



promotion assistance

reach expanding markets

developing new market opportunities

creating mutual value

value added partner

Trusted Partner

professional relationships

end-to-end capabilities

collaborative business approach

enhance customer relationships

extensive resources

education and training support

FUJITSU



# FUJITSU



## Creating Mutual Value

Fujitsu understands how important it is to effectively support your existing customer base while also developing new market opportunities. Strong and selective business partnerships give us all an advantage. Creating alliances with mutual value sets us apart from the rest, which is what the Fujitsu Strategic Authorized Reseller (STAR) program is all about.

With over 20 years' experience in communications networking and more than 500,000 network elements deployed, Fujitsu has a strong track record of proven real-world performance. Our hardware, software and services are trusted by nearly every major carrier in North America, because our dedication to reliability and quality is second-to-none. Our nationwide sales, services and support organizations have extensive expertise with diverse customer groups: RBOCs, ILECs, MSOs, wireless carriers, government (Federal, state and local), research and education, and enterprises.

The STAR program combines the strengths of Fujitsu and selected channel partners, allowing greater reach to add more value in delivering communications solutions to a broad customer base. As a STAR program member, you'll have access to recognition, training, marketing, and rewards that support you in developing and optimizing business opportunities.

### Fujitsu at a Glance

**Headquarters:** Tokyo, Japan

**President:** Tatsuya Tanaka

**Established:** June 1935

**Revenue:** \$40 billion

**R&D Expenditure:** 5.3% of revenue

**Employees:** 157,000 worldwide

**Stock Exchange:** Tokyo (Code: 6702),  
Osaka, Nagoya, Frankfurt, London

Note: Financial data is for FY 2015, which ended March 31, 2016.

### Global Scale, Local Presence

- » Sales and service operations in more than 70 countries
- » Fujitsu research laboratories in Japan, US, UK and China
- » Service centers supporting customers all over the world in 29 languages
- » 100+ data centers worldwide
- » Manufacturing locations in Japan, Asia, Europe and the US (1 million sq. ft. facility in TX)



## A Structured Partnership

There are three STAR program tiers – Authorized, Expert, and Premier, each requiring different levels of commitment in exchange for valuable benefits. Preferred pricing, training, co-marketing, discounted lab equipment and software, and target-based incentives are just some of the rewards of participation. New partners enter the program at the Authorized level. As a STAR program member, your tier will be evaluated and adjusted annually, (at the start of the Fujitsu fiscal year) to reflect your achievements from the previous year.

### STAR Program Benefits

As a STAR program member you have a team of experienced channel professionals, sales managers and systems engineers working closely with you. All STAR partners have a dedicated channel account manager who provides sales training, supports customer outreach and campaigns, and keeps you updated on Fujitsu news and events. The channel account manager serves as a single point of contact and Fujitsu liaison to help you navigate through the many resources, tools and benefits.

Benefits	Program Tiers		
	Authorized	Expert	Premier
Initial Promotion Assistance (IPA)	Up to \$25,000	Not applicable	Not applicable
Channel Marketing Fund (CMF)	2% monthly accrual rate based on sales	3% monthly accrual rate based on sales	4% monthly accrual rate based on sales
Additional Value Rebate Program (AVRP)	Additional 4% on sales exceeding revenue commitment	Additional 4% on sales exceeding revenue commitment	Additional 4% on sales exceeding revenue commitment
Special Performance Incentive Funds (SPIF) Available	Yes	Yes	Yes
20% discounted buy program	Yes	Yes	Yes
Preferred Pricing	Yes, at the Authorized level	Yes, at the Expert level	Yes, at the Premier level



## Measuring Commitment

STAR program membership and tier is based on specific goals and measurements. Each tier has a minimum revenue commitment. Fujitsu also measures partnerships based on the activities that lead up to and promote revenue generation.

	Program Tiers		
	Authorized	Expert	Premier
Annual Revenue Commitment	\$500,000	\$1,000,000	\$4,000,000
Training\Certification Points:	15	25	35
Marketing Points:	10	15	20
Sales Points	10	15	20

## The STAR Points System

The STAR points system is a straightforward approach to enabling Fujitsu and our partners to track performance and progress toward goals and commitments. Points are achieved for completing various activities that support the success of the relationship. In combination with revenue attained, the points you earn in a given year are used to determine the appropriate membership tier for the subsequent year. STAR points also provide you and your Fujitsu channel account manager with metrics that assist in effectively targeting efforts and resources, such as training or coop funds.

Training/ Certification Program	Marketing Program	Sales Program
<b>5 points per class seat</b> Complete Fujitsu Educational Services product training course	<b>10 points:</b> Develop and publish customer case study promoting Fujitsu telecommunications solutions	<b>10 points:</b> Reach program tier revenue objective
<b>5 points per individual certification</b> Fujitsu certification/re-certification such as a Fujitsu MSPP, DWDM, or MEF-CECP	<b>10 points:</b> Issue press release promoting a customer win with Fujitsu	<b>10 points:</b> Incremental business development projects over \$150,000 (requires new indirect customer relationship identified and closed by the STAR partner)
<b>5 points per partner company's participation</b> Complete Fujitsu-developed product and solutions training	<b>5 points:</b> Host seminar or webinar promoting Fujitsu communications network solutions	<b>5 points:</b> Incremental business development projects of \$150,000 or less (requires new indirect customer relationship identified and closed by the STAR partner)
	<b>5 points:</b> Demonstration/display to promote Fujitsu communications network solutions at a public event or trade show	<b>5 points:</b> Original sales campaign promoting Fujitsu communications network solutions in cooperation with Fujitsu
	<b>5 points:</b> Private customer demonstration of Fujitsu communications network solutions	
	<b>5 points:</b> Issue press release on STAR program membership	



## Channel Marketing Fund

Channel Marketing Funds (CMF) are meant to expand the sales and marketing reach of STAR partners and stimulate demand for Fujitsu solutions. CMF are accrued like a standard coop program and enable Fujitsu and STAR partners to jointly develop marketing campaigns and promotional materials. The CMF may also be used to purchase Fujitsu equipment and software for sales promotions, for use at trade shows and customer events, or to be installed in the partner's lab.

Additionally, to support technical knowledge development for selling and supporting Fujitsu products and services, the cost of partner staff training may be augmented using CMF.

### Eligible CMF Expenditures:

- » Fujitsu equipment for events, tradeshow, laboratory use or customer evaluation
- » Support and participation in local industry associations, activities or events
- » Co-branded collateral
- » Collateral created by STAR partners
- » Professionally developed case studies
- » Jointly hosted webinars
- » Acquiring mailing and emailing lists
- » Lead generation
- » Joint advertising
- » Bylined editorial article placement
- » Web page or site development
- » Costs associated with tours and demonstrations at a Fujitsu facility
- » Partner-initiated incentive programs
- » Fujitsu-branded promotional merchandise for customers
- » Costs to attend Fujitsu STAR program events
- » Fujitsu Educational Services (technical) training
- » Onsite Fujitsu technical support services for customer trials or first office applications

## Initial Promotion Assistance Program

As a new program member, Fujitsu will work with you to minimize your up-front investment in developing and implementing effective marketing campaigns.

The Initial Promotional Assistance program (IPA) is a one-time credit applied to a partner's CMF account when they initially enter the STAR program. The IPA is intended for marketing programs during the first 24 months of STAR program membership, to accelerate onboarding and revenue achievement.



## Pricing and Incentives

As a STAR partner, you will benefit not only from preferred pricing arrangements, but also from additional incentives that boost your potential rewards from Fujitsu communications network solutions.

### **Additional Value Rebate Program**

The Additional Value Rebate Program (AVRP) is a volume-based rebate program that rewards STAR partners at any membership tier for exceeding their revenue objectives. The program applies equally to all Fujitsu products, software and services, as long as they are purchased directly from Fujitsu for resale. AVRP funds are paid annually to encourage partners to continue closing Fujitsu business after meeting their revenue commitments. The rebate may be applied to the partner's CMF account or as a product credit.

### **Sales Program Incentive Funds**

Sales Program Incentive Funds (SPIF) programs are an optional way to recognize sales performance accomplishments. They may be open to individual employees, teams, or entire companies. SPIF programs are typically based on short-term sales goals. These programs are also targeted to support mutual strategic business objectives. SPIF incentives can be proposed by any STAR partner or developed and offered by Fujitsu. SPIF programs may be funded using CMF.





## Resources for Success

At Fujitsu, we value education and expertise. We believe learning opportunities play a major role in ensuring quality system engineering, operations and maintenance. STAR partners have access, via the Partners Extranet, to extensive information and educational resources.

### Training

The STAR program gives you access to exclusive and specialized learning opportunities for your staff. This encourages development of in-depth, up-to-date knowledge of Fujitsu network products and solutions. Classes and seminars are focused on key industry topics in addition to technical competency with Fujitsu platforms.

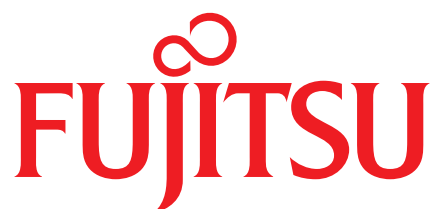
Fujitsu learning opportunities include instructor-led, self-paced and e-learning courses. Classes focus on application and equipment sales engagements, engineering, turn-up, maintenance and advanced maintenance and operations.

#### Training Topic Examples:

- » Mobile network backhaul
- » Wireless backhaul
- » Managed services
- » Carrier Ethernet
- » Packet optical networking
- » Software-Defined Networking (SDN)
- » Network Functions Virtualization (NFV)
- » Grid/cloud computing
- » Enterprise backbone networks

### Exclusive Information Resources

STAR partners can use an extensive library of information resources via the Fujitsu Partners Extranet site. This secure, searchable online portal incorporates a special-purpose area reserved for STAR program resellers. Resources available include sales order tracking, in-depth product documentation and technical bulletins, event schedules, sales support materials, collateral and more. Partners can also benefit from customized quoting and configuration tools that are linked in real time to Fujitsu business management systems. All these resources support and enhance your relationship not only with Fujitsu, but with the customers you serve.



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