

# Committed to creating value for our partners

[vipplus.dlink.com](http://vipplus.dlink.com)



# Welcome to the refreshed D-Link Value in Partnership+ Programme

D-Link's success, as a network and video surveillance solutions provider, is built on our commitment to our partners.

Our Value in Partnership+ Programme builds on these relationships and offers support, training and financial benefits that will increase your ability to grow your business and increase profitability. Extend your business to provide excellent value to your customers.

We believe in investing in our partners and providing access to a complete range of business benefits\*, including:

- **Training and Certification**
- **Online Presales Product Tools**
- **Volume Incentive Rebate**
- **Sales Support Material**
- **Marketing Development Funds**
- **Priority Technical Support**
- **Technology Specialisations**
- **Deal Registration**
- **Demo Purchase Programme**
- **Promotions**

## Empowering our partners

### Training and Certification

The D-Link Certification Programme is a free, online, on-demand training programme. It provides sales and technical coursework and exams focused on specific technologies: Wireless, Switching and Video Surveillance. Individuals in your organisation can become D-Link Specialists by improving their knowledge and solving customer needs to increase your business value.



DSS courses are designed for sales professionals and focus on market strategy, value, proposition, product positioning, identifying opportunities and understanding customer needs.



Designed for pre-sales technical professionals to test their knowledge of networking concepts and the features, functionality, and positioning of D-Link products.

## Commitment to our partners

Our core channel value propositions and commitments to our partners:

#### Technology

Innovative and competitive products that range from network edge offerings to the core of the enterprise.

#### Financial

Financial benefits for our partners with significant revenue from programme margins, hardware and related services.

#### Support

Access our call centres for proactive pre-sale and post-sale technical support, plus online access to technical resources.

#### Ease

Technical solutions that are fully interoperable, so partners are no longer locked into one vendor.

#### Collaboration

Working closely with our partners to discover opportunities, create solutions and boost revenue.

“All partners can benefit from our local, best-in-class technical support program for pre- and post-sales support needs.”

### Online Presales Product Tools

Our system design and product selector tools will help you create and simulate the right network solutions for your customers.



#### Wi-Fi Planner Pro

Plan wireless network projects with an intelligent algorithm that provides a visual representation of RF signals for every D-Link wireless network product.



#### Product Selector Pro

Select and compare D-Link products to provide customers with advice on which products to use when setting up, upgrading or adding functionality.



#### Surveillance Floor Planner Pro

Deliver a professional video surveillance solution with this web-based tool that simulates camera placement and coverage based on your customer's requirements.



#### Bandwidth Calculator

Identify the required bandwidth for your surveillance system, factoring in the number of cameras, image resolution, compression, frame rates and scene complexity.



#### GUI Emulator Pro

A guide through the Graphical User Interfaces (GUIs) provided with each of our products – ideal for product training and answering customer queries.

# Partner levels

All partners start as Registered Partners and can progress through the different status levels - Bronze, Silver or Gold - by achieving sales volume requirements\* and by completing free training and certification in D-Link's core product technologies.

\* Benefits and sales volume requirements vary according to the country, please contact your local D-Link representative for more information.

Benefit*	REGISTERED	BRONZE	SILVER	GOLD
	D-Link	D-Link	D-Link	D-Link
Registered Status Certificate	✓	✓	✓	✓
Access to online D-Link Partner Portal	✓	✓	✓	✓
VIP+ Newsletters	✓	✓	✓	✓
Online Certification Training and Resources – no charge	✓	✓	✓	✓
Webinars and Workshops	✓	✓	✓	✓
Online product tools	✓	✓	✓	✓
Sales Support Material	✓	✓	✓	✓
Exclusive Monthly Promotions		✓	✓	✓
Deal Registration		✓	✓	✓
Project Pricing		✓	✓	✓
Demo Purchase Programme		✓	✓	✓
Priority Tech Support		✓	✓	✓
Roadmap Updated		✓	✓	✓
Dedicated Account Management			✓	✓
Eligible for Sales Leads			✓	✓
Presence on our website (Where to Buy section)			✓	✓
Invitation to Partner Roundtables				✓

## Why D-Link?

- A comprehensive range of products, including Ethernet Switches, Industrial Ethernet Switches, Wireless Access Points and Video Surveillance Cameras, that provide your customers with end-to-end networking solutions
- Give your customers tailored solutions for increased business revenues and profits
- We are committed to the development and deliver high-quality, competitively priced, award-winning technologies with scalability and proven reliability
- Access to free, online, on-demand training, sales support material and presales product tools
- Our success has been realised thanks to engaging with and supporting our partners

“Everything your customers need to build a complete network of any size”

**Become a Value in Partnership+ Partner and take your business to new heights with market-leading technology solutions.**

**Join us today at**  
[vipplus.dlink.com](http://vipplus.dlink.com)