

Being a Brother partner



Our partners are the cornerstone of our business. Our mutual success is based on the principle of growth, and that's why we're continually innovating our services to help you enhance and develop your own portfolio of technology and solutions.

In today's climate, the one-size-fits-all approach is limiting and impractical. We believe in being flexible and working collaboratively with you to help you achieve your goals.

Growth

Channel focus

Enablement

Reward

Growth

Our overarching focus on sustained, mutual growth is guided by the principle of "growing ourselves by growing others".

Channel focus

We are reaffirming our "At your side" commitment to our partners and delivering on our heritage as a longstanding, channel-centric organisation.

Enablement

Now, more than ever, it's vital that you feel empowered to be truly competitive in a rapidly changing marketplace, with evolving customer needs. We're committed to supporting and upskilling partners to enable you to succeed.

Reward

A key element of successful partnerships is recognising sustained and outstanding performance, rewarding this and investing further in partners that add value.

How Brother supports you.



Our team are here to work closely and strategically with you to identify and optimise opportunities for mutual growth. Providing full consultancy, insight and assets across all 'go to market' opportunities, we support in driving end user awareness, acting as an extension of your own sales and marketing activity.

- Channel-centric organisation
- UK call centre
- Online live chat for all end user and partner queries
- Award-winning UK recycling facility
- Dedicated Brother account managers
- Experienced marketing managers
- Technical and product support
- Industry knowledge and market insight
- Public sector and commercial team support
- Monthly trade and end user promotions
- Bid support
- Public sector pricing support
- Vertical proposition and support
- BrotherZone - partner portal



Brother's partner programme benefits.



We have restructured our support packages around our professional print product range. This includes our business solutions and managed print service (MPS) offerings, and provides you with the best opportunities to drive profitable revenues.

The programme is designed with newly defined partner categories: **Solutions business partner, Business partner and MPS business partner.** These offer improved incentives and increased rewards for those partners selling MPS, along with access to exclusive products.

Technology partners and Focus partners will continue to benefit from monthly promotions and dedicated account management. They will also have access to a range of sales and marketing tools, available via our online partner portal, BrotherZone.

Our new partner programme places us firmly at the side of our partners, providing enhanced incentives and sales and marketing assets to help them succeed in the face of an evolving market landscape with customer needs that are changing rapidly. Demand for MPS will continue to grow. Not only are more organisations recognising the productivity and cost benefits that come from having access to a managed service, but IT leaders are looking for new ways of equipping dispersed workforces with better technology that they can track and manage remotely.

Liam Fitzgerald, head of reseller and distribution sales at Brother UK

Tiered channel programme	Minimum revenue requirement	Tiered commercial rewards	Access to tender models*	Access to MPS deal reg*	Access to bid support	Access to marketing funds	Training	Promotions	BrotherZone	Access to incentives	Customer satisfaction guarantee
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

*Only available to selected partners

Brother in summary



Making sure that you are equipped to not only survive, but thrive, in a rapidly changing landscape is as important to us as it is to you. Our mutual need for growth ensures that we maintain our focus on the sustained success of all our partnerships.

Continually innovating our services helps you to enhance and develop your own portfolio of technology and solutions and we want to work collaboratively with you to achieve this at scale and speed.

