

## **Brother Authorized Partner Program U.S.**

### **Program Guidelines**

Brother International Corporation ("BROTHER") is pleased to present this opportunity for resellers doing business and selling in the United States of America to participate in the Brother Authorized Partner Program ("BAPP"). The BAPP Program offers select resellers access to a number of sales and marketing benefits and initiatives when selling BROTHER's Business Machine products to end-user customers in the USA (including the US Virgin Islands and Puerto Rico). If a reseller meets the criteria set forth below, they may be eligible to become either a Silver or a Gold level reseller, as well as to join reseller communities in the Brother Authorized Partner Program. All applicants must agree to the BAPP Terms and Conditions prior to becoming a member of the BAPP. The Terms and Conditions can be found at <https://www.brother-usa.com/partners-terms>. For the purposes of this Program, Brother Authorized Product is the Brother Workhorse Series of Printers and Scanners and only available to Gold members. This BAPP program does not apply to Brother remanufactured hardware.

### **SILVER**

#### **I. GUIDELINES FOR THE BAPP PROGRAM - SILVER**

**IN ORDER TO QUALIFY TO PARTICIPATE IN THE BAPP SILVER LEVEL, RESELLERS MUST MEET ALL OF THE REQUIREMENTS BELOW:**

- The Reseller must have an internal or field-deployed sales force.
- The Reseller's sales force must have a focus on categories relevant to BROTHER's Business Machine product.
- For all sales the Reseller must provide monthly end-user POS / sales-out data in a format acceptable to BROTHER.
- The Reseller must, upon request by Brother, provide Brother with proof of the source of its Brother product.
- Reseller must disclose all business names, addresses and URLs that Reseller does business under and shall further have a fully functional company website, phone number, business email address (i.e., [johnsmith@companyname.com](mailto:johnsmith@companyname.com)), commercial address and conduct business out of said address.
- Under no circumstances shall Reseller be permitted to sell any BROTHER product to a distributor or another reseller without the written permission of BROTHER.

**\*\*Failure to comply with any of the requirements set forth above may result in temporary or permanent removal from the BAPP Program.**

## **II. BENEFITS OF PROGRAM - SILVER**

**Authorization provides reseller access to the following core program elements:**

- Access to open (Non-authorized) Brother product
- Access to Partner Portal
- Sales and Marketing Resources

**\*\*Brother maintains a Minimum Advertised price (MAP) Policy for many of its business machines, associated supplies, and protected models. Adherence to Brother's MAP Policy is required to remain an authorized Brother BAPP partner.**

## **III. GUIDELINES FOR THE BAPP PROGRAM - GOLD**

**IN ORDER TO QUALIFY TO PARTICIPATE IN THE BAPP GOLD LEVEL, RESELLERS MUST MEET ALL OF THE REQUIREMENTS BELOW:**

- The Reseller must have an internal or field-deployed sales force of at least 2 people.
- The Reseller's sales force must have a focus on categories relevant to BROTHER's Business Machine product.
- The Reseller must maintain in-house technical support.
- For all sales related, including but not limited to all VPP contracts, deal registrations, bid pricing and Brother Authorized Product (limited distribution product), the Reseller must provide monthly end-user POS / sales-out data in a format acceptable to BROTHER.
- The Reseller must, upon request by Brother, provide Brother with proof of the source of its Brother product.
- The Reseller must not, in BROTHER's assessment, have a consumer retail focus or be primarily an internet reseller with the vast majority of sales through a website.
- Reseller must disclose all business names, addresses and URLs that Reseller does business under and shall further have a fully functional company website, phone number, business email address (i.e., [johnsmith@companyname.com](mailto:johnsmith@companyname.com)), commercial address and conduct business out of said address.
- Reseller may feature and resell BROTHER Authorized Products on its primary website only. Participation and promotion of BROTHER Authorized Products on third party/marketplace websites is strictly prohibited and enforced. Reseller may sell open product on third party/marketplace websites.
- Reseller must maintain combined minimum annual purchases of \$15,000 for BROTHER hardware and supplies through Brother Authorized Distributors or direct from Brother for the purposes of selling to end-user customers. Eligibility for the current year is based upon prior year's purchases.
- Under no circumstances shall Reseller be permitted to sell any BROTHER product to a distributor or another reseller without the written permission of BROTHER.

**\*\*Failure to comply with any of the requirements set forth above may result in temporary or permanent removal from the BAPP Program.**

#### **IV. BENEFITS OF PROGRAM - GOLD**

**Authorization provides a GOLD reseller access to the following core program elements:**

- Deal Registration Program
- Value Print Program (VPP)
- Bid Pricing Program
- Access to Brother Authorized Product (limited distribution Brother Workhorse product)
- Channel Promotions
- Vertical, Government and Education Support
- Access to Brother field sales teams for joint meetings with end users
- Dedicated Inside Sales Manager
- Demo Unit Program
- Brother Knowledge Center (BKC)
- Loyalty Program (Brother Rewards)
- Brother Webinars
- Evaluation Units (End User Opportunities)
  - 30 Day Trial – requires engagement with Brother SMB/CMD sales team and opportunity must meet minimum quantity requirements. Evaluation Units (End User Opportunities)

**\*\*Brother maintains a Minimum Advertised price (MAP) Policy for many of its business machines, associated supplies, and protected models. Adherence to Brother's MAP Policy is required to remain an authorized Brother BAPP partner.**

#### **The B.E.S.T. Community**

Gold Members of the BAPP are also eligible to join the B.E.S.T. Community. The B.E.S.T. Community is available only to resellers who identify themselves as one of the following VAR/SI categories:

- MSP/Cloud – Manages end-user IT infrastructure
- Service Provider – Offers technologies as a service
- Solution Provider – Value-added reseller with service capabilities for specific solution types
- Solution Integrator – Builds an integrated solution based on several products
- ISV/IHV – software/hardware solutions on another suppliers platform

If the reseller identifies themselves as one of the above listed VAR/SI Providers and has the majority of their business revenue generated by software & services (i.e. more than 50% not coming from the sale of printer products), both criteria must be verified by Brother, then they will be eligible to receive the additional benefits below:

#### **B.E.S.T. Community Benefits:**

- Discounted industry certifications technical and sales examine vouchers (CompTIA)
  - Specialization training
  - Business assessment services and business model evaluation
- Solutions/Software Instructor-led training by Brother
- Evaluation Units end-user opportunities for up to **60 days** (NFR, customer trials, demos, and POCs)
- Product Reviews/ Pre-Release Product workshops/ Technical Exchanges
- Marketing Tool Kit self- service content Brother for partner ready campaigns

- Communication program – access to local marketing content, market Intelligence, case studies, usage of BEST logo, and templates
- Solution Reseller Locator
- Eligible for partner advisory  
Partner networking opportunities

### **Government Reseller Community**

BIC is pleased to offer several Trade Agreement Act (“TAA”) compliant hardware models and supplies to BAPP Resellers who meet the criteria listed below:

- Reseller is a member in good standing of the BAPP Program.
- Reseller has experience and focus selling to the United States Government.
- Reseller is on the GSA schedule or other Federal contracts as a contractor in good standing.
- Reseller agrees to comply with all Federal, State and local rules, regulations, laws and requirements related to procurement or the sale of BIC product.
- Reseller must meet all Gold Level requirements set forth above, except for the internal or field-deployed sales force which is reduced to 1 person.
- Reseller will only use a Letter of Supply with the United States Government that is countersigned by Brother.

Government Reseller Benefits:

- Reseller will become a Gold Partner, enjoy all Gold benefits and have access to Brother Authorized Product, including the Brother TAA compliant hardware and supplies.
- Brother will list Reseller on its list of approved TAA resellers.
- Reseller will have access to Brother Government Sales team.

### **V. PROCESS FOR BAPP PROGRAM QUALIFICATION (Silver, Gold and Communities)**

- All applicants must complete and submit the online BAPP application and agree to the Terms and Conditions of the BAPP Program.
- BROTHER will promptly review and notify applicants regarding admission to the BAPP and whether they qualify as a Silver or Gold.
- BROTHER will work with Brother Authorized Distributors to maintain a list of approved resellers which will be updated and circulated weekly.
- If applicable, Brother will verify reseller eligibility for the current calendar year based upon prior year’s annual purchases. Reseller agrees, upon request, to provide support that they met the minimum sales for the prior year.
- Brother will notify BAPP partners of their Annual Program status on or about January 1<sup>st</sup> for each program year.

\*BROTHER (BROTHER) RESERVES THE RIGHT TO MODIFY OR DISCONTINUE THIS BAPP PROGRAM AT ANY TIME.