



# International PartnerPLUS™ Program Guide

Program Guidelines 2012



## PartnerPLUS Program Overview

The Black Box PartnerPLUS™ Program is designed to give you, our partner, the support and incentives you need to grow your business and become more profitable through sales and service of Black Box solutions.

We're committed to working with you and have an extensive program designed for your success. It starts with training and certifications of your key team members, which leads to rewards such as price discounts, recognition as a go-to source for high quality networking products, and commitments to help you win deals and grow your business with Black Box. As you gain expertise and success in selling Black Box products, you reap more rewards.

This document should help you understand the requirements and benefits of each program level. Details of program requirements and benefits may be found on the following pages:

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### Program Levels

Black Box provides different levels of recognition and benefits to its partners based upon their demonstrated ability to sell and service Black Box brand products. There are four levels of certified Black Box business partners: Certified Affiliate, Certified Silver Partner, Certified Gold Partner, and Certified Platinum Partner. Each partnership level comes with its own logo, which you may display on your Web site and marketing materials to identify your company as a go-to partner for high-quality Black Box products. The following is an outline of the requirements and benefits of each partnership level.

#### Black Box Certified Affiliate

##### Requirements

- Training and Career Certification Program requirements:  
Two (2) Black Box Certified Account Managers
- \$100,000 in Black Box Technology Product purchases, within the trailing 12 months
- Sales plan and projection for Black Box Technology Products
- Tier I pre-sales support and post-sales support
- Customer service 8x5, 24-hour response time
- Participation in the Black Box partner customer satisfaction survey
- Black Box International Partner Agreement

##### Benefits

- Certified Affiliate Logo usage
- Deal Registration Program
- International Partner Discount Level 1
- Market Development Funds: 3% of your Black Box purchases
- Dedicated technical support
- Listing on blackbox.com

#### Black Box Certified Silver Partner

##### Requirements

- *Training and Career Certification Program requirements:*  
*Two (2) Black Box Certified Account Managers and one (1) Black Box Certified Technical Specialist*
- \$500,000 in Black Box Technology Product purchases, within the trailing 12 months
- Sales plan and projection for Black Box Technology Products
- Tier I pre-sales support and post-sales support
- Customer service 8x5, 24-hour response time
- Participation in the Black Box partner customer satisfaction survey
- Black Box International Partner Agreement

##### Benefits

- *Certified Silver Partner Logo usage*
- Deal Registration Program
- International Partner *Discount Level 2*
- Market Development Funds: *2% of your Black Box purchases*
- Dedicated technical support
- Listing on blackbox.com
- *Lead Referral Program*
- *Partner Incentive Rebate Program*
- *New Product Accelerator Program*

# Program Levels

## Black Box Certified Gold Partner

### Requirements

- Training and Career Certification Program requirements:  
*Three (3) Black Box Certified Account Managers and two (2) Black Box Certified Technical Specialists*
- *\$1,000,000 in Black Box Technology Product purchases, within the trailing 12 months*
- Sales plan and projection for Black Box Technology Products
- Tier I pre-sales support and post-sales support
- *Customer service 24x7, 24-hour response time*
- Participation in the Black Box partner customer satisfaction survey
- Black Box International Partner Agreement

### Benefits

- *Certified Gold Partner Logo usage*
- Deal Registration Program
- International Partner *Discount Level 3*
- Market Development Funds: *1% of Black Box purchases*
- Dedicated technical support
- Listing on blackbox.com
- Lead Referral Program
- Partner Incentive Rebate Program
- New Product Accelerator Program

## Black Box Certified Platinum Partner

### Requirements

- Training and Career Certification Program requirements: *Six (6) Black Box Certified Account Managers and three (3) Black Box Certified Engineers*
- *\$5,000,000 in Black Box Technology Product purchases, within the trailing 12 months*
- Sales plan and projection for Black Box Technology Products
- Customer service 24x7, 3-hour response time
- Tier I pre-sales support and post-sales support
- Participation in the Black Box partner customer satisfaction survey
- Black Box International Partner Agreement

### Benefits

- *Certified Platinum Partner Logo usage*
- Deal Registration Program
- International Partner *Discount Level 4*
- Market Development Funds: *1% of Black Box purchases*
- Dedicated Technical Support
- Listing on blackbox.com
- Lead Referral Program
- Partner Incentive Rebate Program
- New Product Accelerator Program
- *Local Language Marketing Support Program*

Black Box may, in a situation where a partner is close to the next highest level of partner recognition and benefits, and is on a growth trajectory to achieve it, place that partner in the next level subject to its achieving a specific goal within the criteria for achieving that level, within 12 months, in order to maintain that level.

Details of the PartnerPLUS program requirements and benefits are explained on the following pages.

## PartnerPLUS Program Requirements

### Training and Career Certification Program

At Black Box, we feel strongly that our partners' knowledge and expertise in Black Box products will lead to their business success. Our training and career certification program is designed to give you the expertise needed to provide the right solution to your customers based on their networking needs.

Our self-paced courses are made up of video tutorials and supporting materials on topics ranging from KVM and network infrastructure essentials to more advanced subjects like network security and digital signage. They enable you to deepen your knowledge of Black Box products and enhance your expertise, thereby giving you the opportunity to offer more to your customers.

After completing coursework, you take an exam. Certificates are awarded to you, the individual, and follow you throughout your career. Certifications are good for one year; recertification training and exams will differ from the original coursework. All the certifications in your company add up and contribute toward your company's PartnerPLUS certification level. The higher your company's PartnerPLUS certification level, the more benefits it is entitled to.

### How to Register

Please visit <http://www.blackbox.com/go/Training>. The latest details on courses and certification requirements are available at that address.

### Black Box Foundation Course

This course is a prerequisite to all Black Box training and certification courses. You will watch a short video covering Black Box product lines, where to find product literature, warranties, how to buy from Black Box, shipping and returns, technical support and more. Score well on this first exam, and you have reached your first milestone—Black Box Certified Associate.

### Black Box Certified Account Manager Course

This course is made up of eight modules covering the essential knowledge required to sell each of Black Box's product lines and a ninth module that covers the newest Black Box products. Complete this course to become a Black Box Certified Account Manager. This course is a prerequisite to Black Box Certified Technical Specialist courses.

### Black Box Certified Technical Specialist

Black Box offers additional training to those partners who need to delve deeper into Black Box technology and gain additional product expertise. These training sessions are focused around specific technologies and lead to certification in specific product groups. Take these courses and obtain the following certifications:

- Black Box Certified Digital Signage Specialist
- Black Box Certified Infrastructure Specialist
- Black Box Certified Networking Specialist
- Black Box Certified KVM & Video Specialist
- Black Box Certified Security Specialist

To begin your Black Box Training and Career Certifications, go to <http://www.blackbox.com/go/Training>.

### Revenue Requirements, Sales Plan, and Sales Projection

Black Box requires its partners to make revenue commitments ranging from \$100,000 per year to \$5,000,000+ per year. Black Box will work with you to develop a plan to help you achieve your Black Box revenue goals.

### Pre-Sales and Post-Sales Technical Support

Partners should be able to provide Tier I pre-sales and post-sales support to their customers. This includes specifying product needed, identifying solutions to specific networking problems, and basic troubleshooting of product issues. Black Box provides a free, 24x7 technical support hotline for partners who need Tier II (problem determination and resolution) and Tier III (problem determination and resolution for all defects and/or other malfunctions) support.

### Customer Service, High Level of Customer Satisfaction

Black Box requires that its partners provide a high level of customer service and that customer satisfaction is measured. Black Box will periodically include a customer satisfaction survey in shipped products to assess service levels provided by its partners. In addition, partners should be available for support and customer service at least eight hours per day, five days per week with a guaranteed 24-hour response time on critical issues—with better levels of service provided at higher PartnerPLUS levels.

### Black Box International Reseller Agreement

All partners must have a current International Reseller Agreement and their accounts must be kept current.

## PartnerPLUS Program Benefits

At Black Box, we work hard to make our partners successful. Following are the details of the programs and benefits we provide to help our partners achieve growth and profitability.

### Logo Program

The Black Box PartnerPLUS program logo is a symbol that lets customers and prospects know that you provide high-quality networking products and a high standard of service. Black Box partners are permitted logo usage based upon their partner level. PartnerPLUS logos may be displayed on Web sites, signage, marketing materials, business cards, and more.

Here are the available logos based upon your certified PartnerPlus program level:



For high resolution versions of the PartnerPLUS logo, please visit <http://www.blackbox.com/go/PPLogos>.

### Logo Usage

For logo usage guidelines, please refer to the Black Box Network Services Corporate Identity & Style Guide found on the Web at <http://www.blackbox.com/go/BBStyle>.

### Deal Registration Program

At Black Box Network Services, we reward our partners for working to get Black Box products specified for upcoming projects and purchases. With our Deal Registration Program, you can register projects in advance to ensure you get our best partner pricing. If your registration application is the first we receive, you get our deepest discounts.

Because Black Box offers such a large scope of products, we can usually cover the entire bid request. This makes it easy for you to put together a winning bid with line items sourced from one supplier.

All you need to do is submit a completed Deal Registration Application at <http://blackbox.com/go/InternationalDealReg> for \$25,000 or more of Black Box brand products. If you're first, you'll have your approval within 72 hours.

Eligible product lines include environmental monitoring, digital signage and multimedia, extenders, KVM switches, adapters, cables, cable management, patch panels, racks and cabinets, tools and testers, and more.

Requirements for the International Deal Registration Program:

- Minimum of \$25,000 of Black Box products (at list price).
- Projects must be registered with Black Box prior to RFQ release.

Our FREE Tech Support hotline can give you additional help closing the deal or supply you with marketing collateral.

### International Partner Discount Level

Black Box provides discounted price lists to partners based on your volume of Black Box product purchases for the trailing 12 months. Deeper product discounts are provided at each of the following levels:

\$100,000 | \$500,000 | \$1,000,000 | \$5,000,000 | \$10,000,000

Price lists are updated daily and available on-line. Upon becoming an authorized partner, Black Box will provide you with a user name and password to download the most recent price list at your convenience.

### Lead Referral Program

At Black Box, we receive more than 200,000 unique visitors to our Web sites and receive more than 20,000 telephone calls each month. They are from all over the world, and many of them turn into leads. We want to work with our partners who are in the best position to understand the customer's needs, win the deal, provide a high-quality solution to address those needs, and provide a high level of service on an ongoing basis.

The program is simple. We will send you leads that originate in your market. If you follow up on the leads and log your major activity in our on-line lead form (<http://www.blackbox.com/go/Leads>), then we will send you more leads. All you need to do is log the opportunity, the Black Box products you quoted, deal size, and the reason you won it or lost it.

### Market Development Funds

The Black Box Market Development Funds Program is designed to help support Black Box partners in their efforts marketing Black Box networking products. The guidelines below describe the activities that can be funded by the Market Development Funds Program.

Black Box makes market development funds available to you for a limited time through this program. They're to be used to achieve specific marketing and business development goals using a wide variety of marketing activities and products (listed below). Examples include e-mail marketing, newsletters, print advertising, tradeshow support, promotional items, banners and signage, and demo equipment.

Partners can use funds for activities that are intended to:

- Identify you as an authorized reseller of Black Box Technology Product Solutions
- Expand your marketing presence in your authorized territory
- Enable you to grow your business selling Black Box Technology Product Solutions

### Program Timeline

The Program begins on January 1 and ends December 31 of each calendar year for the accrual of funds. Any funds remaining will be forfeited on March 31 of the year following accrual.

### Market Development Program Eligible Activities

- E-mail marketing and newsletters
- Marketing collateral
- Tradeshows and event support
- Web marketing
- Brochures/direct mail pieces
- Demo equipment
- Print advertising
- Promotional items
- Certification training
- Telemarketing
- Banners and signage
- Black Box Partner University
- Radio/TV advertising
- Vehicle decals

### Qualifying for Funds

All authorized Black Box partners in good standing (i.e. current on payments) are eligible to participate in the Market Development Funds Program.

If your International Reseller Agreement is terminated or not renewed, any unused funds revert to Black Box. If your account is past due or is otherwise not in good standing, you must bring your account current before you are eligible for reimbursement.

### Fund Accrual and Spending

To build a partner's Market Development Fund, Black Box sets aside a percentage of the net purchase price (partner's purchase from Black Box) of each partner's product shipments, excluding tax and shipping, as the shipments are invoiced throughout the year. These funds accrue from January 1 through December 31 of each calendar year. Partners must submit all reimbursement claims by February 28 of the year following accrual. Any unused funds are forfeited on March 31 of the year following accrual.

### Claims and Reimbursement

Before any claim is reimbursed, you must:

- Obtain prior approval for all eligible activities.
- Submit all Prior Approval Forms to Black Box for review at least 15 days before the start of any activity.
- File any claims within 60 days after the end date of an activity or event with all proof of performance unless otherwise authorized in writing by Black Box. Claims submitted later than 60 days after the end date of an activity are subject to denial.

To be reimbursed, you must follow both the prior approval and claim processes as outlined in these Guidelines (below).

- Reimbursements will not exceed the amount of the prior approval unless authorized in writing by Black Box.
- Reimbursements for approved claims will be available up to the current balance in your account and will be closed for further reimbursement.
- When an activity promotes items other than qualified Black Box products, reimbursement will be proportional to the overall percentage of activity devoted to Black Box products.
- Any claims regarding Black Box products must be truthful. Any false or misleading claims will result in a denied claim.
- All activities must be in full compliance with local, state, and federal laws as well as comply with all Market Development Funds program guidelines.

### Prior Approval Process

You must obtain prior approval for all eligible activities unless otherwise stated. All forms must be submitted at least 15 days before the start of an eligible activity.

To begin the approval process, completely fill out the Prior Approval Form at <http://www.blackbox.com/go/MDF>.

If you are submitting an approval form for print or advertising materials, you must also submit a draft of the marketing concept.

The Black Box Program Administrator will notify you of your request's approval or denial.

### Claim/Reimbursement Process

Within 60 days of the eligible activity's completion, you must submit a reimbursement claim form along with a copy of the approved Prior Approval Form. You must also submit all invoices, proof of payment, and proof of performance.

Claims submitted later than 60 days after the activity end date are subject to denial.

Send all materials to [mdf@blackbox.com](mailto:mdf@blackbox.com).

Please allow a minimum of 2-3 weeks for claims review. Incomplete paperwork will be returned. Approved claims will be reimbursed by credit memo to your account. Credits will be issued within 30 days of the claim audit and approval for reimbursement.

### Accounting Process

If you're first to submit a claim, and your registration meets the minimum criteria, you will receive your approval within 48 hours. Funds will be applied to claims when they are available. If a claim is in excess of available funds, it will be held until the funds exceed the claim, or it will be partially credited at the end of the life of the claim. Smaller claims may be processed during the interim. Please note that there is a possibility that claims could expire while waiting for the accrual of funds.

### Partner Incentive Rebate Program

The Black Box Partner Incentive Rebate Program enables you to work with a Black Box representative to develop a sales plan that, if met, would allow you to earn rebates on sales of Black Box products.

The rebate is a quarterly payment made to you when you achieve certain predetermined sales goals. A Black Box representative will meet with you and discuss sales objectives and determine what you would need to do to reach those goals.

If you choose to commit to the plan, you and Black Box shall agree to such goals in a writing signed by you and Black Box ("Rebate Goals Agreement"). If you subsequently meet the goals set forth and the terms outlined in the Rebate Goals Agreement, you will receive the agreed upon rebate.

### Program Timeline

The Partner Incentive Rebate Program begins each April 1 and ends on March 31 of the following year. If goals are met, payments are made quarterly on July 31, October 31, January 31, and April 30.

### Qualifying for Rebates

All authorized Black Box partners in good standing are eligible to participate in the Partner Incentive Rebate Program. If your account is past due or is otherwise not in good standing, you must bring your account current before you are eligible for rebates.

To qualify for a quarterly rebate, you must reach or exceed the sales goals set forth in the Rebate Goals Agreement.

### How to Apply

Contact your Black Box account manager to set up a meeting to begin the process of applying for participation in the Partner Incentive Rebate Program.

### Accounting Process

Rebates will not exceed the amount detailed in the Rebate Goals Agreement. Please allow a minimum of four weeks from the end of the quarter until you receive your rebate. Rebates will be processed on a FIFO (first-in, first-out) basis.

### Dedicated Technical Support

Black Box provides technical support to its partners from technical support centers located around the world—some of them are staffed 24x7. Our technical support team is knowledgeable in Black Box products and services. We staff our technical support centers to make sure you get the help you need quickly from someone who knows the technology.

### Listing on BlackBox.com

Black Box's Web sites receive more than 200,000 unique visitors each month from all over the world. Being listed on our Web sites is a powerful way to reach potential customers in your market.

### New Product Accelerator Program

Through the New Product Accelerator Program, Black Box will give you access to training and materials on our new products before anyone else in the market, giving you an edge in your knowledge of the newest solutions to offer to your customers.

### Local Language Marketing Support Program

Black Box will pay to have certain marketing materials translated into your local language. You can distribute these materials in an effort to reach more customers in your market.

### Contact Us To Get Started

To get started in the Black Box PartnerPLUS Program, e-mail [international@blackbox.com](mailto:international@blackbox.com).

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