

# Channel Partnerships that Develop Along with You

## Comprehensive resources, incentives and support

To successfully sell technology solutions, you need the right suite of products, comprehensive resources and incentives, and support you can rely on. Fujitsu has you covered: our channel partners can access a range of benefits that expand along with their business.

## Build a profitable business with us

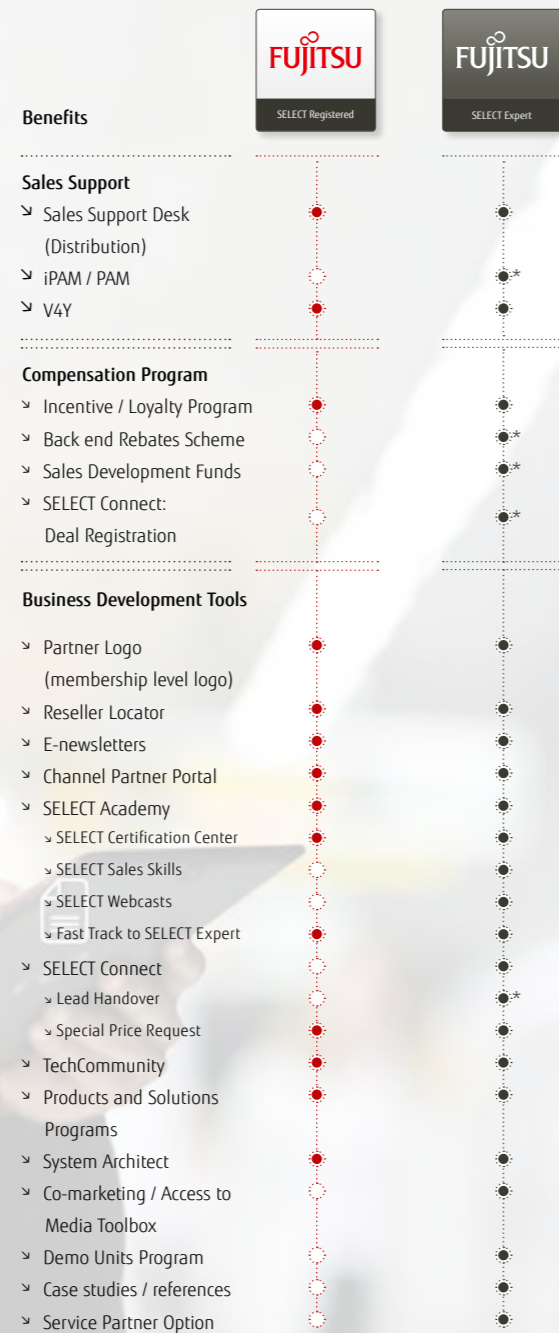
Depending on your individual requirements and membership level, as a member of the SELECT Partner Program you benefit from extensive sales and business development tools. These include pre-sales support, account management, special logos and joint marketing activities supported by a range of marketing tools. These resources reflect the core intention of the SELECT Partner Program: to help you build a profitable business with us.

## Rewarding your commitment

Fujitsu's Compensation Programs are designed to help your business progress to the next stage of growth. Depending on your SELECT Partner membership level, you may be eligible for special incentives, sales development funds and rebates that reward you for establishing a successful, long-term relationship with us.

## Delivering real value

We have worked hard to make our channel partner program as compelling as possible, so that you derive real value from the relationship. One of the principal advantages of the SELECT Partner Program is that you have the flexibility to work with us the way you want to. However, you'll find that the greater your commitment to developing your expertise in Fujitsu's products and solutions, the more your business will benefit.



\*Yes, subject to individual planning (STA/business plan)

○ Benefits are not offered in this level

Fujitsu SELECT Partner Program:



For more information visit:  
[fujitsu.com/global/microsites/spp](http://fujitsu.com/global/microsites/spp)

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SELECT Partner Program:  
 Digital Co-creation with our channel partners

FUJITSU

shaping tomorrow with you

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SELECT Partner Program

# The SELECT Partner Program: Increase Value with Digital Growth

"As a channel-centric organization, we have carefully listened to our channel's market needs. As a result, we are making a significant investment to enhance our SELECT Partner Program, so our partners are better able to succeed as they adapt to the challenges of digitalization."

Dave Hazard, Vice President EMEA Channel & Sales Operations Fujitsu

## Digital Transformation is changing the way we do business today.

As we progress further in digital and disruptive technology, this will create a wealth of opportunities for business and channel partners.

But organizations are discovering, the reality of actually undertaking any digital transformation project is more challenging and requires resource, skills and expertise which might not be immediately available to them.

Some still think that digital transformation is all about the technology. Whilst the digital journey often starts as a technology project, true digital transformation is all about business transformation.

## Unique Channel Opportunity

There is a unique opportunity for channel partners to help businesses through this challenging time. This opportunity for a channel partner mirrors the opportunity that businesses face. Customers need independent channel partners who can act as trusted advisor more than ever. They need partners who can help them migrate applications, introduce easy to deploy integrated solutions, and advice on whether to compute and store data within the cloud, hybrid model, partly in the cloud or on premise.

## Channel Digital Transformation

Just as businesses need to transform to take advantage of digital, so does the channel. In a world driven more by applications, services and data rather than traditional hardware infrastructure, a new type of channel skill set is needed. The next few years represent an inflection point for the Channel. Partners that do not adapt for digital and find ways to stay relevant might soon find themselves becoming obsolete.

## Digital Co-Creation Brings Digital Transformation to Life

But our partners are not alone in seizing this initiative. We are working with our channel partners to help them ride this wave of digital transformation with their customers, rather than be frustrated by it. Mutual growth through the channel is a strategic priority for Fujitsu. We will go the extra mile to build deep & long lasting business relationships with our channel partners. If all digital stakeholders work together to navigate through this period of disruption, businesses will not be fazed by digital; they will forge ahead, innovate and prosper to reap all the benefits the digital age offers.

# The SELECT Partner Program: Value in a straightforward way

## Two levels of partnership

Fujitsu's SELECT Partner Program comprises two levels of partnership: SELECT Registered and SELECT Expert. It is important for us to empower our channel partners to develop their expertise with our products and solutions, and the structure of the program recognizes this. The entry level of the program is SELECT Registered. This simply requires a channel partner to register at the Channel Partner Portal, where a range of benefits is immediately available. It provides a suitable level of partnership for channel partners who sell our standard products.

SELECT Expert is the advanced level of program membership. To become a SELECT Expert, SELECT Registered partners are required to increase their level of specialization by achieving certification. The new available Expert specializations are designed to be customer centric:

they provide channel partners with the appropriate knowledge, resources and tools to be able to consult their customers on specific IT challenges. The SELECT Partner Program has an individual approach that recognizes the qualities and abilities of each channel partner. We reward our channel partners based on their knowledge and their commitment to working with us.

## SELECT Circle

SELECT Experts that fit the profile of a data-center partner and are pioneers on developing new areas of business are invited to join the exclusive group of SELECT Circle. SELECT Circle is in the 5th year of success and shows the highest level in engagement.

## ✓

Certification as a SELECT Expert proves your competence to prospects and customers and helps to differentiate your business in a competitive marketplace.

## ✓

## Training

We aim to motivate our channel partners to develop their expertise and skills. The SELECT Partner Program allows you to choose the Expert specialization that best suits your business profile. We have developed a new training curriculum that offers a unique end-to-end learning experience, and we're proud to say that we train our channel partners as if they were our own internal workforce.

# New Areas of Growth: Innovative Business

Reliable Innovation, Individual Support and Commitment to Growth remain at the core of Fujitsu's channel values. Fujitsu is improving the SELECT Partner Program and investing more than 1 million Euros to empower channel partners to better address end customers' evolving digitalization needs. The changes give channel partners access to new areas of the Fujitsu portfolio centered on the company's key strategic focus areas of Integrated Systems and business outcome solutions around the Big Data Analytics, Hybrid Cloud, IoT, and Security.

## Integrated Systems

The benefits resulting from Integrated Systems are manifold. All of a sudden, complexity is reduced; introducing a new infrastructure in your data center becomes much simpler. The PRIMEFLEX line-up includes converged and hyper-converged systems, both built from best-in-class components, either from Fujitsu itself or leading technology partners, all based on best practices and a vast project experience.

## Big Data

Digitalizing with Fujitsu equals digitalizing with confidence. When it comes to business value and growth, Big Data and analytics are key prerequisites for digital transformation. Both of these tools influence the way companies make decisions, do business, and succeed or fail. Fujitsu is your one-stop shop for Big Data, where you will always get the optimum infrastructure solution for your business requirements.

## Hybrid IT

Today's digitally aware and networked nature of global markets means businesses have limitless opportunities to scale and grow. So how can our channel partners strike the right balance in IT infrastructure? The answer lies in a cleverly architected and streamlined Hybrid IT environment. With a governance framework that matches the challenging pace of modern business, and the flexibility to adapt and evolve with changing business needs, no one does Hybrid better than Fujitsu. By blending the best of cloud powered and on-site IT, the balance that large organizations seek is the balance that Hybrid delivers every time.

## The Internet of Things (IoT)

IoT presents unlimited opportunities for channel partners. We offer an end-to-end IoT platform for enterprises who want to digitize their business goals, harness innovation and achieve growth. Fujitsu's infrastructure connects people with the processes needed to solve real-world business problems on a global scale.

## Security

In an unpredictable digital era, it has become more crucial to take action against enterprise security risks. By closely monitoring cybercrime, analyzing hacker activity and revising our defense strategies, we are pro-actively working on solutions to protect your business data

Enhancements to the SELECT partner program include an improved rebate structure for SELECT Experts and Circle partners, to recognize partners who specialize in particular skills areas of digitalization. Combined with a new training and certification program, this move is designed to help Fujitsu's channel partners support their customers on their journey into the digital future.

Finally, we are providing new online tools for the channel, as part of the drive to simplify access to our partner program, resources and benefits, including special price request online, deal registration, and lead generation for partners.

