

Global Partner Program Today

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GLOBAL
KICKOFF 2021

Partner Program Structure

Mitel Global Partner Program

Benefits: Financial, Sales, Marketing & Technical

Requirements:

- ✓ Performance (UC & UCaaS)
- ✓ Competencies
- ✓ Commitments

 **Mitel**
AUTHORIZED PARTNER

 **Mitel**
SILVER PARTNER

 **Mitel**
GOLD PARTNER

 **Mitel**
PLATINUM PARTNER

Global Partner Program Requirements

PROGRAM LEVEL	AUTHORIZED	SILVER	GOLD	PLATINUM
PERFORMANCE				
Zone 1 – United States	<700 Points	700 Points	2,500 Points	10,000 Points
Zone 2 – United Kingdom (UK)	<400 Points	400 Points	1,750 Points	4,000 Points
Zone 3 – Germany, France, Australia	<300 Points	300 Points	1,250 Points	3,500 Points
Zone 4 – All other countries	<200 Points	200 Points	625 Points	2,500 Points
TECHNICAL COMPETENCY**				
Solution Certifications (Cloud & On-Site)	Optional	Optional	1	2
Platform Certifications (On-Site)	1	1	2	3
Partner Support Required	Level 1 & 2	Level 1 & 2	Level 1 & 2	Level 1 & 2
SALES COMPETENCY				
Solution Sales Academies	1	1	2	3
Contact Centre Sales Academies	Optional	Optional	1	2
COMMITMENTS				
Partner Program Terms and Conditions	●	●	●	●
End User Reporting through POS	●	●	●	●
End User Marketing Access	●	●	●	●
End User Access for Software & Software Assurance Renewals	●	●	●	●

Global Partner Program Benefits

FINANCIAL BENEFITS	AUTHORIZED	SILVER	GOLD	PLATINUM
Joint Marketing Funds (JMF)			●	●
Performance Rebate		●	●	●
MiExclusive Program (US & Canada)		●	●	●
Sales Promotions	●	●	●	●
Demo Program	●	●	●	●
SALES ENABLEMENT BENEFITS	AUTHORIZED	SILVER	GOLD	PLATINUM
Channel Account Management (CAM) Support	●	●	●	●
Sales Engineering (Pre-Sales) Support	Distribution	Distribution	Regional	High Touch
Joint Business Planning	●	●	●	●
Joint Quarterly Business Review	●	●	●	●
Customer References	●	●	●	●
MARKETING BENEFITS	AUTHORIZED	SILVER	GOLD	PLATINUM
Filed Marketing Support	Distribution	Regional	Regional	High Touch
Partner Locator		●	●	●
Partner Communications	●	●	●	●
Demand Generation & Co-branding	●	●	●	●
Partner Forums, Events, Webinars	●	●	●	●
Partner Advisory Council		Eligible	Eligible	Eligible

TECHNICAL BENEFITS	AUTHORIZED	SILVER	GOLD	PLATINUM
MiAccess Partner Portal	●	●	●	●
Technical Training	●	●	●	●
On-line Sales Training (no cost)	●	●	●	●
Post-Sales Technical Support (Medium/Low severity)	Distribution	Distribution	Distribution	Distribution
Post-Sales Technical Support (Critical/High severity)	Distribution	Distribution	Mitel	Mitel
Post-Sales Technical Support – Technical Resource Manager			●	●
Partner Helpdesk	●	●	●	●

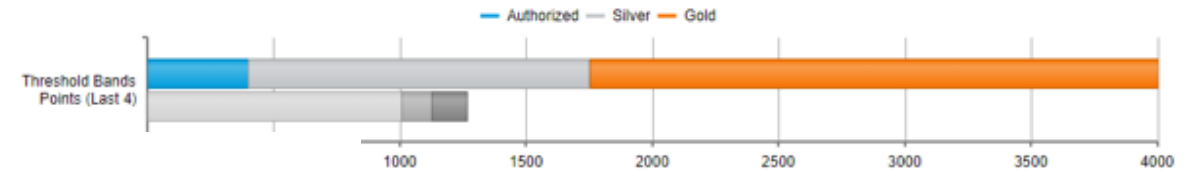
FINANCIAL BENEFITS	AUTHORIZED	SILVER	GOLD	PLATINUM
Joint Marketing Funds (JMF)			●	●
Performance Rebate		●	●	●
MiExclusive Program (US & Canada)		●	●	●
Sales Promotions	●	●	●	●
Demo Program	●	●	●	●

Partner Program Dashboard

- View your organization's results
- Understand how you are tracking towards your desired program level
- Take corrective action for missing technical or sales competencies by March 31, 2021



Threshold Tracking



Requirements Tracker

Program Area	Achieved	No Program Level		Authorized		Silver <i>Current Level</i>		Gold		Platinum		
		Required	Gap	Required	Gap	Required	Gap	Required	Gap	Required	Gap	
Points (Last 4 Quarters)	489	0	0	0	0	400	0	1750	1261	4000	3511	
Solution Certifications (Cloud & On-site)	0	0	0	0	0	0	0	1	1	2	2	Certs
Platform Certifications (On-site)	0	0	0	1	1	1	1	2	2	3	3	Certs
Sales - Solution Academies	2	0	0	1	0	1	0	2	0	3	1	Certs
Sales - Contact Center Academies	2	0	0	0	0	0	0	1	0	2	0	Certs
Keys: Green : Meets the requirement for this level. Orange : Gap to a level above current level. Red : Gap to current level (or a level below current). Export All Certs												