



# Welcome to the SMB Partner Program

Congratulations on joining the VTech SMB Partner Program! You're now part of a network that's blowing the doors wide open on the small and medium-sized business (SMB) market with state-of-the-art phone systems from AT&T. Now that you're a Partner, it's time to start taking advantage of all the SMB Partner Program rewards. First, note that everything you need to get going—certification information, product support, marketing collateral, etc.—is available online at [www.telephones.att.com/smb](http://www.telephones.att.com/smb). Log in now to access the Partner Resources page (your user name is the email address you used to apply for the SMB Partner Program).

## Enjoy Your Partner Benefits

- **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 install, meaning less time spent on site and higher profit margins.
- **Competitive Offering:** Designed specifically for SMBs, the Partner Program products feature DECT 6.0 technology—giving today's on-the-go workforce the cordless mobility they require.
- **AT&T Brand Equity:** AT&T is the most recognized brand in telephony.
- **Field-Tested Service & Support:** Receive free online training, email/phone support and personal sales and technical assistance.
- **Marketing Support:** Online resource for product and marketing collateral. Also earn Joint Marketing Funds (JMF) based on annual gross sales.

## A Profitable Portfolio

As a Partner, you are now eligible to sell robust, reliable and profitable solutions, designed especially for the SMB:

### Synapse® Simplicity without Sacrifice™

With support for up to 100 users, AT&T Synapse is the ideal communications solution for your customers' growing businesses. Reliable and comfortable, it makes it easy for them to support their own customers. Features such as voicemail-to-email forwarding, call queuing, ring groups, remote access, least cost routing, group mailboxes, Music on Hold, FXS ports and busy line signaling keep everyone plugged in and productive. It's all backed by a two-year warranty from a trusted brand that's committed to helping SMBs stay ahead of the curve.\* The simplicity to get up and running quickly with the flexibility, mobility and affordability needed to outpace the market—that's AT&T Synapse.



SB67030/SB67031 Feature Deskset



SB67070 SIP Gateway

# The SMB Partner Program

## Profit from our Portfolio of Popular Products

Designed to help you reap better margins from Synapse® sales, the SMB Partner Program provides you with product discounts, joint marketing funds (JMF), a variety of great marketing tools, support and training opportunities. That's in addition to a portfolio of popular, affordable phone systems that are easy to use, manage and scale. Plus, all Synapse products, including cordless handsets, come with two-year warranties—giving you plenty of ammunition to go head-to-head with the competition.\*

Your annual sales of Synapse products—including our popular TL7600 cordless headset series—drive your Partner-level benefits, including discounted pricing, JMF and additional product discounts. The table below outlines the tiered pricing and marketing support structure, effective January 1, 2012:

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

† 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.

### More Tools to Boost Your Sales

In addition to the metal-level benefits outlined above, you also receive free software upgrades, Tier 2 support, web-based training and access to our leasing program, managed by Marlin Business Services Corporation. Certified partners benefit from marketing support and leads, product resources, monthly newsletters and placement in the SMB Partner locator. Gold and Platinum Partners are invited to participate in the SMB Partner Council, providing valuable feedback about products, the market, competition, pricing, marketing, support, etc. to the VTech SMB team.

### SMB Partner Program Requirements

- To qualify for the Silver level, Partners must first become Sales and Installation certified and purchase a demo kit. This automatically qualifies them for Silver-level Partner benefits. As Partners increase their annual sales to \$50,001 and \$100,001 (based on LIST prices), they will automatically qualify for Gold- and Platinum-level pricing, JMF and product discounts respectively.
- At least one person from each Partner must be Sales Certified to sell Synapse products.
- At least one person from each Partner must be Installation Certified. (This may be the same person who is Sales Certified as described above.)
- Partners who do not own a Synapse demo kit, must purchase one. The cost for the kit with the PSTN Gateway is \$899. The cost for the kit with the SIP Gateway is \$999. (Cost does not include sales tax and shipping.)
- To become certified, Partners must have installers to install Synapse products.
- Partners must provide Tier 1 technical support to their customers. Tier 2 support through the Partner Support Desk is provided as a follow-up service to Partner-provided Tier 1 support. Tier 2 support will be offered at no cost to Partners but will not be provided directly to the end user.
- All qualifying claims for 2012 JMF must be formally submitted to VTech no later than March 31, 2013. All unclaimed JMF funds will be forfeited.
- Certified Partners can choose to purchase direct from VTech or through Authorized Distributors. VTech will collect and accumulate gross sales (based on List Price) to determine JMF accruals and metal-based product pricing discounts.

# Synapse Demonstration Kit

The Synapse Demo Kit is an effective sales tool that comes fully assembled and tested. To demonstrate the Synapse system, just open the Demo Kit case and plug in the cord from the power strip; all elements will power up and be ready in one minute or less.

## The Synapse Demo Kit contains:

- 1 SB67010 PSTN Gateway or 1 SB67070 SIP Gateway\*\*
- 1 SB67020 Synapse Deskset
- 1 SB67030 Synapse Deskset
- 1 SB67040 Synapse Cordless Accessory Handset
- 1 SB67050 Analog Terminal Adapter
- 1 TL7600 Cordless Headset
- 1 Ethernet Router to act as the LAN
- 1 Power Strip to power all units
- RJ11 line that can be connected to any available PSTN jack, allowing the system to make and receive outside calls.

The case measures 32" x 24" x 13" and weighs 43 lbs. It has an extendable handle and wheels for easy transport.

## To order the Synapse demonstration kit:

**In the U.S.:** Log in to [telephones.att.com/smb](http://telephones.att.com/smb)

**In Canada:** Contact your local supplier



# SMB Support Overview

**Hours of Operation:** 6 a.m. to 5 p.m., Monday-Friday PST\*\*\*

## SMB Partner Support Toll Free Numbers:

- **U.S.** 1-888-916-2007
- **Canada** 1-888-883-2474

## On-line Support (Web FAQs):

<http://smbtelephones.att.com/smbui/support>

## Calls For In-Warranty Products

- Troubleshooting for product issues
- Order support for warranty replacement orders
- Installation assistance, including on-site by authorized service partner (at end user's expense)

## World-Class Warranty Support and Returns Policy

Subject to the terms of the Limited Warranty, if, after troubleshooting, your product is determined to be defective, we will ship to you, on an expedited basis, a replacement unit at no charge.

**Note: Valid proof of purchase or proper product registration required. Products can be registered online at: <http://smbtelephones.att.com/smbui/registration>**

Upon receipt of the replacement equipment, return the defective unit. Please package it securely to ensure a safe return. Use the same packaging material, if possible, that came with the replacement. **A prepaid shipping label will be included for your convenience.** Include the power adapter, as well as your name, address and telephone number. Do not send other accessories you may have purchased separately.

**Note: Defective equipment must be returned within seven (7) days of receipt of its replacement. If it is not returned, we may charge a fee up to the equipment's full retail price.**

The replacement unit will carry a 90-day warranty from the replacement date, or the time remaining on the original one year warranty; whichever is longer.

## Questions?

Contact your channel account manager (CAM) or the Partner Support Desk:

- **U.S.:** (888) 916-2007
- **Canada:** (888) 883-2474

\*Optional three-year extended warranty available on all Synapse products, excluding the TL7600. The TL7600 warranty remains at one year.

\*\*ORDERING INSTRUCTIONS: When ordering the Synapse Demo kit, please specify your preference for either one SB67010 PSTN Gateway or one SB67070 SIP Gateway.

The cost of the Demo Kit containing one SB67010 PSTN Gateway is \$899, plus sales tax and shipping.

The cost of the Demo Kit containing one SB67070 SIP Gateway is \$999, plus sales tax and shipping.

\*\*\*Excluding company holidays

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