

# HEROES *IN* HARDWARE

Heroes in Hardware is G2 Digital's official Partner Programme for companies who want to resell our products

It recognises the role and importance of our partner community and is designed to support and strengthen the business we create together. Heroes in Hardware is open to both new and existing partners and opens up advantageous opportunities to begin building exciting partnerships from the ground-up. Its primary aim is to reward our partners for their loyalty and investment in G2 technology, using a 4-level approach which offers a clear path for progression and greater commercial benefits.

## Your place in our programme

Becoming a G2 Digital partner and joining Heroes in Hardware is simple, and how we recognise and reward your achievements is even simpler. The programme is open to everyone, regardless of size, initially seeing all applicants join at the 'Partner' level.

The programme is organised into partner levels to reflect spend and the commitment our partners choose to make in using and promoting our products.

Programme levels are as follows:

### Partner

Every new partner on-boards at this level, normally following an ad-hoc purchase in response to customer demand. Upon achieving a cumulative spend of £2500, you'll then be given the option to become either a Select Partner or Integrator.

### Select Partner

As a Select Partner, your ongoing loyalty, increased revenue generation and sales commitment is recognised and more generously rewarded.

### Premier Partner

Premier status is reserved for our top monthly spenders. In return, partners receive an even greater discount and improved warranty support for your customers.

### Integrator

Integrator status is open to any organisation that wishes to sell our products 'black box' and is ideally suited to software developers looking to deploy applications on tailored hardware. At this level, you'll receive improved support and an attractive discount at a lower monthly spend.



## Interested?

If you would like to receive further information regarding our partner programme please email [sales@g2digital.co.uk](mailto:sales@g2digital.co.uk), or speak to one of the team on **01252 711 114**

# Why partner with G2?

We place a significant amount of trust and value in each and every one of our partners. In return Heroes in Hardware offers a host of benefits:

## Make more margin

Your customers may already be asking for our products. Joining our Partner Programme simply ensures you make more money in supplying what they need. In exchange, we see that you're suitably rewarded for your commitment to us. We offer attractive discounts starting at 1.5% and extending to 5%, depending on your status, enabling you to boost margins.

## First-class Support and Warranty

With the exception of our Integrator partners, we offer full RTB support for partners purchasing G2 products. We are also able to supply advance replacement parts, depending on both your partner level and the circumstances under which these are required. Every one of our products comes with a 2-year warranty as standard, and unrivalled response times in the event of a fault.

## Made in the UK

Offer your customers the chance to use technology that has been designed and manufactured here in the UK. This is increasingly important to many organisations who are looking to source locally and more responsibly.

## Marketing Development Funding

Select and Premier Partners are also given the opportunity to apply for MDF with G2, offering a fantastic means of adding value to your marketing activity and further growing your revenues.

## Brand awareness on our website

As a G2 partner, your brand will appear on the 'Where to Buy' section of our website, directing our customers straight to you, helping them to quickly locate you and source the technology they need.

The table below outlines what is included within each level:

	Partner	Select Partner	Premier Partner	Integrator
Average monthly spend*1	£0 - £2499	£2500 - £7499	£7500+	£2500+
Threshold Discount*2	1.5%	3%	5%	4%
Payment Terms	Proforma for new customers	NET30 days	NET30 days	NET30 days
Payment Bonus*3	N/A	1% upon proforma payment	1% upon proforma payment	N/A
Support and Warranty terms	G2 will provide RTB support as required. No advance replacement parts	G2 will provide RTB support as required. No advance replacement parts	G2 will provide RTB support as required. Advance replacement parts in certain circumstances	Integrators must provide first line technical support to diagnose issues. G2 will facilitate AR components or complete systems where possible
Marketing Development Funding	No	On application	On application	No
Partner Logo available?	Yes	Yes	Yes	No
Partner featured on G2 website 'Where to buy'*4	Optional (subject to approval)	Optional (subject to approval)	Optional (subject to approval)	No

\*1 Based upon average spend for 3 months previous, ex. VAT and delivery costs. Participants will be automatically upgraded to the next partnership level when spend targets are met. Your partner level may be reduced if you do not continue to meet the spend level required within a tier. \*2 Subject to Credit Checks and approval of a Credit Limit. Strict adherence to 30-day payment terms - failure to adhere to payment terms will result in the terms being removed. \*3 Where applicable the 1% discount is not cumulative. \*4 You will need to supply your company logo and sales contact details along with details of the business activity before this will be approved.

## How do I join?

To join Heroes in Hardware, you'll need to complete an application form and return it along with a signed copy of our T&Cs. This will constitute the partner agreement between our two companies, which will begin from the date on which we approve the agreement. The application will also be assessed for credit payment terms, but this is subject to approval and assignment of a credit limit by our insurers.



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