

Gain access to our award-winning unified communications, collaboration, and IT solutions as well as our expertise as a global technology leader for over 120 years.

## NEC: Partnering for Success



### At a Glance

- Personalized sales and marketing support
- Aggressive discounts and high margins
- Low-density sales territories
- Deal registration protection
- Stable company with flexible financing options
- One stop shop for any on-premises, hybrid, or cloud-based IT and/or UC solution

### Overview

NEC Corporation of America partners with authorized solution integrators, distributors, and resellers to provide top-tier solutions and hands-on sales support in local markets.

Authorized NEC Channel Partners play a critical role in NEC's go-to-market strategy. Our Channel Partner programs, designed to reward those that demonstrate outstanding performance in the marketplace, are second to none in the industry. Experts on our dedicated support team not only make the on-boarding process as easy as possible, they provide the resources necessary to help build long-term success with NEC.

With the low-density sales territories that NEC provides, along with our extensive solutions portfolio support tailored and flexible infrastructure and communication options, NEC Channel Partners are able to differentiate themselves and grow their business in the markets they serve.

### Why NEC

As an Information and Communications Technology (ICT) leader, NEC fosters a culture based on innovation, cost efficiency, greater productivity, and meaningful customer experiences by bringing together and integrating technology and expertise to create the ICT-enabled society of tomorrow.

NEC's Channel Partner Programs adapt to your business—not the other way around—enabling you to sell a robust suite of award-winning communications and IT solutions and cloud-based applications the way you want.

Besides access to top-tier solutions and applications, you gain access to hands-on sales support for your local market.

Our Channel Partner's success is our top priority!

#### A Proven History of Innovation

Since 1899, NEC has empowered organizations of all sizes and across all industries to meet their business goals by providing innovation and insights that help to drive business success. With over 64,000 patents,

more than 100,000 team members worldwide and, nine global research and development labs, NEC supports customers in more than 160 countries.

In North America, NEC Corporation of America serves the Fortune 1000 to small-to-midsized business, with particular focus and demonstrated success in vertical markets that demand extreme levels of reliability and security such as healthcare, education, hospitality, and government. Our longevity and innovative solutions portfolio, broad range of industry-specific expertise, robust partner ecosystem, and global network of resources reflect our ability to build long-term relationships by aligning our solutions with strategic business objectives that deliver results enabling organizations to persistently operate and compete smarter and more effectively.

NEC's vision of the Smart Enterprise, supported by our expansive portfolio, focuses on four critical areas: architecture flexibility, software-defined anything, business continuity, and the Internet of Things (IoT). This allows us to uniquely combine technology, solutions, and services that improve customer experiences and help achieve business goals and objectives.

NEC is dedicated to supporting our Channel Partners with the marketing programs, materials, and tools needed to help empower sales teams and assist in increasing overall sales.

## Channel Partner Program - Key Benefits To Help Your Business Succeed

### Available Assistance

Not only do we share and communicate ideas with our Channel Partners, we keep them at the forefront through consistent communication and interaction. We are always available when needed with easily accessible resources and direct access to personnel – all the way up to executive management.

NEC Channel Partners also have easy access to online and in-person training as well as expert sales and technical support to get up to speed fast.

The majority of training is free, with limited investment cost involved in the on-boarding process.

### Personalized Account Support

NEC focuses on the unique needs of each Channel Partner, by providing dedicated account representation to advocate priorities. This one-on-one relationship simplifies the on-boarding process and provides a single point of contact for all sales, logistics, and ordering. Each Channel Partner is important to NEC and does not get lost in the crowd. Our Channel Partners appreciate NEC's care that ensures fast quote turnaround and individualized assistance with sales opportunities.

NEC is also poised to help set business goals and assist with closing deals. Quarterly Business Reviews (QBRs) are a vital component of any channel program. QBRs are essential in activity planning and setting the direction for future engagements.

Beyond account and planning assistance, NEC provides direct access to product and industry experts. Systems engineers offer technical sales, configuration, and design support. Product Managers provide detailed product information and competitive analysis and insight into the business value of our technologies.

Bi-monthly web-based collaboration sessions share the latest developments and valuable tips about NEC technology solutions so our Channel Partners are among the first to learn about new product announcements, benefit from deep discounts, or take advantage of our sales support tools.

### Co-Op Marketing Program

An effective and comprehensive marketing program helps Channel Partners grow their business using joint marketing of NEC solutions through co-branded collateral, e-mail campaigns, press releases, event collaboration, joint advertising, and so much more.

### NEC's Channel Marketing Automation Platform

To assist in marketing efforts and in generating new leads, NEC offers a Channel Marketing Automation Platform powered by ZINFI Technologies. It has been developed specifically to support marketing, lead generation, and sales efforts with continual updates and improvements. It provides co-brandable marketing materials, campaigns, and sales tools. Plus, NEC provides access to this service to NEC Solutions Integrators and Distributors for FREE!

This valuable marketing tool offers a personal concierge to assist with on-boarding, as well as on-going training and support to enhance overall marketing experience.

### NEC Financial Services

The availability of a flexible leasing plan can be the difference in making or losing a sale. NEC Financial Services can assist your sales team with a total solution package present to your prospective customers.

Through NEC Financial Services, NEC provides financial support for Channel Partners to streamline and expedite funding when needed; and paid proceeds go directly to our Channel Partners' account, not a third-party financial program.

### Vertical Approach

A vertical-based approach is one of NEC's core strengths in the information and communications market. NEC has a strong customer base in specialized verticals (healthcare, hospitality, government, and education) and offers a wide variety of solutions and applications that specifically address their unique needs.



## Experience

NEC combines its advanced technologies, services, and knowledge with its over 120 years of expertise as an ICT leader to help ensure the safety, security, efficiency, and equality of society – enabling people to live brighter, more enriched lives.

NEC Channel Partners gain access to:

 <p><b>PROVEN EXPERTISE</b></p>	 <p><b>SCALABLE TACTICS</b></p>	 <p><b>SMART TRANSFORMATION</b></p>
Over 120 years of excellence and expertise.	Helping anchor new strategic investments from which to transform and succeed.	Enabling new strategies for businesses to compete.

## Portfolio of Smart Solutions

<p><b>ADVANCED RECOGNITION SOLUTIONS</b></p> <ul style="list-style-type: none"> <li>• Facial Recognition</li> <li>• Biometric-enabled Applications and UC</li> <li>• Video Surveillance</li> <li>• Front Desk Assistant (FDA)</li> </ul>	<p><b>UNIVERGE BLUE CLOUD SERVICES</b></p> <ul style="list-style-type: none"> <li>• Voice, Unified Communications (UCaaS)</li> <li>• Contact Center (CCaaS)</li> <li>• Backup and Recovery (BaaS and DRaaS)</li> <li>• Video Collaboration</li> <li>• On-line Meetings and Webinar</li> <li>• File Sharing</li> <li>• SIP Trunking</li> <li>• Integrations Platform for UCaaS and CCaaS</li> <li>• Hybrid, Private and Public Cloud Deployment Models</li> <li>• Complimentary Mobile and Desktop Applications</li> <li>• Managed Services</li> </ul>	<p><b>SOFTWARE DEFINED NETWORKING</b></p> <ul style="list-style-type: none"> <li>• Data Center &amp; Campus Networking</li> <li>• IT Automation</li> <li>• Network Virtualization</li> <li>• Private Cloud Networking</li> <li>• Switches</li> </ul>
<p><b>SERVERS &amp; STORAGE</b></p> <ul style="list-style-type: none"> <li>• Servers</li> <li>• Storage</li> <li>• Grid Backup</li> <li>• Backup as a Service (BaaS)</li> <li>• High Availability Clustering</li> </ul>		<p><b>INTERNET OF THINGS</b></p> <ul style="list-style-type: none"> <li>• End-Point Management</li> <li>• Leak Sensors</li> <li>• Pipeline Management</li> <li>• Traffic Counters</li> <li>• People Counters</li> </ul>

FINANCING	RETAIL SYSTEMS	UNIFIED COMMUNICATIONS (UC) AND COMMUNICATIONS
<ul style="list-style-type: none"> <li>• Single Source</li> </ul>	<ul style="list-style-type: none"> <li>• Software</li> </ul>	<ul style="list-style-type: none"> <li>• Web RTC &amp; Unified Communications</li> </ul>
<ul style="list-style-type: none"> <li>• Leasing Flexibility</li> </ul>	<ul style="list-style-type: none"> <li>• Point of Sale</li> </ul>	<ul style="list-style-type: none"> <li>• Contact Center</li> </ul>
<ul style="list-style-type: none"> <li>• Technology Credit Line</li> </ul>	<ul style="list-style-type: none"> <li>• Inventory Management</li> </ul>	<ul style="list-style-type: none"> <li>• Emergency Notification</li> </ul>
<ul style="list-style-type: none"> <li>• Structured Solutions</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Signage</li> </ul>	<ul style="list-style-type: none"> <li>• Wireless &amp; Mobility</li> </ul>
<ul style="list-style-type: none"> <li>• Maintenance Financing</li> </ul>	<ul style="list-style-type: none"> <li>• Consulting</li> </ul>	<ul style="list-style-type: none"> <li>• Video Conferencing</li> </ul>
	<ul style="list-style-type: none"> <li>• Mobility</li> </ul>	<ul style="list-style-type: none"> <li>• Web Collaboration</li> </ul>

## Testimonials

### Orchestrating A Brighter World

NEC combines its advanced technologies, services, and knowledge to help ensure the safety, efficiency, and equality of society – enabling people to live brighter, more enriched lives.

“In a marketplace where change is a constant, it’s a partner’s delight to deal with a manufacturer like NEC. Reliable product at competitive pricing is only the start of a successful relationship. NEC’s willingness to listen coupled with their flexibility to change, creates a team spirit the customer cannot help but recognize. Product and programs alike, the mindset at NEC is one that truly understands our business.”

**Jim McKenna, General Manager, Black Box Network Services**

“DTC has remained a loyal NEC-exclusive Channel Partner for more than 20 years for two main reasons – we believe in the technology, and NEC works hard to help our business succeed. There is no doubt that being in the Smart Partner Program these last few years helped us set the necessary benchmarks to rise above the competition. This Triple Diamond status became a reality because of the employees of DTC who shared a passion for excellent customer service.”

**Gordon Maccani, CEO and Founder, Digital Telecommunications Corporation**

“At NEC, our Channel Partners and their success is our top priority. NEC prides itself on building strong relationships with our Channel Partner community and is committed to delivering true innovation. We are extremely proud to deliver the most diverse portfolio in the industry, with strong margins to be made and a channel program paying top incentives for performance.”

**Marc Hebner, Vice President of Channel Sales, NEC**

<b>Corporate Headquarters (Japan)</b> NEC Corporation <a href="http://nec.com">nec.com</a>	<b>North America (USA &amp; Canada)</b> NEC Corporation of America <a href="http://necam.com">necam.com</a>	<b>NEC Enterprise Solutions</b> NEC Europe Ltd <a href="http://nec-enterprise.com">nec-enterprise.com</a>	<b>APAC</b> NEC Asia Pacific Pte Ltd <a href="http://sg.nec.com">sg.nec.com</a>	<b>Latin America</b> NEC Latin America <a href="http://lasc.necam.com">lasc.necam.com</a>
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**About NEC Corporation of America:** Headquartered in Irving, Texas, NEC Corporation of America is a leading technology integrator providing solutions that improve the way people work and communicate. NEC delivers integrated Solutions for Society that are aligned with our customers’ priorities to create new value for people, businesses and society, with a special focus on safety, security and efficiency. We deliver one of the industry’s strongest and most innovative portfolios of communications, analytics, security, biometrics and technology solutions that unleash customers’ productivity potential. Through these solutions, NEC combines its best-in-class solutions and technology, and leverages a robust partner ecosystem to solve today’s most complex business problems. NEC Corporation of America is a wholly-owned subsidiary of NEC Corporation, a global technology leader with a presence in 160 countries and \$25.2 billion in revenues. For more information, visit [necam.com](http://necam.com).