PARTNER PROGRAMME
2018

WELCOME TO
THE PARTNER PROGRAMME

Delivering value through, and to, our partners.

Canon

CONTENTS

Welcome to the Canon Partner Programme Guide.

We trust that you find this a useful guide on how to deliver value to your customers and get the best results from our new Partner Programme.

1. Introduction

2. Programme Framework

3. Tier Benefits & Rules

4. Competencies & Applications

5. Partner Journey

6. Key Resources

WELCOME TO THE
PARTNER PROGRAMME

Vision

Today is a different world to 10 years ago.
In 2017, 4.7 trillion photos were stored digitally,
and in just a few years we'll be storing 5.2
terabytes for every person on Earth. Digital has
changed everything. It enables us to achieve
more, to eliminate errors, and to make services
more convenient. But this change has also led
to higher expectations from today's customers,
who are hungry for new possibilities. Our job
at Canon is to provide you, our Partners,
with the tools you need to meet your
customers' needs and continue to flourish
as successful businesses.

Expertise

Change isn't new to us. For 80 years,
we've been pushing boundaries, pioneering
technologies and improving lives. Our
technological breakthroughs, like the invention
of the blueprint and the electrostatic colour
photocopier, have shaped history. We don't
follow change, we create it. We put 8% of
our profits straight back into research and
development – paving the way for fresh
discoveries like technology that can capture
images at night without infrared, and cameras
that can recognise colour beyond the limits
of the human eye.

Philosophy

Inspired by our corporate philosophy,
'kyosei', partnership underpins everything
we do. We work together to create technology
that makes a difference: to inspire a child;
to make a street safer; to shed new light
on medicine. In 2016, the Carbon Disclosure
Project named us as one of just 193 companies
worldwide to achieve the highest possible
rank for working to reduce climate change.
We know that with our knowledge and expertise,
comes a responsibility to work together to help
others. We don't bury our heads in the sand
when it comes to change. We stand taller, and
lead by example – helping people to make the
most of our technology and services, and to
make a difference that really matters.
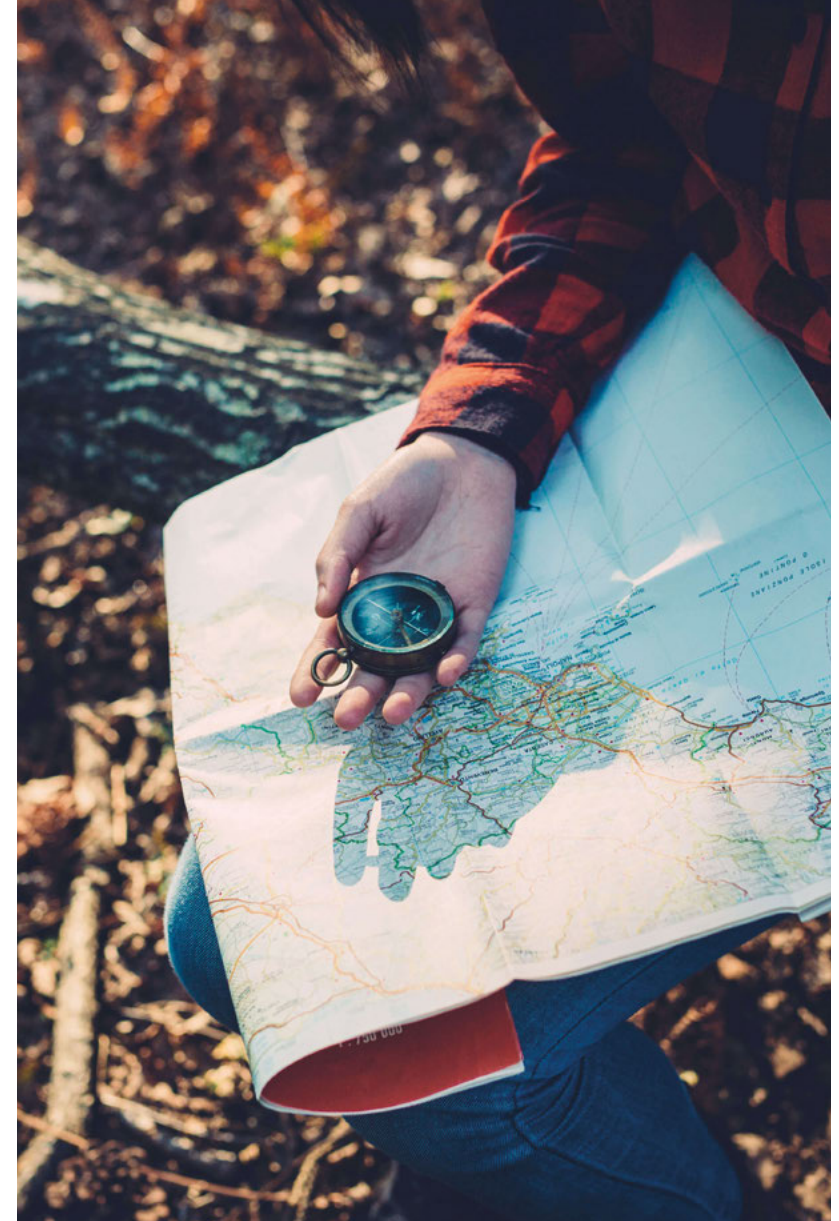
PARTNER VALUE PROPOSITION

The digital world is full of opportunities to develop and grow. To succeed in this complex and fast-changing landscape, you need a guide you can trust – expert guidance, based on decades of experience and success. We've been helping companies to explore the field of imaging, office technology and services for over 80 years. We aim to inspire exploration – helping businesses discover the opportunities this changing world presents. We help companies push back the frontiers of what is possible – developing and diversifying with new solutions at every milestone. Our expertly crafted services and solutions are helping more and more people to grow their business, save money, and improve their efficiency.

The spirit of partnership drives our innovation. As a responsive, collaborative partner, we listen to your needs and ambitions, to help you solve unique business challenges. Our new Partner Programme is designed to help us share our knowledge with you, so that we can work together to achieve success.

The new Partner Programme will help you to:

1. Increase revenue growth

2. Increase efficiency

3. Increase profitability

Realise your growth potential, work more efficiently and increase profitability through our 5 pillars of success:

Diversify   **Collaborate**   **Expand**   **Win**   **Streamline**

DIVERSIFY

We can help you diversify your business by seizing opportunities to expand into new markets, using the following tools:

Market Potential & GTM Model

A set of tools available via your Partner Account Manager, which will help you understand the scale of the opportunity in your target market by exploring market sizing and coverage optimisation.

End-customer Value Proposition by Competencies

By sharing our insight into how value propositions can address customers' needs, we will help you define your end-customer value propositions by Competency, so you can discover new opportunities.

Business Enablement and Transformation Programmes

A support programme which will help you to implement your Go-to market (GTM) strategies, so you can expand your business into new market areas.

Business Modelling & ROI Calculator

Financial modelling which demonstrates the necessary business model required for a quick ROI and identifies your expected timeframe for profit.

COLLABORATE

We will share our content, knowledge, training and marketing insights with you, defining our goals and building better business together using the following tools:

Partner Business Plan

We jointly set up a Business Plan capturing your business goals, which is regularly reviewed.

HR & Finance Advisory

Canon specialists are available to help you solve HR & Finance Management issues.

Partner Programme Journey & Dashboard

A documented process explaining the choices you can make and how to plan your Partner Programme journey.

EXPAND

Canon can help you grow your business by helping you stand out from the competition and drive demand. We will help you accelerate your marketing and sales activities with the following resources:

Demand Generation & Lead Management Process

A suite of demand generation services, leveraging Canon's marketing processes and expertise.

MaaS Programme

An offering available for Platinum Partners, which enables you to outsource the execution of co-branded campaigns.

MDF Guidelines

As an investment in our Partners, our Marketing Development Fund (MDF) will help you grow your business with Canon and achieve your sales targets. The amount of funding you are eligible for depends on your Programme Tier and business targets.

Incubator Programme

A programme designed to help you progress to the next stage of your Programme journey.

WIN

Canon can help you win more opportunities by helping you maximise your sales and increase your win rate, using the following tools:

Sales Behaviour Training & Enablement

A suite of customised sales trainings, with a focus on customer needs.

Competency Training & Enablement

A competency training and enablement offer, focusing on Competencies and Value Propositions.

Deal Registration

A deal registration process and set of rules designed to help you win more opportunities.

STREAMLINE

Canon can help you reduce your admin load, so you can stay focused on your goals. We'll use the following tools to help you do this:

**Service Capability
& Efficiency Roadmap**

A set of tools and services supporting you in the deployment of services.

Service Enablement

A services catalogue enabling you to improve efficiencies and grow your business.

Service Training Programme

A suite of training programmes which covers aspects of the services business, both technical and commercial, focusing on improving operational and financial efficiencies.

SECTION 2

PROGRAMME
FRAMEWORK

Our new Programme has been designed to provide you with a clearly structured journey which supports growth, benefits that recognise and reward your achievement and expertise, and the focus and visibility to measure your success.

PARTNER PROGRAMME
FRAMEWORK OVERVIEW

PLATINUM PARTNER

GOLD PARTNER

SILVER PARTNER

PARTNER

- DOCUMENT DIGITISATION
- OUTPUT MANAGEMENT
- MANAGED PRINT & DOCUMENT SERVICES
- GRAPHIC ARTS
- IN-HOUSE PRINTING
- ARCHITECTURE, ENGINEERING CONSTRUCTION & MANUFACTURING
- INVOICE PROCESSING
- DOCUMENT MANAGEMENT
- THEREFORE
- IRIS

SERVICE PROVIDER

DISTRIBUTION

Canon
Canon Business Center
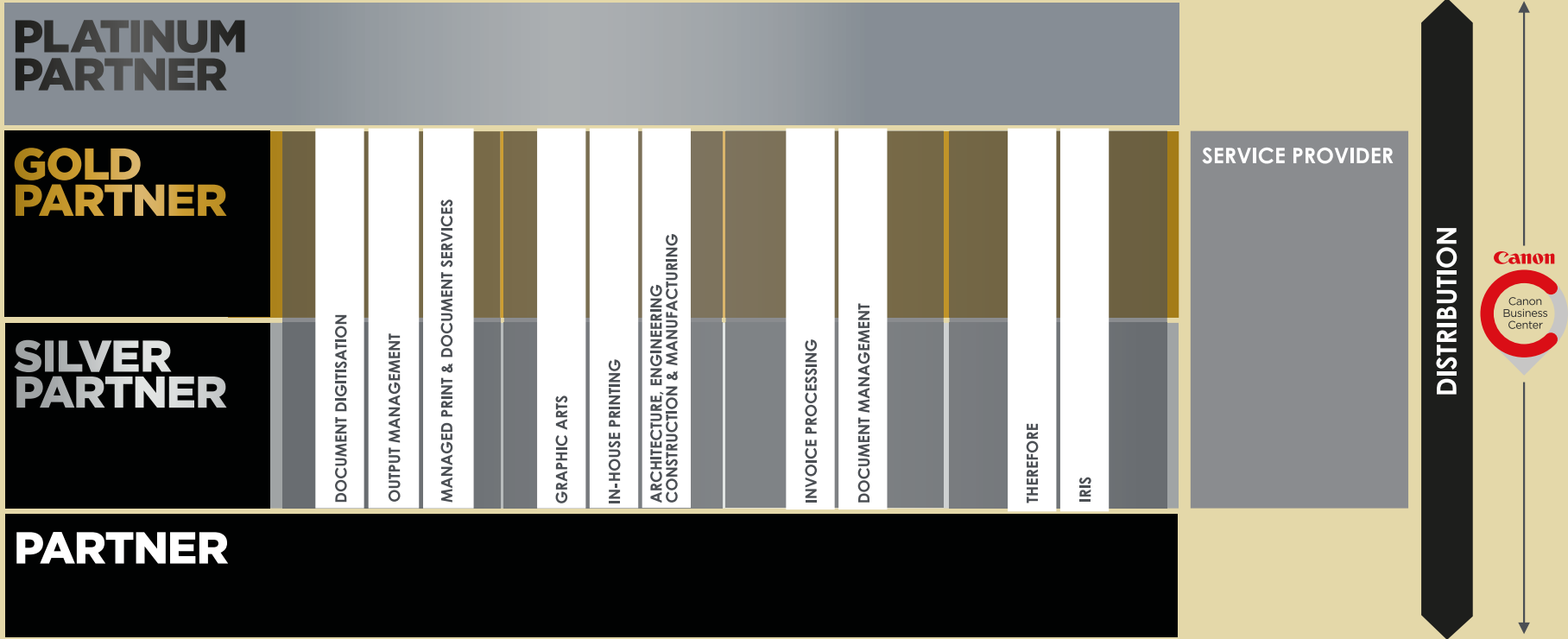
FRAMEWORK
FEATURES

The features within our Partner Programme framework are Solution-centric, reflecting your customers' needs and demands, and mapping out your potential for growth.

Certifications

The new Partner Programme has four Tiers, based on revenue and Competencies within three Categories. Certification is awarded by Competency. There is a minimum revenue threshold for each Category level. Gold and Silver Tiers are assigned per Category. Partners of all Tiers can either buy products directly from Canon or purchase available products indirectly through distribution.

Partners managed by distribution

Partners managed by distribution and not by Canon Account Manager will be registered on the Canon Partner Portal with minimum data requirements.

Canon Business Centres (CBC)

Canon Business Centre's are our highest level of partner. We are working on a new CBC programme which will align to this programme.

Additional Programme Categories for Technology and Service Partners

Technology Solutions

Partners who specialise in a Solutions offering, including Canon Solutions, with no hardware sales activities. The Partner Tier within this Category refers to Partners developing applications for Canon devices.

Service Provider

Partners who specialise in servicing, with no hardware sales activities in certain regions.

Rebates & Marketing Development Fund (MDF)

At the core of the Partner Programme, we will deliver our partners rewards as they deliver results. The Marketing Development Funds and Rebates Structures are defined locally, at country level. Please contact your local market Canon office, to understand these structures.

TIER BENEFITS & RULES

We provide all Partners with a business support, training and enablement programme, spanning the five pillars of our Partner Value Proposition: Diversify, Collaborate, Expand, Win and Streamline.

When you progress to the next Programme Tier, you gain access to new and more advanced tools and resources, as well as additional financial support from Canon to make use of them.

PLATINUM TIER

This Tier requires outstanding dedication, with healthy and continuous year-on-year growth and a high level of expertise, stability and focus.

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PLATINUM PARTNER 2018

HOW TO GO TO
PLATINUM

Platinum Partners are provided with a comprehensive suite of benefits, including exclusive access to Marketing as a Service initiatives and Go-to-market strategy planning.

Platinum

- Gold Level in 2 Competencies
- Minimum Revenue Target, with 3-year Business Plan
- Minimum requirement of trained resources – Competency/Service
- Participation in CSAT

General pre-requisites

Subscription to the Canon Partner Programme and Canon Partner Portal	✓
Brand Guidelines	✓
Partner Business Plan	✓
Contract with Canon NSO/RSO or purchase through a certified distributor	✓
Direct Service/Support or Authorised Indirect Service/Support (via third party)	✓

Key

✓ = Available

✓✓ = Available with additional support

Diversify

Market Potential and GTM Model	✓✓
End-Customer Value Proposition by Competencies	✓✓
Business Enablement & Transformation Programmes	✓✓
Business Modelling & ROI Calculator	✓✓

Collaborate

Partner Business Plan	✓
QBR Structure and Process	✓
HR & Finance Advisory	✓
Partner Programme Journey and Dashboard	✓

Expand

Demand Generation & Lead Management Process	✓
MaaS Programme	✓✓
MDF Guidelines	✓✓

Win

Sales Behaviour Training & Enablement	✓✓
Competency Training & Enablement	✓
Deal Registration	✓

Streamline

Service Capability and Efficiency Roadmap	✓✓
Service Enablement	✓✓
Service Training Programme	✓✓

GOLD TIER

The Gold Tier requires healthy and continuous year-on-year growth, a high level of expertise and participation in our customer satisfaction surveys.

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GOLD PARTNER 2018

HOW TO GO TO GOLD

The wide range of benefits provided to Gold Partners includes advanced support for competency training and enablement and business modelling initiatives.

Gold

- Minimum 1 Competency
- Minimum Revenue Target, with Annual Business Plan
- Minimum requirement of trained resources – Competency/Service
- Participation in CSAT

General pre-requisites

Subscription to the Canon Partner Programme and Canon Partner Portal	✓
Brand Guidelines	✓
Partner Business Plan	✓
Contract with Canon NSO/RSO or purchase through a certified distributor	✓
Direct Service/Support or Authorised Indirect Service/Support (via third party)	✓

Diversify

Market Potential and GTM Model	✓✓
End-Customer Value Proposition by Competencies	✓✓
Business Enablement & Transformation Programmes	✓✓
Business Modelling & ROI Calculator	✓✓

Collaborate

Partner Business Plan	✓
QBR Structure and Process	✓
HR & Finance Advisory	✓
Partner Programme Journey and Dashboard	✓

Expand

Demand Generation & Lead Management Process	✓
MDF Guidelines	✓✓

Win

Sales Behaviour Training & Enablement	✓✓
Competency Training & Enablement	✓✓
Deal Registration	✓

Streamline

Service Capability and Efficiency Roadmap	✓✓
Service Enablement	✓✓

SILVER TIER

This Tier requires healthy, continuous year-on-year growth and investment in Competency-based trained resources.

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SILVER PARTNER 2018

HOW TO GO TO
SILVER

Silver Partners benefit from a range of tools and resources, including support with Competency training and consultative sales enablement.

Silver

- Minimum 1 Competency
- Minimum Revenue Target, with Annual Business Plan
- Minimum requirement of trained resources – Competency/Service

General pre-requisites

Subscription to the Canon Partner Programme and Canon Partner Portal	✓
Brand Guidelines	✓
Partner Business Plan	✓
Contract with Canon NSO/RSO or purchase through a certified distributor	✓
Direct Service/Support or Authorised Indirect Service/Support (via third party)	✓

Diversify

End-Customer Value Proposition by Competencies	✓✓
Business Modelling & ROI Calculator	✓✓

Collaborate

Partner Business Plan	✓
QBR Structure and Process	✓
Partner Programme Journey and Dashboard	✓

Expand

Demand Generation & Lead Management Process	✓
MDF Guidelines	✓✓

Win

Sales Behaviour Training & Enablement	✓✓
Competency Training & Enablement	✓✓
Deal Registration	✓

Streamline

Service Capability and Efficiency Roadmap	✓✓
Service Enablement	✓✓

![Canon PARTNER 2018]

PARTNER TIER

Become a Partner by meeting the revenue requirement within our joint annual Business Plan and aspiring to progress further in the Programme journey.

HOW TO BECOME A PARTNER

As a Partner, you will be provided with access to a range of foundational tools and resources, including a dedicated incubator programme to help your business grow within the Programme framework.

Partner

- Minimum Revenue Target, with Annual Business Plan

General pre-requisites

Subscription to the Canon Partner Programme and Canon Partner Portal	✓
Brand Guidelines	✓
Partner Business Plan	✓
Contract with Canon NSO/RSO or purchase through a certified distributor	✓
Direct Service/Support or Authorised Indirect Service/Support (via third party)	✓

Collaborate

Partner Business Plan	✓
QBR Structure and Process	✓
Partner Programme Journey and Dashboard	✓

Expand

MDF Guidelines	✓✓
Incubator Programme for Partners	✓✓

Win

Sales Behaviour Training & Enablement	✓
Competency Training & Enablement	✓
Deal Registration	✓

Streamline

Service Capability and Efficiency Roadmap	✓✓
Service Enablement	✓✓

COMPETENCIES
& APPLICATIONS

As your trusted guide, we'll help you deliver value to your customers by sharing our market insights and helping you develop inspiring value propositions.

COMPETENCIES & APPLICATIONS

A value proposition is a documented proposal explaining how you, as a Canon Partner, can address the needs of your customers, and help them to achieve their goals.

As you can see in the table opposite, our key Competencies are grouped into three Categories: Business Process Optimisation, Graphics & Production and Workplace Solutions.

Each Competency is designed to address a specific customer goal, and is delivered through a range of Applications, which include a combination of hardware, software and services.

Competencies	Applications
Document Digitisation	Document Digitisation
	Mobile Office Enablement
	Office Security
Output Management	Efficient Document Output
Managed Print & Document Service	Managed Print Services
Graphic Arts	Direct Mail Printing
	POS & Poster Printing
	Indoor Display Printing
	Outdoor Display Printing
	Graphics Arts
	Campaign Management
	On-demand Communications
	Interior Décor Printing
	Photo & Fine Art Printing
In-house Printing	On-demand Document Production
	CAD/GIS In-house Printing
AEC&M	AEC Project Collaboration
	CAD/GIS Production Printing
Invoice Processing	Invoice Processing
Document Management	Document Management

DOCUMENT DIGITISATION

By developing this Competency, you can help your customers become more productive and efficient when handling their documents.

Our Document Digitisation technology streamlines, secures and accelerates the way that businesses share information internally, by converting paper documents into electronic images – usually via dedicated scanners or multifunctional devices.

This solution can help your customers:

• Boost collaboration and productivity

• Reduce their operational costs

• Ensure compliance with new security regulations

• Grow their business and maximise their profits

How can you provide this value to your customers?

Build your customer offerings around their critical needs, using Canon's expertise & training resources. Develop your own personalised portfolio of hardware, software and services. For this certification, you will need to demonstrate competence in the following customer Applications: Document Digitisation, Mobile Office Enablement and Office Security.

OUTPUT MANAGEMENT

This Competency enables you to help customers streamline their printing processes and improve their focus on the data collected.

Our Output Management technology allows customers to capture, process and store documents digitally, allowing their employees to print securely from any device, in any location.

This solution can help your customers:

• Simplify their networked printing systems

• Improve work efficiency and productivity

• Increase security and protect confidential company data, using personalised logins

How can you provide this value to your customers?

Build your customer offerings around their critical needs, using Canon's expertise and training resources. Develop your own personalised portfolio of hardware, software and services. For this certification, you will need to demonstrate competence in Efficient Document Output.

MANAGED PRINT & DOCUMENT SERVICES

By developing this Competency, you can help customers streamline their document processes and simplify the management of their printing systems and networks.

Our solution is delivered via a group of ITIL-based services and processes which are managed by the supplier on behalf of the customer, to identify and resolve pain points arising from the management of printing and scanning-related business processes.

By selling Canon's Managed Print and Document Services to your customers, you can help them:

• Simplify their print service and reduce waiting times

• Reduce their printing costs and improve sustainability

• Increase productivity by identifying areas of inefficiency and enhancing the service provided

How can you provide this value to your customers?

Build your customer offerings around their critical needs, using Canon's expertise and training resources. Develop your own personalised portfolio of hardware, software and services. For this certification, you will need to demonstrate competence in Managed Print and Document Services.

GRAPHIC ARTS

This Competency is targeted at helping customers discover new application opportunities and growth markets, so they can unleash the power of print.

Our wide Graphic Arts offering enables your customers to develop new revenue streams and achieve profitable long-term growth. Whatever your customers' business aspirations, you can provide the tools and expertise to help them achieve their goals. Your expertise, combined with our products and experience, will allow you to address customers' needs by offering a broad variety of application opportunities, including promotional, publishing and interior décor.

By selling Canon's Graphic Arts solutions to your customers, you can help them:

• Optimise their printing workflows

• Increase efficiency by using a more versatile production process

• Develop the ability to provide 'on demand' and personalised document production

• Create new revenue streams

• Differentiate themselves from the competition by adding value to their professional print services and technology

How can you provide this value to your customers?

Our Graphic Arts offering spans a wide range of hardware, software, and services, and is delivered through the following customer Applications: Direct Mail Printing, POS & Poster Printing, Indoor Display Printing, Outdoor Display Printing, Campaign Management, On-demand Communications, Interior Décor Printing and Photo & Fine Art. Depending on a customer's specific needs, you can combine our Graphic Arts offering with other solutions.

IN-HOUSE PRINTING

This Competency enables you to help customers deliver faster turnaround times and discover new application opportunities, so they can promote and increase their value to their host organisation.

Our In-house Printing offering allows your customers to deliver new services and helps them to achieve their goals. Drawing on your knowledge, and our products and experience, you will be able to address your customers' needs with a variety of application opportunities, such as promotional and publishing.

This solution can help your customers:

• Optimise their printing workflows

• Increase efficiency by using a more versatile production process

• Develop the ability to provide 'on demand' document production for the host organisation

• Deliver new services and applications

How can you provide this value to your customers?

Our In-house Printing solution spans a variety of hardware, software, and services, and is offered through the following customer Applications: CAD/GIS In-house Printing or On-demand Document Production. Depending on a customer's particular needs, In-house Printing can be combined with other solutions.

ARCHITECTURE, ENGINEERING, CONSTRUCTION & MANUFACTURING

This Competency allows you to help customers streamline their project costs and workflows, by providing state-of-the-art collaboration technology that drives innovation and profitability.

Our strong AEC&M portfolio includes a range of reliable and productive, high quality wide format applications including CAD drawing, GIS maps and high-quality renderings. These tools allow customers to optimise their design times, meet short deadlines, drive sustainable practices, and boost collaboration through an integrated information sharing system.

By selling this solution to your customers, you can help them:

• Drive operational efficiencies

• Boost business and revenue generation

• Increase productivity by improving project collaboration

• Deliver new services and applications

How can you provide this value to your customers?

Our In-house Printing Solution spans a range of hardware, software, and services, and is delivered through the following Applications: CAD/GIS In-house Printing or On-demand Document Production. Depending on a customer's particular needs, you can combine our AEC&M offering with other solutions.

INVOICE PROCESSING

By developing this Competency, you can help customers transform their invoice systems and improve their cash control.

Our Invoice Processing tools allow customers to capture invoices, either as paper documents or as electronic files, and convert them to digital image files, while extracting their key data using OCR and indexing technology. The information captured is indexed automatically, allowing customers to create workflows for approving invoices, and posting them in the appropriate ledger.

This solution can help your customers:

• Increase security and ensure compliance with new security regulations, through personalised logins

• Boost productivity by handling invoices faster, using an automated system

• Improve cash flow management by monitoring invoices more accurately

How can you provide this value to your customers?

This solution includes a range of hardware, software and services, and is offered through our Invoice Processing Application. Depending on your customers' needs and priorities, you might develop a different solution for each of them, depending on how they want this automation to be delivered – via the cloud, outsourcing, on their premises or by other means.

DOCUMENT MANAGEMENT

This Competency enables you to help customers transform their document management and storage systems, and to improve their data sharing.

Our Document Management tools allow customers to capture documents, either in the form of paper or electronic files, extract their data using OCR technology, and convert them to digital formats such as PDF or TIFF.

The data captured from the documents can be indexed, allowing documents to be automatically filed or categorised, and allowing customers to develop streamlined workflows for further business process management.

To demonstrate the value of this solution to your customers, the GDPR regulations are a major driver for companies to review their document management and retention policies. Canon is ideally placed to support this aim, since our tools not only accelerate the way businesses find documents and key information, but enable them to set retention policies, whereby documents are only kept where necessary.

Canon's Document Management solution can help your customers:

• Reduce their physical storage needs and environmental impact

• Boost productivity by ensuring that documents and information are available anytime and from anywhere

• Increase security and ensure compliance with new security regulations, using personalised logins

How can you provide this value to your customers?

This solution spans a range of hardware, software and services, and is offered through the Document Management Application. Depending on your customers' needs and priorities, you might develop a different solution for each of them, depending on how they want this automation to be delivered: via the cloud, outsourcing, on their premises or by other means.
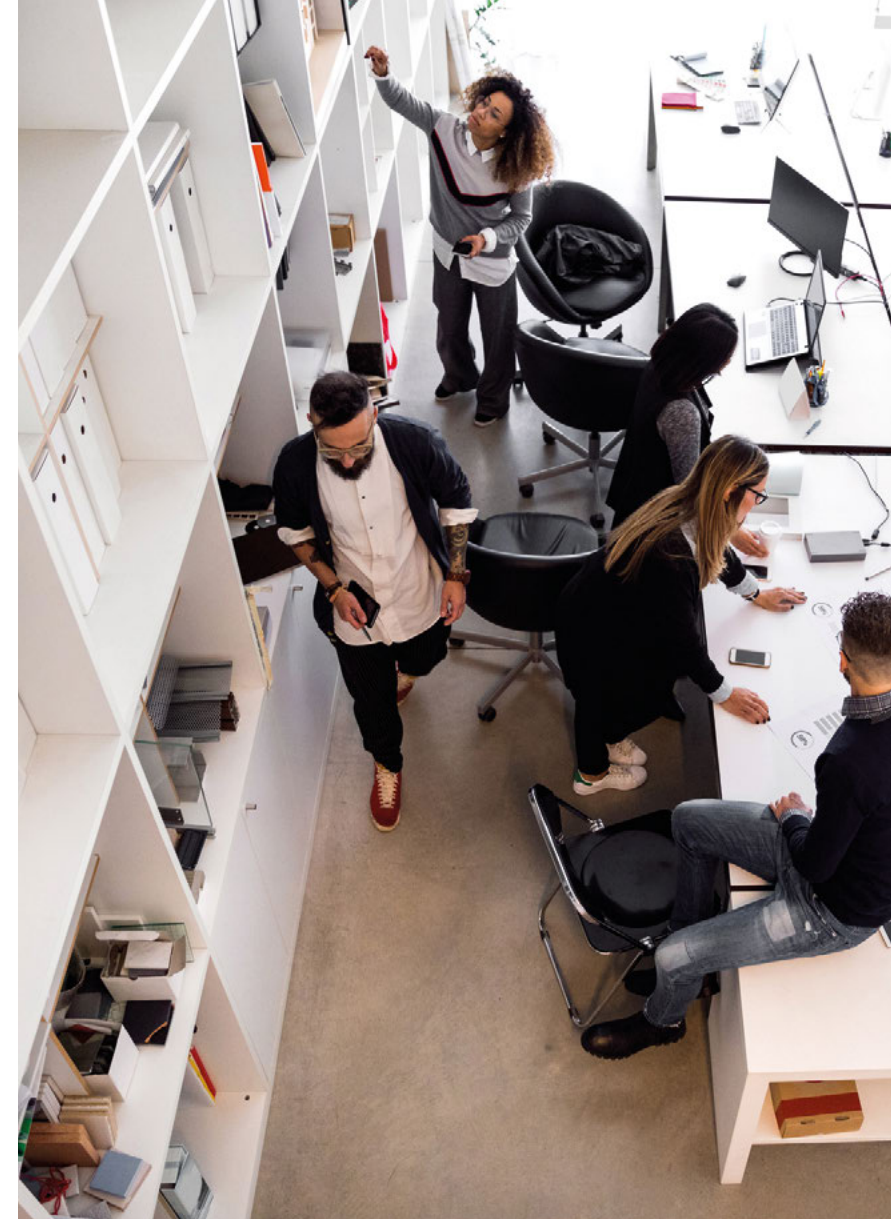
SECTION 5

PARTNER
JOURNEY

We are committed to providing all partners with a seamless, integrated and mutually beneficial journey. Whether existing or new, all partners will enjoy the same professional experience with Canon wherever you are on your journey.

PARTNER JOURNEY
EXISTING PARTNERS

From enrolment to the new Partner Programme to your ongoing relationship with Canon, these are the key steps to a successful partnership.

* **Review next page if you are looking to expand in new areas**

1. Business Planning

We identify areas you can focus on to advance through the Programme Tiers, and/or and help you decide how to expand your portfolio to achieve your business aims. We discuss Business plans, tracking KPIs and sales performance.

2. Enrolment

Once your certification level is confirmed by your Account Manager, you will receive:

• A welcome email with details of your Programme Tier

• Access to the Canon Partner Portal, and enablement resources to sell and service Canon solutions, corresponding to your new Tier

3. Marketing & Sales Strategy

• We will support you in aligning our marketing and sales strategies

• We will explain the training modules and certifications available to you, including Sales, Marketing and Canon Portal training

4. Review

You and your Account Manager hold regular reviews to track marketing, sales and service performance, to review your Tier and product portfolio and discuss ways to grow our partnership. You complete periodic surveys to provide us with feedback on your partnership with Canon.

5. Reward

Recognising your sales performance and growth potential, we give you the opportunity to advance to the next Programme Tier.
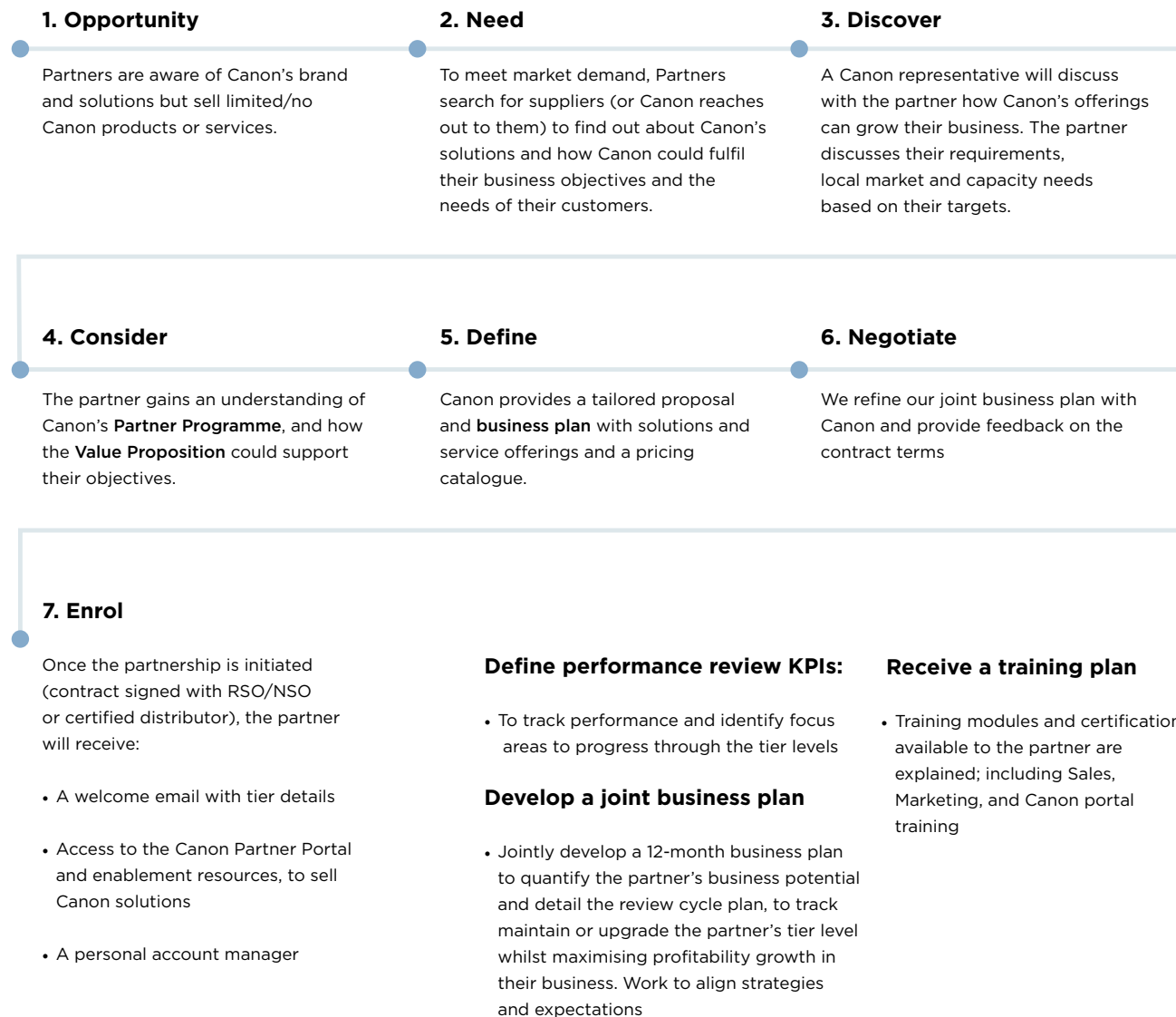
PARTNER JOURNEY
NEW PARTNERS

From initial engagement, to enrolment, to the ongoing management of the relationship – identifying key steps to a successful partnership. Key success factors:

- Single, clear value proposition for solutions that meet partner needs

- Focus on market opportunity and growth for partners

- Demonstrate clear expansion opportunities for partners

- Provide quantifiable view of long-term financial goals

1. Opportunity

Partners are aware of Canon's brand and solutions but sell limited/no Canon products or services.

2. Need

To meet market demand, Partners search for suppliers (or Canon reaches out to them) to find out about Canon's solutions and how Canon could fulfil their business objectives and the needs of their customers.

3. Discover

A Canon representative will discuss with the partner how Canon's offerings can grow their business. The partner discusses their requirements, local market and capacity needs based on their targets.

4. Consider

The partner gains an understanding of Canon's **Partner Programme**, and how the **Value Proposition** could support their objectives.

5. Define

Canon provides a tailored proposal and **business plan** with solutions and service offerings and a pricing catalogue.

6. Negotiate

We refine our joint business plan with Canon and provide feedback on the contract terms

7. Enrol

Once the partnership is initiated (contract signed with RSO/NSO or certified distributor), the partner will receive:

- A welcome email with tier details

- Access to the Canon Partner Portal and enablement resources, to sell Canon solutions

- A personal account manager

Define performance review KPIs:

- To track performance and identify focus areas to progress through the tier levels

Develop a joint business plan

- Jointly develop a 12-month business plan to quantify the partner's business potential and detail the review cycle plan, to track maintain or upgrade the partner's tier level whilst maximising profitability growth in their business. Work to align strategies and expectations

Receive a training plan

- Training modules and certifications available to the partner are explained; including Sales, Marketing, and Canon portal training

ONGOING PARTNER RELATIONSHIP

Canon provides the partner with ongoing support to preserve and nurture the partnership, ensuring business growth and customer satisfaction across every stage of the journey. Key success factors:

- Bespoke advice and industry-specific expertise in-line with the partner's business

- Regular Account Reviews conducted with Account Manager & Service Manager

- Single business plan

- Differenciated support and rewards based on partner tiering

- Dedicated points of contact per area (Marketing, Sales, Tech Support)

1. Business planning

- Canon and the account manager review the joint short and **long-term business plans** to track KPIs and sales performances.

- Canon and the account manager discuss sales forecast for the next cycle, any growth areas, and actionable steps to drive profitability.

2. Marketing & Sales strategy

- The partner receives support from Canon to align **marketing and sales strategies**

3. Review

- The partner has **regular reviews** with their account manager to track marketing, sales and service performance and review their tier level and product portfolio and discuss ways to grow the partnership. The partner completes periodic surveys, which gives Canon feedback on the partnership

4. Reward

The partner is recognised by Canon for great sales performance and growth potential, and given the opportunity to advance to the next tier in the programme.

SECTION 6

KEY RESOURCES
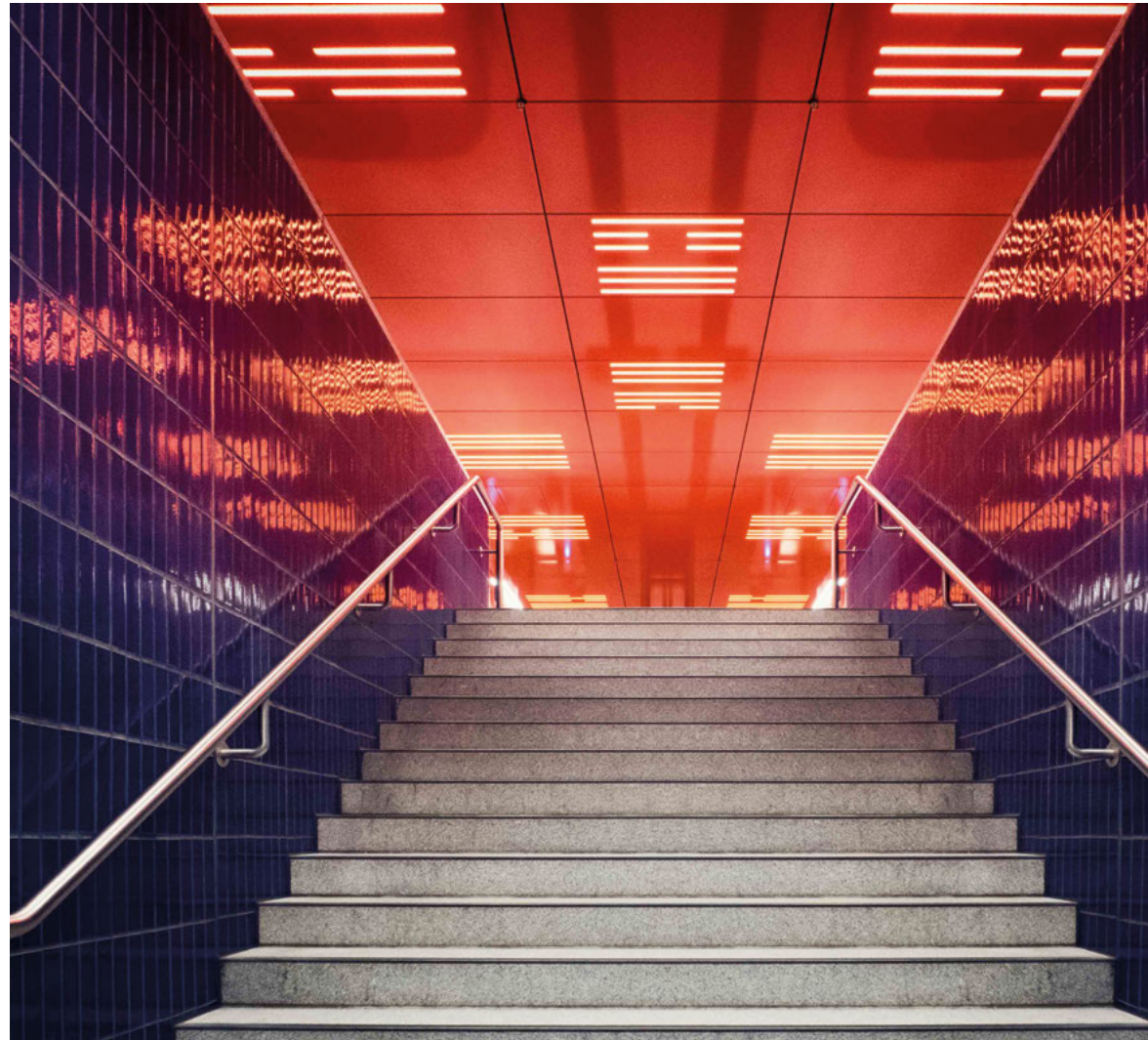
PARTNER
PORTAL

The Canon Partner Portal is designed to provide you with everything you need to engage with customers throughout their buying journey. Fast and easy to navigate, it's the place to go to manage your daily business needs when selling Canon products and solutions, to find and download assets, and to create personalised marketing campaigns.

The Resources section contains everything you need to succeed with Canon, including tools you can use and content to share with customers.

Check out the Services and Support section, to discover links and assets that can help your service teams deliver excellent customer support.

The News page is the place to go for updates on the latest Canon initiatives, and to find out about new changes we're making to the Partner Portal.

Our aim is to keep developing the Partner Portal to meet your needs, so if there's anything you'd like to see on our page, just let us know!

https://partners.canon-europe.com
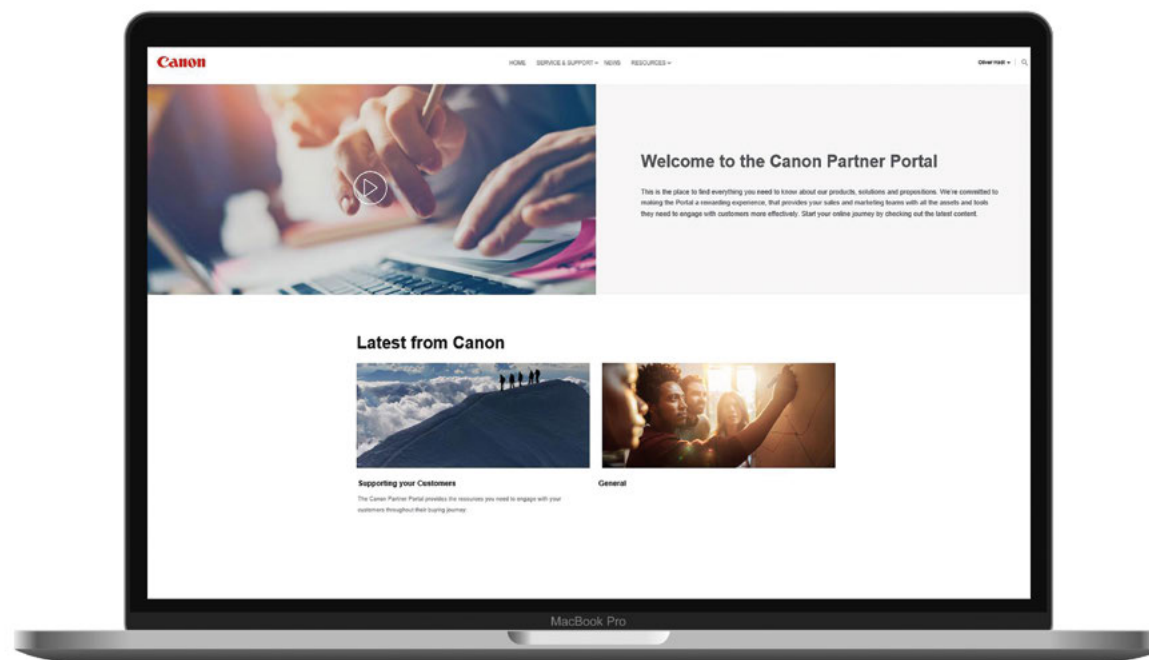
PARTNER
LEARNING HUB

One of the key benefits of the new Programme is the introduction of a Partner Learning Hub, which brings together a comprehensive portfolio of Partner learning resources that spans our full offering.

Our goal is to provide you with:

• A clear pathway, outlining how your sales, service or technical representatives can achieve accreditation in a series of bite-size courses, accessible through the Learning Hub.

• Access to learning resources, in your preferred style and format, which allow your staff to work together to improve their understanding of Canon's offerings.

• New programmes that enable you to develop your selling skills, using sales-focused courses that improve your chances of winning in the market.

• Further education and courses that help your staff succeed in a range of roles, through leadership, finance and human resources training.

SEE THE BIGGER PICTURE

Many thanks again for your interest in our new Partner Programme.

If you have any queries, just get in touch with your local account manager – who will be happy to provide you with further details and support.

And don't forget – for more information about our Partner Programme, to register and to access a wide range of partner resources – you can also visit the new Canon Partner Portal at:

https://partners.canon-europe.com