

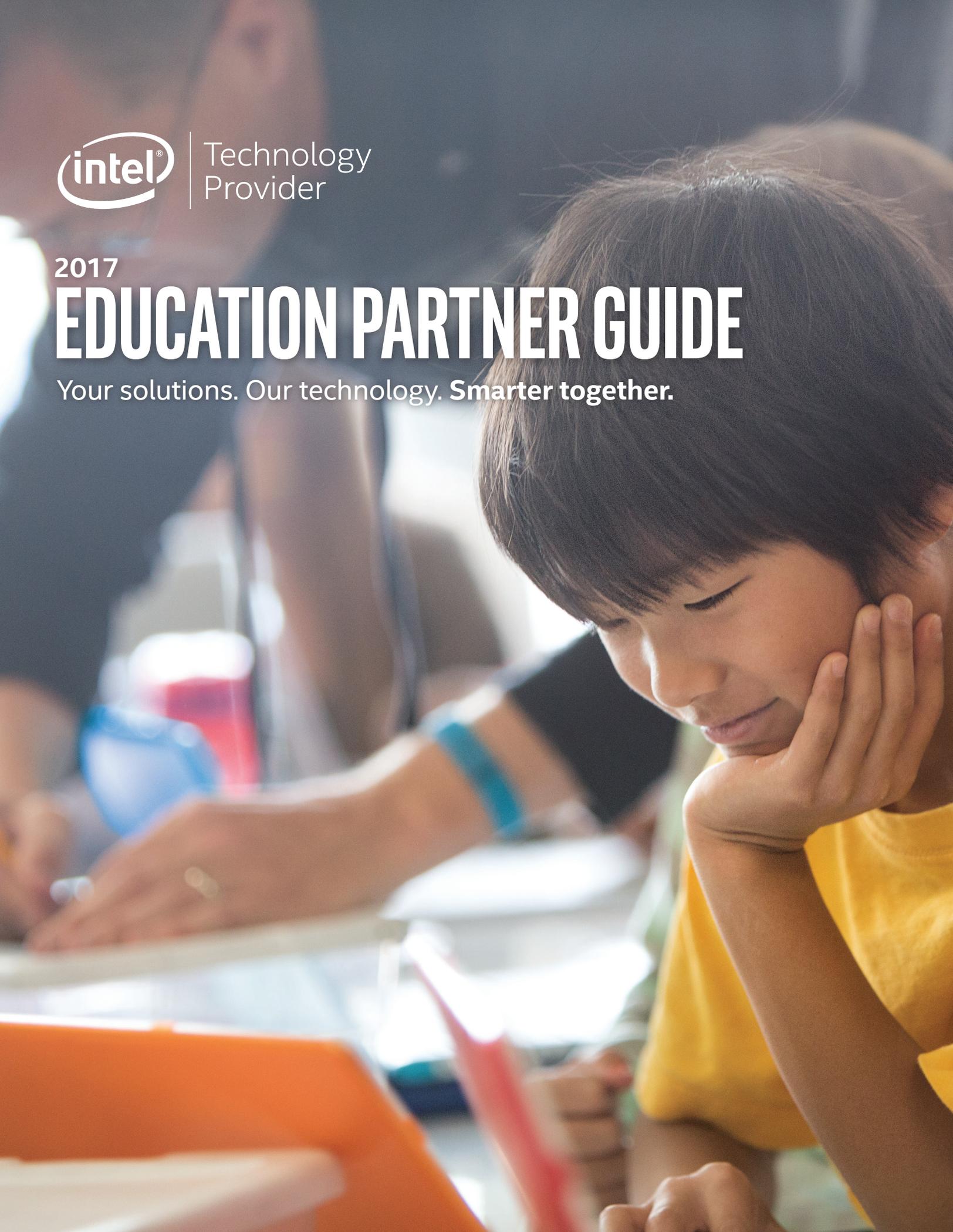


Technology  
Provider

2017

# EDUCATION PARTNER GUIDE

Your solutions. Our technology. **Smarter together.**



# Education tier benefits

When it comes to education, our priority is building relationships with all ecosystem partners. Time and trust are needed to truly understand what's relevant and effective. After more than a decade of experience in over 100 countries, we've built up a wealth of information and a vast network of experts. When you partner with Intel® Education, you're getting solutions that work. For your customers, and also for you.

Solutions that include professional development for teachers, proven content for students, and software that builds real-world learning skills. All supported by co-marketing and co-selling tools that help you effectively share our story. Because it's about transforming teaching & learning, and it's about partnering to deliver the best experience for your customers.

### EDUCATION PARTNER BENEFITS

	Technology Provider Platinum
	Technology Provider Gold
	Technology Provider

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	Education Specialty sales tools
	Education marketing materials
	Education Specialty training courses



## Education sales tools

Guides, catalogs, and presentations to help Partners instill trust with education customers by helping them make informed decisions. Materials include quick-reference guides, videos, and product comparisons that promote Intel-based solutions. Plus, catalogs featuring individual specifications and positioning of why each device is well-suited for teachers, students, and school IT departments.



## Education co-marketing assets

Persuasive data and messaging for selling-in solutions with your education customers, that will help grow and expand your business. Includes Intel® Education pass-through messaging for co-marketing efforts, campaign builder creative assets for education, and pass-through content targeted to end-users that are available in a variety of languages.



## Education training courses

Concise, web-based courses designed specifically to address Partner challenges in growing their businesses in the education market. Example course topics include transforming education for the next generation, working with publishing Partners to win deals, understanding educational technology research, and more.

# Maximize your membership with Education Specialty Benefits

In addition to the education-specific tier-level benefits, Partners can qualify to unlock even more powerful Education Specialty Benefits.<sup>1</sup> To qualify, Partners must first meet the criteria for membership status, sales volume, and training. These Specialty Benefits are new, and unrivaled for helping give education Partners a competitive advantage in supplying complete solutions to their new and existing customers.

## EDUCATION SPECIALTY BENEFITS

### CRITERIA:



Technology Provider  
Platinum



Technology Provider  
Gold

1. GOLD or PLATINUM membership status



2. IA platform sales of 3000+ units per year



3. **Achieve 25** Intel® Education training credits with 3+ reseller employees completing a minimum of 3 education training classes each

### BENEFITS:



Additional points offers for Education Specialists



“Education Specialist” designation



Education Specialist promotion



Eligible for Education Partner success story initiative



### Earn extra points for sales of targeted education products

Participate in offers and earn additional points available only to Education Specialist Partners. These valuable points can be spent on business rewards including Intel® technology, events, travel, and marketing materials. Use points to build your business and attract more Education customers.



### “Education Specialist” designation

Receive an “Education Specialist” designation to communicate your affiliation with Intel and specific education expertise. The “Education Specialist” designation can be used to build trust with your customers, and to help attract new business.



### Education Specialist promotion

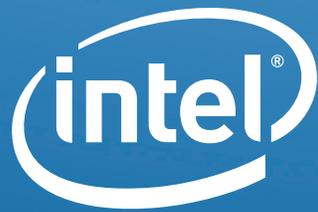
Be included in the listing of qualified Education Specialists on the Intel Technology Partner Education web page. This page also profiles case studies and POCs where appropriate. Specialist certificate (Letter of Introduction) available on request.



### Participation in success stories

Partners are given the opportunity to showcase their successes in conjunction with the Intel marketing team. Selected stories are professionally produced, co-branded, and published—increasing a Partner’s visibility with existing and potential customers.

<sup>1</sup>Benefits may vary by geography.



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The term "partner" in this document is used to designate a marketing relationship between otherwise unaffiliated companies, as the term "partner" is commonly used in the technology industry. The term "partner" here does not denote a partnership, agency, distribution, joint venture or other similar arrangement between the parties. The parties are independent and have no authority to bind each other.