

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

## 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 onboarding 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 able to 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.

### 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 helps 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 more smartly and 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.

As one example, NEC is an official technology partner of the Ladies Professional Golf Association (The LPGA), providing cutting-edge technologies throughout the 2018 season, including the Enterprise Video Analytics (EVA) biometrics solution, NeoFace® Express, a rapid identity verification and authentication solution and interactive stats features on a number of LPGA platforms.

Smart enterprises like the LPGA leverage NEC's technologies and experience to optimize business practices, drive workforce engagement and create a competitive edge.

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

### Ready 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 sales managers are 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 launched our Channel Marketing Automation Platform powered by Zinfi Technologies back in 2016. 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, a wholly owned subsidiary of NEC Corporation of America, can assist your sales team present a total solution package 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

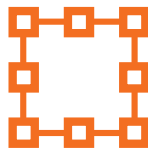
NEC combines its advanced technologies, services and knowledge with its nearly 120 years of expertise as an ICT leader to help ensure the safety, security, efficiency and equality of society – enabling people to live brighter, more enriched lives.

NEC channel partners gain access to:



### Proven Expertise

Nearly 120 years of excellence and expertise.



### Scalable Tactics

Helping anchor new strategic investments from which to transform and succeed.



### Smart Transformation

Enabling new strategies for businesses to compete.

## Portfolio of Smart Solutions

### Advanced Recognition Solutions

- Facial Recognition
- Biometric-enabled Applications and UC
- Video Surveillance

### Servers & Storage

- Servers
- Storage
- Grid Backup
- Backup as a Service (BaaS)
- High Availability Clustering

### Software Defined Networking

- Data Center & Campus Networking
- IT Automation
- Network Virtualization
- Private Cloud Networking
- Switches

### Internet Of Things

- End-Point Management
- Leak Sensors
- Pipeline Management
- Traffic Counters
- People Counters

### Cloud | IaaS

- Voice & UC
- Contact Center
- Biometrics
- Infrastructure
- Managed Services

### Financing

- Single Source
- Leasing Flexibility
- Technology Credit Line
- Structured Solutions
- Maintenance Financing

### Retail Systems

- Software
- Point of Sale
- Inventory Management
- Digital Signage
- Consulting
- Mobility

### UC & C

- Web RTC & Unified Communications
- Contact Center
- Emergency Notification
- Wireless & Mobility
- Video Conferencing
- Web Collaboration

## 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 Associate 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 Accelerator 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 are a key element in our overall success. We structure our programs and promotions so our associates generate margins on new sales and service opportunities that ensure their success."

**Larry Levenberg, Vice President Sales & Marketing NEC Corporation of America**

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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).