

Yealink N.A. Education Reseller Certification Program

Program Objective:

Yealink N.A. Education Reseller Certification program is designed to provide efficient support services, while enhancing resellers' competitiveness in the Education market. The desired outcome of this program is to assist reseller in obtaining more project opportunities as well as improving the win rate of projects as well.



Contents

Period of Validity: 1st Aug .2017 -1st Aug.2018 (one year provisionally)

Certification Levels: Education reseller Certification is divided into Certified Partner and Advanced Partner.

Applicable area: North America

Qualifications

Certified Partner (Meet any one of below)

- Certified Reseller who has passed E-rate certification of FCC or other comparable K12 qualification and can provide adequate documentation and SPIN CODE for Yealink to verify the authenticity.
- A Reseller on the qualified supplier list which is certified by a government entity or school organization (must provide relevant document or official code).
- A current Yealink Reseller for one recent year (2015-2016 or 2016-2017) with total purchase quantity exceeding 1,000 units for school projects only.
- A new Yealink prospective reseller who can provide at least three project cases of over 300 units' school project deployments.
- In addition, Any reseller who cannot meet any of the above qualifications but still interested in certifying with Yealink and can show a competency in the Education market can have Yealink Distributors or Partners to introduce to Yealink for Evaluation .

Advanced Partner (on the basis of Certified Partner and meet with all of below):

- Each year school project deployment quantity of Yealink's SIP Phone must exceed 3,000 units, and school project registration quantity must exceed 5,000 units. Each year advanced Partner shall output at least one promotable K-level EDU case study.
- Advanced Partner shall assign at least one technical engineer certified by Yealink.
- Yealink shall be promoted mainly and sales performance accounts for over 50% for endpoints from Advanced Partner's.
- Yealink LOGO and products shall be posted on Advanced Partner's company website mainly compare to other phone vendors.

Program Benefits

For Certified Partner:

Demo Program- Resellers in the program could purchase two demo packages at 70% off MSRP.

- Qualifying products: One entry level product (T21P E2,T23G) + one of High end product (T27G,T29G,T4S,T5S)
- In addition, Certified Partner can apply one more 70% off MSRP CP series (T49G, T58V, CP960etc.).
- Notes: Demo package are for testing and demonstrating products to close opportunities. Resellers are permitted to purchase discounted demo equipments once per calendar year.

Marketing Development Fund- Within one year from the certification, Certified Partner help Yealink to win 1000 pcs or more school projects and complete deployment, Yealink will provide Marketing Development Funds in the amount of \$2,000 annually to Certified Partners. A certified Partner must provide proof of activity (such as case study fee, online marketing fee, free trail demo and web design etc). If a Certified Partner participates in other large events such as trade shows, Yealink will consider additional support after further discussion.

Tier I technical support benefits:

- Ticket Support service including Priority Support
- Hotline Support
- Yealink Community/Knowledge Base Service
- Customized LOGO Services and Training
- Free RPS service

New products support: Training by invitation and free trial priority.

Preferred Supporting: In case of competing with uncertified partner for a same project, Certified Partner will get Yealink's preferred support.

For Advanced Partner:

Demo Program- Resellers in the program can get two demo packages FOR FREE.

- Qualifying products: One entry level product (T21P E2,T23G) + one of High end product (T27G,T29G,T4S,T5S)
- In addition, Advanced Partner can apply one more FREE CP or Video series (T49G, T58V, CP960 etc.).
- Notes: Demo package are for testing and demonstrating products to close opportunities. Resellers are permitted to purchase demo equipment once per calendar year.

Marketing Development Fund- Within one year from the certification, Advanced Partner help Yealink to win 3000 pcs or more school projects and complete deployment. Yealink will provide Marketing Development Funds in the amount of \$10,000 annually to Advanced Partners (Partners may assume the same amount). An Advanced Partner must provide proof of activity (such as case study fee, online marketing fee, free trail demo and web design etc). If an Advanced Partner participates in other large events such as trade shows, Yealink will consider additional support after further discussion.

Tier I technical support benefits:

- Dedicated FAE Support
- Personal contacts with 24 hours help service
- On-site Technical Support
- Ticket Support service including Priority Support
- Hotline Support
- Yealink Community/Knowledge Base Service
- Customized LOGO Services and Training
- Free RPS service

New product support: training invitation, free trial priority and customized webinar or on-site training if required.

Preferred Support: in case of competing with uncertified partner for a same project, Certified Partner will get Yealink's preferred support.

Program Benefit Matrix

Benefits	Certified Partner	Advanced Partner
Demo Program	70% off MSRP Demo Package	Free Demo Package
Marketing Development Fund	2,000 USD	10,000 USD
Large Marketing Event Support	30% maximum	50% maximum
Training and priority to test new products	Yes	Yes
Special Training of new products	No	Yes
Technology Support	Tier1	Tier1+Private technology consultant
Support Priority when compete with uncertified partner	Yes	Yes

Product Warranty:

Free extended warranty service for Certified Partner and Advanced Partner only:

- 1,000- 3,000 units: one-year extended warranty for free
- >3,000 units: two-year extended warranty for free

Certification Process:

- Prepare corresponding registration documents and send to regional sales representatives:
- Fill out Application form for Yealink Certified SI
- Yealink will evaluate qualification of Certified Partner and Advanced Partner who will be entitled with certification LOGOs if partners through application and evaluation.

Performance Review/Certification Renewal

Review period:

Yealink will review qualifications of Partners on a 12-month basis

Example: one SI was certified as certified partner on 6/30/2017 will be reviewed on 6/30/2018.

Annual review:

Advanced Partner: If an Advanced Partner fails to accomplish any one of the Program requirements it will be downgrade to a Certified partner.

Certified Partner: If a Certified Partner fails to register at least 1000pcs school opportunities to Yealink , it will be removed from the Program

This certification cannot be used in conjunction with other preferential policies except " Yealink Opportunity Incentive Program " .

Details for Yealink Opportunity Incentive Program

1. Applicable scope: All Opportunities
2. Applicable area: North America
3. Period of Validity: 1st Aug .2017 -1st Aug.2018 (one year provisionally)
4. Incentives:
 - 1) 200-500 units: 1% of Purchasing Price Reward
 - 2) 500-1000 units: 2% of Purchasing Price Reward
 - 3) >=1000 units: 4% of Purchasing Price Reward

For more details, pls refer to the " Yealink Opportunity Incentive Program (N.A.)"

Yealink reserves the right of final interpretation of Yealink North American Education SI Certification Program.