



Make Your Mark – MYM

Intmark's Channel Partner Program 2007-08

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Intmark Distribution

MYM – Dealer Meet
24th Jan 2008

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Agenda

- What is MYM?
- Who is it for?
- Tier Achievements
- Program Benefits
- Training & Accreditation
- Partner Portal Demo
- Q & A

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What is MYM?

- MYM is a fully integrated channel program covering products, training, marketing, & technical support
- A three-tier program provides a basic framework for the business support best suited for your organization based on revenue targets, available resources and market reach
- Partners that achieve their targets (revenue & dedication) are rewarded with incentives/rebates at the end of the fiscal year

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What's New in MYM 2007-08 ?

- New model: Not more than 90% of your target should be achieved with one product
- Focus on delivering value-add to all our products
- Increase in training sessions (on-site & locally)
- e-Learning platform (with Mediasite & Bridgit)

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Who is it for?

- MYM is designed for system integrators & product resellers targeting vertical markets such as:

Education

Business

Hospitality

Retail

Large Venue

Health Care

Residential

Rental

Public Sector

Command & control , security

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Tier Achievements

- **Blue Partner**
 - Blue partners are typically newcomers to the MYM. Intmark has a robust support structure to help build their AV business and take it to new performance levels.
- **Gold Partner**
 - Gold Partners have typically built a successful track record in the AV industry, demonstrated through their turnover performance and commitment in training and services. Gold Partners enjoy enhanced benefits including access to internal Intmark resources such as sales and marketing information, tools, and support.
- **Platinum Partner**
 - Platinum Partners deliver exceptional value to their customers and demonstrate high levels of expertise in the AV industry, consistently achieving revenue targets and attaining a high level of customer satisfaction. Intmark provides Platinum Partners the richest benefits, including extensive access to marketing, sales and technical resources with an added focus on joint business planning, Market Development Funds, qualified leads and priority response time.

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Program Benefits

- Mutual profitability
- Joint optimal growth
- Partner certification
- Product specialization
- Volume rebates
- Marketing Development Funds (MDF)
- Sales and service leads
- Intmark Channel Partner website access
- Demo equipment discounts
- Partner recognition

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Program Benefits

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MYM offers partners substantial incentives, rebates, and co-op marketing tools, as well as training and certification programs to help grow your business and industry knowledge.

Partner Benefits	Platinum Partner	Gold Partner	Blue Partner
Growth & Profitability			
Sales leads access	Yes	N/A	N/A
Marketing Development Funds	Yes	N/A	N/A
Education Rebate Eligibility	Yes	Yes	N/A
AVIS - Technical Services (Charges apply)	Yes	Yes	Yes
Intmark Partner Website Access	Yes	Yes	Yes
Enablement			
Guided Sales and Service Tools	Yes	Yes	N/A
RFP/Proposal Response Tool	Yes	Yes	N/A
Demonstration Facilities	Yes	Yes	N/A
Training & Accreditation	Yes	Yes	Selected
Technical Support	Yes	Yes	Yes
Communications			
Co-Branded Marketing	Yes	N/A	N/A
Logistics Support	Yes	N/A	N/A
Trade Event Sponsorship Eligibility	Yes	N/A	N/A
Dealer Meet	Yes	Yes	N/A
Customer Testimonials	Yes	Yes	Yes



Accreditation

- **Product Specialization**
- **Certification Levels**
 - Certified Product Specialist
 - Certified Technology Specialist
- **Delivery Methods**
 - Via e-portal (Mediasite)
 - Via Bridgit
 - On-site (Intmark Campus or customer site)*

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Certification

	Blue Certified Partner	Gold Certified Partner	Platinum Certified Partner
Product Brief (over Bridgit)	Free	Free	Free
Certified Product/Sales Specialist	Paid	1-2 specialists	3-4 specialists
Certified Technology/Technical Specialist	Paid	1	2 specialists

ABOUT US

PRODUCTS

PARTNER

MANUFACTURERS



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Advantages

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Register

Partner Link



Empowering Partnership

News & Events



Intmark's 2007 MYM Channel Program
MYM Performance Awards

Date: 19th April 2007

[Read more](#)

Welcome to Intmark

Intmark is the region's largest AV technology distributor and a leading technology sales, marketing and logistics company. As a vital link in the technology value chain, Intmark creates sales and profitability opportunities for vendors and resellers through unique marketing programs, outsourced logistics services, technical support, financial services and product aggregation and distribution.

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We would like to welcome you to Intmark's "Make Your Mark" Program (MYM). MYM is our way of showing appreciation for the valued business you give us. Starting with the first order you place with Intmark, you will be able to take advantage...

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New Arrival



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New Arrival



The SMART Board 600i interactive whiteboard system combines two products - a SMART Board interactive whiteboard and the

Partner Page

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New Arrival



The SMART Board 600i interactive whiteboard system combines two products - a SMART Board interactive whiteboard and the Unifi projector with an integrated audio system - into one easy-to-use and easy-to-install package

[Read more](#)

Partner Page

- [Applications Diagrams](#)
- [Competitive Information](#)
- [Image Gallery \(Hi-Res\)](#)
- [Logos](#)
- [Presentations](#)
- [Price List](#)
- [Tender Specs](#)
- [User Manuals](#)
- [Whitepapers](#)





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[Read more](#)

 **Image Gallery (Hi-Res)**

 **Installation Manuals**

 **Logos**

 **Presentations**

 **Price List**

 **Product Guides**

 [0797LPrimarySecondaryProductGuideREV0.pdf](#)

 [1101BestPracticesGuideREV0.pdf](#)

 [Higher_Ed_screen.pdf](#)

 [k-12guides.pdf](#)

 [Prodguidelow_na.pdf](#)

 **Sales Briefs**

 **Technical Training**

 **Tender Specs**

 **Videos**

 **Whitepapers**



You & Intmark – Empowering Partnership

- Approaching the convergence technology industry requires support and expertise which only channel partners can provide
- With this in mind, we created the Intmark MYM Program to reflect the needs of our partners today and in the future
- We believe in the power of partnership
- AV is a dynamic and fast changing industry where solid partnerships and alliances are keys in establishing the leadership position today

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Thank you!

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