transformation made the company even more attractive to channel partners?**

**A.** Kodak Alaris is a leading provider of information capture solutions that simplify business processes. We exist to help the world make sense of information with smart, connected solutions powered by decades of image science innovation.

Market research reveals that organizations are accelerating their process and workflow automation efforts and shifting from “scan to file” to “scan to process.” Digitization is the first step toward automating business processes and requires a quality image to maximize the value of information trapped on paper.

As winner of BLI’s Scanner Line of the Year Award five out of the last six years, we believe Kodak Alaris transforms documents and data into information better than anyone else. Kodak Alaris has won more awards than any scanner manufacturer in BLI’s 60-year history. Our top-rated Service and Support organization has a 95 percent customer satisfaction rating and a 92 percent first-call completion rate. And our partner program has earned CRN’s 5-Star rating every time we’ve applied for the award.

**Q. What types of partners do you work with? How do you envision your partner ecosystem changing in the future?**

**A.** Our partner network includes thousands of channel partners who configure Kodak Alaris solutions to customer requirements, integrate with enterprise applications and maintain our information capture solutions. They are VADs, VARs, ISVs, SIs, Global Alliances, BPOs, MFP vendors and DMRs. Partners are critical to our success: more than 90 percent of our business flows through the channel.

With the widespread adoption of IoT and cloud-based solutions, we are increasingly focused on partner expansion. Our goal is to continue to be a premier technology vendor for existing partners, while establishing new relationships with the ISVs, SIs and developers who can help us deliver INFuse—our next generation, smart, connected scanning solution. Since launching INFuse in 2019, integrators have worked with Kodak Alaris to develop solutions for broad applications across many use cases, including construction, remote work, fax replacement, health benefits, citizen services and driver’s license applications.

**Q. Why partner with Kodak Alaris? What’s your value proposition for the channel?**

**A.** Our customers face numerous challenges associated with inefficient, disconnected, manual document workflows. Partnering with Kodak Alaris helps channel vendors find new ways to deliver solutions that accelerate digital transformation, while expanding their offerings and tapping into new sources of profitable revenue.

**Kodak alaris**



**Don Lofstrom**  
President and GM

*“AI, machine learning and RPA require intelligent capture. Kodak Alaris is well positioned to help partners capitalize on this opportunity with innovative offerings including our partner-centric, cloud-connected scanning solution, INFuse.”*

Learn more:

[www.alarisworld.com/landing-page/partner-with-kodak-alaris](http://www.alarisworld.com/landing-page/partner-with-kodak-alaris)

