



Technology  
Provider

# 2018 PARTNERSHIP GUIDE



SEE INSIDER TIPS FOR MAXIMIZING YOUR INTEL® TECHNOLOGY PROVIDER PARTNERSHIP.



# YOUR SOLUTIONS. OUR TECHNOLOGY. SMARTER TOGETHER.

Harness the full power of your Intel® technology investment by tapping into the business-building benefits available to you as an Intel® Technology Provider partner.

[intel.com/technologyprovider](https://intel.com/technologyprovider)

## WHAT'S IN IT FOR YOU?

Intel® Technology Provider offers exclusive benefits to help you grow your business. For 20 years, we have been dedicated to helping you turn your investment in Intel® technology into unstoppable business momentum.

### Four ways to get the most out of your partnership



#### 1. Maximize your benefits.

Enhance your business with a range of program offerings.



#### 2. Earn points and rewards.

Turn the purchase of Intel® processor-based products into benefits.



#### 3. Attract and retain clients.

Grow your bottom line with sales and marketing tools.



#### 4. Compete with confidence.

Tap into special benefits tailored to partners like you.

#### Is your profile up to date?

Find out in the My Membership section at [intel.com/technologyprovider](https://intel.com/technologyprovider).





# 1 MAXIMIZE YOUR BENEFITS

Enhance your business with a range of program offerings.



## 1. Technical support and warranty

Access exclusive expert assistance, installation tips, upgrade insights, and priority warranty service via chat, email, or phone.<sup>^</sup>

## 2. Training

Build on your role as a trusted expert through program-only online and face-to-face trainings exploring the latest Intel® technologies. The partner-only training provides a foundation for building valuable skills that help you inspire trust in your company and grow sales.

## 3. Software access

Enjoy a special invitation to download and buy popular software titles in the new Software Distribution Hub.

"As a strategic partnership, Intel is instrumental to our growth. They help us develop new platforms and better understand how we can penetrate deeper into the markets and verticals we serve."

**Martin Smekal**  
TabletKiosk  
Platinum Partner

<sup>^</sup> Subject to tier-level eligibility

## INSIDER TIP

Add your colleagues to your business profile. All training credits earned by your team contribute to achieving your training requirements.





## 2 EARN POINTS AND REWARDS

Turn the purchase of Intel® processor-based products into benefits.

Get your hands on a host of exciting business and lifestyle rewards, Intel® components, and Intel® processor-based products when you earn points on qualifying Intel purchases.

### Try the points simulator

Use the points simulator to learn how many points you could earn on your Intel purchases. Available only to partners enrolled in the points program.

**Check out the points simulator »**

## 1 CHOOSE THE TYPE OF PRODUCT

## 2 CHOOSE THE FORM FACTOR

## 3 CHOOSE THE PROCESSOR

## 4 GET RESULTS

“The Platinum partnership increases the respect we command in the market. It gives us an edge, and provides clients with a better understanding of our abilities. It also provides us with rewards, as we sell and promote Intel, through points and vouchers that go towards education.”

**Tim Aguilar**  
Calculated Research and Technology  
Platinum Partner

## 3 ATTRACT AND RETAIN CLIENTS

Grow your bottom line with sales and marketing tools.



### Partner Marketing Studio

*Create demand and drive sales*

Intel® Partner Marketing Studio is our one-stop online destination for marketing assets, ready-to-use campaigns, and demand-generation tools. All are available in more than 13 languages. Use the centralized platform to access:

- A rich library of logos, product images, and marketing assets
- Ready-to-use , multitouch campaigns for the latest Intel® technologies
- Customizable banners, landing pages, briefs, and more
- Demand-generation tools for email and social media marketing
- A website syndication tool to extend your reach and message



### Partner Marketing Kit

Advertise your partnership with Intel and show customers you are a trusted adviser. Download your 2018 Partner Marketing kit from the Studio, and get access to your program badge and other assets that promote your status as an Intel® Technology Provider.

### INSIDER TIP

Make sure that potential customers who visit [intel.com](https://www.intel.com) can find your business. Keep your profile updated with the correct information by visiting your partnership page.

## WHERE TO BUY

Visit [intel.com](https://www.intel.com) to determine where to buy. Find the right partner in our global list of top-tier Intel® authorized distributors and Intel®-approved suppliers offering the latest Intel® technology.

# 4 COMPETE WITH CONFIDENCE

Tap into specialty benefits tailored to partners like you.

Take advantage of unique benefits intended for partners in the following key vertical and strategic areas:

• High performance computing (HPC) data center

• Cloud data center

• Internet of Things (IoT) solutions

• Education

• Retailer

Specialty offerings include exclusive, partner-only resources that help you plan, build, and deploy your solutions with optimal performance and efficiency.



## INSIDER TIP

Share training opportunities with everyone in your organization—from new hires to experienced marketing managers who want to expand their knowledge and make a bigger impact on your business. You can add colleagues using the My Membership feature on the site.

“If you’re not in the [Intel® Technology Provider] program, you’re missing out on contacts; you’re missing out on communication. If you want to be on the leading edge, if you want to know the latest technology, you have to be in the program.”

**Kevin Wasielewski**  
Origin PC  
Platinum Partner



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