



# STAR PARTNER PROGRAM (SPP)

**Unified Distribution Sdn Bhd** (674666-H)

506, Block C, Pusat Dagangan Phileo Damansara 1, 9, Jalan 16/11, Off Jalan Damansara  
46350 Petaling Jaya, Selangor DE, Malaysia. Tel : +603 7958 5799 Fax :+603 7958 6799

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# Unified Distribution Sdn Bhd

## PARTNER PROGRAM

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### UD PARTNER PROGRAM

#### Overview

The UD Star Partner Program partnership is designed to empower our channel partners with the means to provide the best solutions and products in approaching IT Technology and by leveraging UD Supports and Services offerings to your customers.

UD today provides a variety of solutions to our customers and in sole partnership with most of our principals, thus, with this program we are able to classify the committed and the non committed partners in each product line.

The objectives of UD SPP are as follow:-

1. To provide a program that let you feel the belonging.
2. A mean to help classifying the committed and non committed partners of UD
3. A program to build closer rapport and fun working relationship with our partners.
4. A program to bring both companies to achieve higher revenue and better margin.
5. Lastly, to build a bigger network/team.



## UD STAR PARTNER PROGRAM CRITERIA

SPP Program is an exclusive non-transferable co-branding Partnership program extended to our resellers on an invitation basis only. The partnership is an official agreement sign between UD and your company for one year. During this tenure, the performance and commitment of the partner in terms of participation will be accessed and review every quarter.

As a STAR Partner, you shall enjoy all the benefits listed under the "Benefits" guidelines.

### PARTNERS GUIDELINES AND COMMITMENT

Partner shall perform the following, at Partner's expense unless otherwise provided to ensure that the STAR Partner Program is executed effectively:

1. Promote and market the UD Solution(s) and Services directly to End-Users utilizing the Partner's dedicated sales force.
2. Perform Product service for the End-Users, and provide initial consulting in the use of same. Partners may charge fees for consulting services in accordance with Partners own fee schedule.
3. Standard of Performance. Partner shall use its reasonable efforts to perform the marketing and support responsibilities described above and to achieve the Annual Revenue Performance.
4. Partners shall provide all first line product and technical support services for Partner's customers. UD will provide all second and third line support.
5. Partner should at least maintain adequate facilities to provide effective demo and installation of UD Products.
6. Assigned at least one sale and one technical staff designated as Product and Technical Champion for UD Security Solutions Program, to be trained by UD.
7. Monthly sales forecast and project funnels meeting with UD assigned Account Managers.
8. Actively participate in the Marketing events organized by UD.
9. Official half yearly review between UD and Premium Partner will be conducted to further enhance the partnerships and commitment levels.
10. UD will work with our SPP Partners on the quota and commitment on annually basis. A separate addendum on the agreed quota and commitment will be drafted.



## **BENEFITS OF UD STAR PARTNERS**

As a STAR Partner, we have provided the following benefits as a return from your commitment to us.

### **Partner Account Manager**

UD will allocate dedicated Account Manager to manage Premium Partner as our commitment to you.

Premium Partners will also have preferred access via our Account Managers to our Security Consultants for direct Consultancy, Support and Training.

### **Technical Account Manager**

UD will allocate dedicated Technical Account Manager to ensure that the Security Partner will be technically competent in providing UD Security Solutions to your customers. The Technical Account Manager will be provided to Security Partner for a period of three months and any extension will be subjected to further review.

### **Sales Leads**

As our Premium Partner, you shall receive sales leads and referrals generated through UD Sales and Marketing Events/Campaign as well as those provided from our Principals. Leads will be shared fairly to all Premium Partners based on territorial and expertise areas. Premium Partners are expected to provide status feedback on all leads distributed by UD.

### **Joint Sales Engagements**

At all times, Security Partner is encouraged to engage UD Strategic Sales and Consulting Units to assist in sales call to your customers. In doing so, it will further enhance the partnership and commitment from both size.

### **Sales and Technical Training**

Over here in UD, we recognize that sharing of technologies would be the key components to provide a comprehensive ICT Security to customers and therefore, our Sales and Consulting Units in partnership with our Principals will provide constant training for our Premium Partners in the area of Product Knowledge, Sales Strategies and Practical Training in making sure that our Partners are well equip to provide the best services to customers.

### **Advance Product Information**

Premium Partner will be able to access to UD advance product database which consists of competitive product information, benchmark information and etc.

### **Sales Kit**

Premium Partner will be provided with a set of Sales and Marketing Kit including brochures, datasheets, presentations materials, competitive analysis, white papers, Eval CDs or whichever appropriate.

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## **Demo Equipments**

UD will also provide Partners with loan units of equipments necessary for demonstration to customers based on the availability of equipments. However, the loan equipments will be provided on a first-com-first-serve basis so Security Partners should at all time provides UD with ample time frame to prepare the said loan equipment preferably at least 2 weeks. Demo equipments will only be provided upon completing the loan request form to be provided by Account Managers.

Alternatively, Partners can make use of UD Technical Competency center to highlight the security solutions to customers.

## **Pre-sales Support**

Premium Partner will be able to access to UD Pre-sales support on the priority basis.

## **Marketing Development Funds (MDF)**

As a Premium Partner, UD shall provide MDF meant for marketing UD range of Security solutions. Funds will be provided on a first-come-first-serve request basis based on proposal and ideas submitted by partner before the beginning of a new quarter.

## **Better Profit Margins**

As our Premium Partner, you will be provided with a preferred discount levels to enable you to enjoy a better profit margin as a return on your commitment to UD. Security Partner's Quota Commitment. Discounts level will be communicated via our monthly price book or as when necessary.

## **Monthly Promotion**

In order to help our Premium Partners to achieve the quota, UD will have the following programs:

- 1) Monthly product bundling with various principals
- 2) Monthly product promotion with incentives

## **Once a year Channel Award Dinner**

UD will also organize a year end Partner Award Challenge to appreciate partners that achieve the commitment, we will have various achievement level such as:

- 1) Best UD Astaro Partner
- 2) Best UD ACEplus Partner
- 3) Best UD ExBoot Partner
- 4) Best UD Firetide Partner
- 5) Best UD McAfee Enterprise Partner
- 6) Best UD McAfee Consumer Post Partner
- 7) Best UD MYOffice Partner
- 8) Best UD PePLink Partner
- 9) Best UD Private Post Partner
- 10) Best UD Trend Micro Partner
- 11) Top of the top Partner Award



## SPP PARTNER TIERS AND BENEFITS

Here has outlined the benefits of partner category. We have categorized the partner program into 3 tiers.

Benefit	Premier	Preferred	Authorized
Partner Account Manager	Yes	Yes	No
Technical Account Manager	Yes	Yes	No
Sales Leads	Yes	Yes	Yes
Joint sales engagement	Yes	Yes	As per request
Sales and Technical Training	Yes	Yes	As per request
Advance Product Information	Priority	Priority	No
Sales Kit & Marketing Collaterals	Yes	Yes	As per request
<b>Demo Equipment:</b>			
Astaro	2	1	NIL
ExBoot	2	1	NIL
Firetide	2	0	NIL
PePLink	2	1	NIL
ACEplus Melody	1	1	NIL
Demo Units for ALL Products	Call for special price.		NIL
Pre-sales Support	Priority	Priority	As per request
Marketing Development Funds (MDF)	Higher percentage	As per request	None
Better Profit Margin	Highest	Medium	Low
Monthly Promotion	Yes	Yes	No
Partner Incentive Programs	Yes	Yes	Yes
Pre-qualified Lead Distribution	Primary	Secondary	Tertiary
Named Pre-sales engineer	Yes	Yes	No
Support Level Priority	Priority	Gold	Silver
Account Protection	Yes	Yes	No
<b>Free License for Internal Use:</b>			
Astaro	50 IP	30 IP	NIL
MYOffice			

## SPP PARTNER REQUIREMENTS

Partner Requirements	Premier	Preferred	Authorized
Promote and Market UD's Solution	✓	✓	✓
Business Plan or Quarterly Review	✓	✓	NIL
Assign One Sales Champion	✓	✓	NIL
Assign One Technical Champion	✓	✓	NIL
Account Management Strategy	✓	✓	NIL
Support Level Priority	1	2	3
Monthly Sales Forecast and Review	✓	✓	✓
Actively participate in UD's events	✓	✓	✓
<b>Certified Engineer &amp; Certified Sale:</b>			
Astaro	2	1	NIL
McAfee Enterprise	1	1	NIL
Private Post	1	1	NIL

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**ANNUAL REVENUE QUOTA ON EACH TIER IN EACH PRODUCT LINES (RM)**

<b>Partner Tier</b>	<b>Premier Partner</b>	<b>Preferred Partner</b>	<b>Authorized Partner</b>
<b>Astaro</b>	RM 200,000	RM 120,000	RM 20,000
<b>ACEplus</b>	RM 250,000	RM 180,000	RM 50,000
<b>ExBoot</b>	RM 200,000	RM 120,000	RM 20,000
<b>Firetide</b>	RM 250,000	RM 150,000	RM 20,000
<b>McAfee Enterprise</b>	RM 240,000	RM 150,000	RM 50,000
<b>McAfee Consumer</b>	RM 200,000	RM 120,000	RM 30,000
<b>MYOffice</b>	RM 150,000	RM 100,000	RM 20,000
<b>PePLink</b>	RM 200,000	RM 120,000	RM 20,000
<b>Private Post</b>	RM 300,000	RM 150,000	RM 20,000
<b>Trend Micro</b>	RM 150,000	RM 100,000	RM 20,000

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# SPP Application FORM

## 1. Products

The following are the UD Distribution products and services; please tick the solutions that you are interested:-

- |                                   |  |                                       |
|-----------------------------------|--|---------------------------------------|
| <input type="checkbox"/> Astaro   | <input type="checkbox"/> McAfee Enterprise | <input type="checkbox"/> Private Post |
| <input type="checkbox"/> ACEplus  | <input type="checkbox"/> McAfee Consumer   | <input type="checkbox"/> Trend Micro  |
| <input type="checkbox"/> ExBoot   | <input type="checkbox"/> MYOffice          | <input type="checkbox"/> Services     |
| <input type="checkbox"/> Firetide | <input type="checkbox"/> PePLink           | Others_____                           |

## 2. Selection of SPP Category

Please tick which partner category on each product lines

Products Line	Premier Partner	Preferred Partner	Authorised Partner
Astaro			
ACEplus			
ExBoot			
Firetide			
McAfee Enterprise			
McAfee Consumer			
MYOffice			
PePLink			
Private Post			
Trend Micro			
Services			

## 3. QUOTA

Please refer to the quota table in the content of this document and fill in the quota amount. Currency: MYR

Quarter	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
Astaro				
ACEplus				
ExBoot				
Firetide				
McAfee Enterprise				
McAfee Consumer				
MYOffice				
PePLink				
Private Post				
Trend Micro				
Services				



**4. Discount Structure**

UD Account Manager will fill in the discount structure for you in each of the following product lines based on the above information.

Products Line	Premier Partner	Preferred Partner	Authorised Partner
Astaro			
ACEplus			
ExBoot			
Firetide			
McAfee Enterprise			
McAfee Consumer			
MYOffice			
PePLink			
Private Post			
Trend Micro			
Services			

**UD SECURITY PARTNER AGREEMENT**

Unified Distribution Sdn Bhd ("UD"), a company incorporated in Malaysia and the undersigned UD Star Partner \_\_\_\_\_ agree to this Agreement as of the last signature date set forth below ("\_\_\_\_\_") for Partner during the Term described below to actively market and to obtain technical and sales support direct from vendor (UD). The rights granted herein are non-exclusive.

The term of the agreement is one year starting from the date of the agreement as signs by both parties and will be subjected to quarterly review based on pre-set criteria agreed by both parties.

**IN WITNESS WHEREOF**, the parties have executed these presents as of the day and year first above written.

**Partners Name:** \_\_\_\_\_  
*Type of print company name above*

**Unified Distribution Sdn. Bhd.**

By : \_\_\_\_\_

By : \_\_\_\_\_

Print Name:  
 Title :

Print Name :  
 Title :

Date Signed : \_\_\_\_\_, 20 \_\_\_\_

Date Signed : \_\_\_\_\_, 20 \_\_\_\_

Address : \_\_\_\_\_

Address :  
 506, Block C, Pusat Dagangan  
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