



MSI EDGE Premiere Channel Partner Program

Candidates :
networks

Technology commercial channel reseller

Region :

United States

Valid :

Quarter 2 -2023

Partner portal :

www.msipartner.com

www.msiedge.com

Email :

USPartner@msi.com

MSI **EDGE** Premiere Partner Program Objectives



To provide participating technology commercial channel resellers access MSI partner programs designed to educate, incentivize, and access the latest sales enablement tools and marketing assets - latest product guide, industry news and technologies to support the seller's value added resources in best solutions selling practices.

Clients across industries within the private or government sectors can make better decisions on selecting the best products and solutions that will maximize their return on investment through the sellers who have access to knowledge and information on the latest MSI products and services available.

How do Partners join MSI **EDGE** Channel Program?

- Ask to your MSI Channel Managers. They can guide you for onboard
- Visit www.msiedge.com and fill out partner application. Submit! Once verified. You're onboard. MSI Channel Manager will be in contact.
- You will be contacted by MSI channel manager to present the EDGE Channel Program

New Reseller Request Application

* Your Company Name

* Your Name

* Phone

Email Address

* Company Address

* Street Address



What are the MSI **EDGE** Channel Partner Levels and what criteria are used to determine partner qualifications?



There are 3 EDGE Premiere status Partner Levels based on previous 12 months rolling purchase value on MSI Products from authorized distributors within the United States and 1 basic partner level with no minimum purchase value

PREMIERE STATUS	Minimum Annual Purchases	Or Quarterly	Through Authorized USA Distributors
<input type="checkbox"/> Admiral	<input type="checkbox"/> \$2 Million USD	<input type="checkbox"/> \$500K	
<input type="checkbox"/> Advantage	<input type="checkbox"/> \$1 Million USD	<input type="checkbox"/> \$250K	
<input type="checkbox"/> Alliance	<input type="checkbox"/> \$100,000 USD	<input type="checkbox"/> \$ 25K	
BASIC STATUS	<ul style="list-style-type: none"> No minimum purchase required to join MSI EDGE status. Partner must comply to MSI MAP Policy and must not be a retail front, online merchant, or sell as a 3rd party merchant transactions with consumer end customers. All Premiere status requires a minimum COGS with the last 12 months or previous quarter 		
<input type="checkbox"/> EDGE			

MSI **EDGE** Channel Partner Benefits



PREMIERE STATUS	Product/ Sales Training	Dedicated Acct. Manager	MDF	Vendor Host Conference	Rep SPIF/ Rewards	Volume Discount	Lead Generation	Deal Registration	*Loyalty Reward Points Program
EDGE Admiral	onsite/ virtual	Yes	Yes	In Person/ Virtual	Yes	Yes	Yes	Yes	2.5x point*
EDGE Advantage	onsite/ virtual	Yes	Limited	In Person/ Virtual	Yes	Yes	Yes	Yes	2x point*
EDGE Alliance	virtual	Yes	Limited	Virtual	Limited	Yes	Limited	Yes	1.5x points*
BASIC STATUS									
EDGE partner	virtual	Limited	No	Virtual	No	Yes	No	Yes	1 x point*

* Loyalty reward points are accumulated automatically from purchases of MSI products from authorized distributors. 1 point = \$1,000

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MSI EDGE *Loyalty Reward Points Program



msi

PREMIERE STATUS	Points	Q&A on EDGE Loyalty Reward Points Earning Activities
EDGE Admiral	2.5x	<p>Q: What MSI products are qualified and how much are EDGE POINTS are worth? A: For every \$1,000 USD in purchases, you are eligible to earn one (1) POINT on all MSI products sold through MSI authorized distributors within the United States.</p>
EDGE Advantage	2x	<p>Q: Does EDGE Reward Points have expiration date and is there grace period for ? A: Yes, points are awarded & expired within each calendar year effective in accruing beginning on January 1st of each calendar year and reset on the December 31st. A grace period of 30 days from expiration date will be granted for claims from previous' year reward earning balance.</p>
EDGE Alliance	1.5x	<p>Q: Qualification to earn EDGE Loyalty rewards and how do I earn points? A: 1) Registered and be in active standing as MSI EDGE Channel Partner basic or premiere status. 2) Purchase MSI products through authorized distributors within the US to start earning reward points. 3) Provide POS (point of sales) transaction or purchase report for each month upon request if needed for verification.</p>
BASIC STATUS		<p>Q: Will my reward point balance be adjusted if my EDGE Status level changed during the course of the calendar year if you upgrade or downgrade in status on effective status change date? A: You will keep your current points prior to effective date and the new point value based on New Tier Status purchase value will be in effect.</p>
EDGE partner	1x	<p>Q: Does Partner need proof transactions to earn points and What methods are points tracked and recorded? A: MSI will pull Point of Sales Transactions from MSI Authorized distributors each month and issue points to partners based on purchase reporting. Or Partners may submit Proof of Purchases/invoices from authorized distributor to MSI Channel Manager. If there discrepancy in points or proof of purchase, MSI will audit and confirm to partners within 7 days, and additional 7 days for validation and post the new points total.</p> <p>Q: Where can I access or look up the current balance of EDGE reward Points. A: Contact your MSI Channel Manager by phone or Email earned points to receive updated statement point balance.</p> <p>Q: Where can i redeem points for products and services or redeem in exchange for cash? (Cash = Debit card or check only) A: Visit MSIEDGE.com for the Latest products and services available for redemption.</p>



MSI **EDGE** Channel Partner Loyalty Reward Program

Visit www.msiedge.com to redeem your earned points for cash and many exciting new MSI products.



* Loyalty reward points are accumulated automatically from purchases of MSI products from authorized distributors. 1 point = \$1,000

www.msiedge.com

EDGE Partner Transactional & Support model



Q: What Major transactional models does MSI use for partner types through EDGE Partner program?

A: Resell with discounts



Q: Which type of business model development or practice-building support does MSI EDGE program offer partners?

A: Provide pre-sales assessment or consulting on best selections on client PC hardware configurations and specifications to deliver best performance and optimal value in running clients' productivity tools and business applications.

MSI EDGE Partner Training



Basic EDGE Partner sales training:

- ❑ Free for all eligible EDGE partners and potential resellers looking to increase business relations through promoting and leading with MSI products within their product portfolio

Formal sales certification:

- ❑ Not required



Basic technical training:

- ❑ Free for all eligible commercial value added reseller EDGE partner network





Maximize product knowledge & consultative approach on guiding clients to make the best product choice available today to maximize clients' future proof return on investment

- ❑ Field training or virtual consultation from MSI dedicated partner managers for MSI EDGE *Premiere* status partners assigned to their territory or segment
- ❑ Virtual consultation from MSI Channel Partner managers available upon request for MSI EDGE basic level partners
- ❑ Industry Case studies demonstrating the value of a total solution selling based on the right hardware specification to meet clients' productivity tools and software applications to maximize critical workflow productivity
- ❑ Solution architectures, reference product guide, or other technical knowledge base sales and marketing assets

Support elements MSI **EDGE** Program offer to partners wanting to build their recurring revenue services



- Use cases from various industries and business applications across multiple product categories
- Product roadmap information upon request
- Technical industry alliance materials in advance of new product launch to drive smooth product transitions to new products and technology platform for the continuation of clients' adoption and transitioning to new products without causing user workflow due to end of life cycle on existing platform and products.





What kind of incentive programs does **EDGE** program offer to encourage partners sales efforts?



Deal registration for **new customers or projects** - incremental discount

Deal registration for **new customers or projects** - incremental discount

Sales rep-level **SPIF** for all product categories



Back-end rebates based on **overall revenue growth**

Back-end rebates based on **sales growth in certain products or services**



Sales rep-level **reward programs**

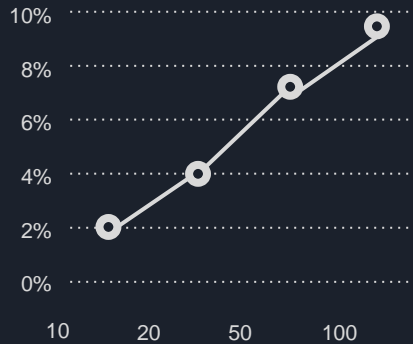




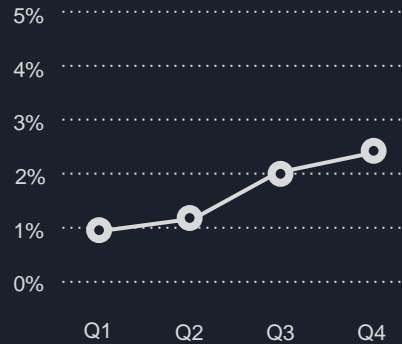
For **EDGE** partners who resell MSI products, how does EDGE program dictate pricing or discounting?



Program tiering drives discounting (combination of functional requirements)



★ **Volume Discount**



★ **Back End Rebate**



★ **Multi-Products Bundle Discount**



For modeling purposes only. Not actual discount amount



How does MSI **EDGE** partner program compensate partners for specific deals registered for their sales influence or pre-sales activity

Opportunities		Within 6 months	After 6 months
New Deal +	New Clients	<input type="checkbox"/> Qualified	→ Re-Register to continue legacy deal reg opportunity
Pre-Existing Deal +	Existing Client	<input type="checkbox"/> Not Qualified	
New Deal/products +	Existing Client	<input type="checkbox"/> Qualified	

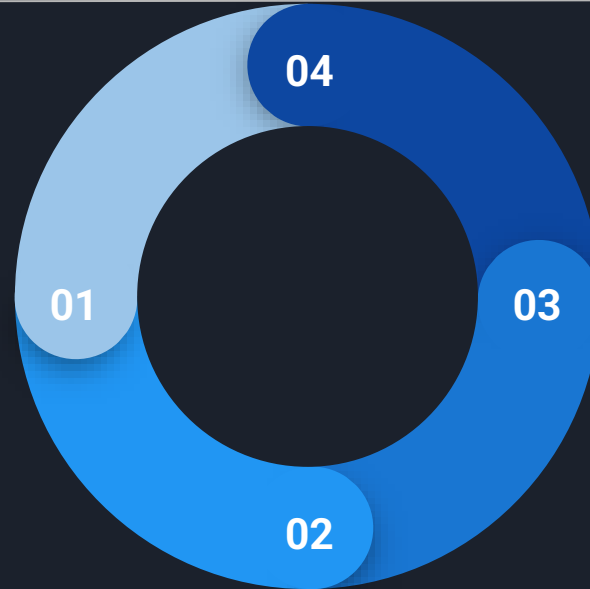
Deal Registration Process & What seller need to provide



Product / Model



Quantity / Units



Distributor Preference



Expected Delivery Date



Sales support activities MSI EDGE program offer channel partners



- Special promotion pricing and bundles
- Non-standard pricing for larger, more strategic, or competitive take-out deals
- Applications and Product usage supporting prospecting guides
- Pre-sales training and technical consultation
- Product Demos - Proof of Concept, Trade show demo, validation for specific industry applications
- Lead qualification and sharing programs (based on corporate demand gen. activities)
- Dedicated EDGE Channel Partner Account Manager and Formal field (direct) sales coverage, teaming and co-selling methodologies

Types of communication **EDGE** program available to inform and educate its partners?





- Hosts a conference specifically for EDGE partners (* TBD - propose to plan once a year if budget allows)
- Conducts online webinars and conferences
- Publishes regular newsletters
- Advertisements on channel partners' websites
- We attend 3rd party channel events
- Conducts regular email marketing
- Conducts regular meetings with individual partners
- Channel Account Managers and Marketers communicate with partners through various Media

Marketing support **EDGE** Channel program offer to partners



- Digital marketing assets, partner sales enablement programs and technical consultation to help them better choose the best hardware solutions for their clients' need.
- Joint marketing planning through field or assigned Partner Marketing Mgrs.
- Proposal-based MDF
- MDF management and operational support (submitting proposals, ROI reporting, etc.)
- Marketing content and templates for (non digital) demand generation
- Syndicated content for digital marketing



EDGE partner program portal/web site designed to provide partner access to...



- Monthly Published Price List for all product categories (MSP)
- Video on Products, tutorial & latest technology launch
- Tier Partner Program updates and information
- Updated Product guide and Marketing assets for sales enablement
- Channel News & Resource Center

- Volume discount request form
- Deal Registration form
- New Reseller Registration form
- Service and support form request
- Demo Request form

MSI **EDGE** Partner Marketing Development Funds (MDF) or partner equivalent (i.e. Joint Marketing Funds - JMF)

- ❑ MDF funds Available on Proposal-based. Does not need matching fund from partners

What criteria EDGE Partner must meet in order to qualify for access to MDF funding?

- ❑ Discretionary based on markets segmentation/territory/vertical



How does **EDGE** Partner program address channel marketing staffing to engage partners in MDF planning and lead generation execution?

- ❑ MSI Channel Program managers and marketing staff to assist partners receiving MDF
- ❑ MSI facilitate & cooperate with Co-Vendors & EDGE partners from planning through to execution & reporting
- ❑ MSI allows partner engage its own agencies to do planning, execution & reimburse them through MDF



DIGITAL MARKETING

- ✓ Social Media Posts, Groups
- ✓ Video
- ✓ Text Message Marketing
- ✓ Email Marketing
- ✓ Google and Facebook Paid Ads
- ✓ Live Webinars from FB
- ✓ Content Marketing via blogs, forums, and online publications

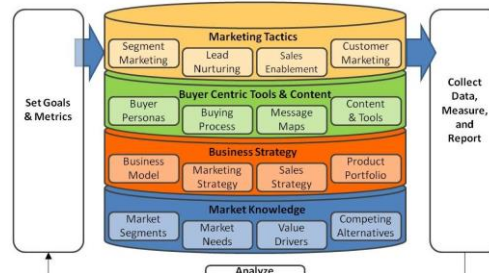


TRADITIONAL MARKETING

A mix of digital and traditional marketing techniques is recommended

- ✓ In person networking events and groups
- ✓ Speaking in conferences, events and seminars
- ✓ Print Advertising such as newspaper & magazines
- ✓ Direct Mailers
- ✓ Door to Door cold calling
- ✓ Tradeshows

B2B Marketing Framework



Web design & Development in Digital Marketing

www.msiedge.com



+91 9677 87 6445

Metrics MSI **EDGE** Program use to measure return on investment from partner MDF utilization

Digital Metrics (downloads/content consumption, social engagement, form capture, etc.)

Sales pipeline

Sales closed / won (Revenue)

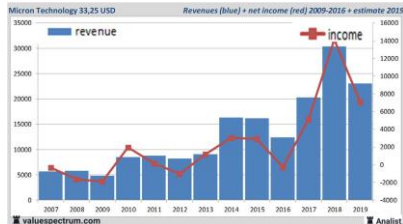
Reps rerouting new opportunities back to MSI

Customer requests for information

Marketing Qualified Leads

Sales Qualified Leads

Net new customers acquired



Activities **EDGE** partner MDF funds can be used for:

- Print advertising
- Digital advertising
- Customer seminars/road shows
- Online webinars
- Demo equipment
- Events: industry conferences, workshops, etc.
- Telemarketing/ outbound sales calling
- Product catalogues
- Email marketing



- Co-branded merchandise
- Content development
(case studies, social content, blogs, solution briefs, etc.)
- Direct Mail
- Social media enablement
- Syndication
- Activities that generate leads
- Branding and thought leadership campaigns
- Sales Rep Interface with MSI Channel Managers

How does **EDGE** partner program support its channel partners with leads?

- ❑ Generates leads and initiates sales, which are turned over to partners:
- ❑ Generates leads which are turned over to partners
- ❑ Works cooperatively with partners to drive demand directly to them through MDF & other marketing programs:
- ❑ Provides tools on portal for partners to drive their own demand:



B2B LEAD GENERATION



❖ **For All partners**





Thank you!

... and welcome to MSI
EDGE Partner Program

You are our Champion!

