# Brother Authorized Partner Program

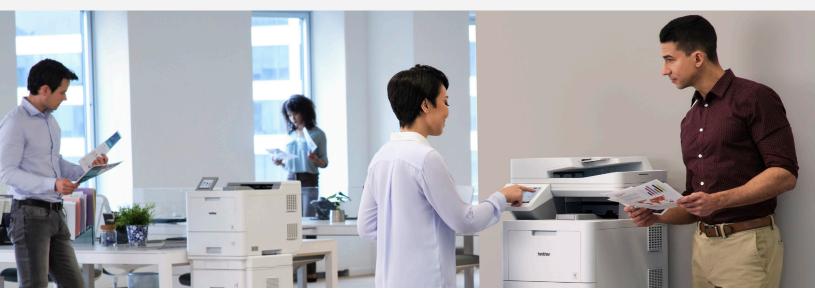






## Silver

Authorized to sell Brother open products from Brother Authorized Distributors.



## Becoming a Brother Authorized Partner Program (BAPP) member is key to actively selling Brother products and services — and unlocking enhanced benefits.

### **Silver Requirements**

- Must maintain minimum annual purchases of \$5,000 for Brother hardware and supplies. Eligibility for the current year is based upon the prior year's purchases.
- > Must have internal or field-deployed sales force.
- > Must focus on categories relevant to the BAPP; printers, MFPs and scanners.
- > Must provide monthly end-user POS / sales-out data.
- > Must provide Brother with proof of the source of its Brother product.
- Must disclose all business names, addresses and URLS.
  Reseller must disclose all business names, addresses, third-party marketplace seller IDs, and URLS that Reseller does business under.
- Must have a functional company website, phone number, business email address (i.e., johnsmith@companyname.com), commercial address and conduct business out of said address.

#### **Silver Benefits**

- Access to open (non-authorized) Brother product
- Access to Brother PATH (Partner Portal)
- Access to Content Syndication Services
   Open (non-authorized) Brother product data content for your website.
- Bid Pricing Program
   Offers volume hardware discounts up to 7% to support bids. discount upfront when purchased through Brother Authorized Distributors.





## Gold

Access to channel-protected products not available at retail or e-com only sites — the Brother Workhorse Series of printers, MFPs and scanners. Plus, get additional benefits to help grow your business!

## Gold Requirements All Silver Requirements, plus:

- Must have a sales force of at least two people.
- > Must maintain in-house technical support.
- Must not have a consumer retail focus or be primarily an internet reseller with the vast majority of sales through a website.
- May feature and resell Brother Authorized Products (Brother Workhorse Series) on it's primary website only. Participation and promotion of Brother Workhorse Series products on third party / marketplace websites is strictly prohibited and enforced. May sell open product on third party/marketplace websites.
- Must maintain minimum annual purchases of \$25,000 for Brother hardware and supplies. Eligibility for the current year is based upon the prior year's purchases.

#### Gold Benefits All Silver Benefits, plus:

- Access to Brother Workhorse Series products (channel-protected), these Brother Workhorse Series products are designed for Mid to Enterprise Markets and not sold at Retail or on Ecom-only sites.
- Deal Registration Program
   Hardware discount of up to 5% for approved registered deals.
- Value Print Program (VPP) Provides discounts on Brother Genuine Toner and a Free two-year limited warranty on select hardware models when your customer agrees to purchase Brother Genuine Toner for a three-year period.
- Vertical, Government & Education Support Brother sales teams can help identify and propose the best solutions for your clients.
- Access to Brother field sales teams for joint meetings with end users minimum requirements apply
- Access to Content Syndication Services
   Brother Workhorse Series product data content for your website.
- Demo Unit Program Purchase demo units of any of the Brother Workhorse Series products at a discount.
- > Brother Knowledge Center (BKC) A platform to educate about Brother products and offer insight on relevant topics within the industry. Provides you with the educational tools to help you sell more effectively and efficiently.

- Loyalty Program (Brother Rewards) Point-based system that rewards you for selling Brother Workhorse Series products. The more you sell, the more points you can earn and redeem for a variety of rewards, including: merchandise, travel, electronics, event tickets, gift cards, and more!
- > Brother Webinars
- Evaluation Units
   30-day trial for end-user opportunities.

### **Authorized Distributors**

D&H
Distribution Management (DM)
Essendant
Ingram Micro
SP Richards
TD Synnex



## Not a member of the Brother Authorized Partner Program?

To apply, visit:, visit www.brother-usa.com/partners

To view FAQ's visit here: https://www.brother-usa.com/partners-faqs