



Brother Authorized Partner Program



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



Silver

Authorized to sell Brother open products from Brother Authorized Distributors.

Silver Requirements

- › Must maintain minimum annual purchases of \$5,000 from authorized distributors (D&H, Distribution Management, Essendant, Ingram Micro, SP Richards, and TD Synnex) 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 BMG product
- › Access to Brother PATH (Partner Portal)
- › Access to Content Syndication Services
Open (non-authorized) Brother product data content for your website.
- › Access to 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.



Gold

Access to channel-protected products not available at retail or e-com only sites — the Brother Workhorse Series of printers, All-in-Ones 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 Protected Workhorse products) on its 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 from authorized distributors (D&H, Distribution Management, Essendant, Ingram Micro, SP Richards, and TD Synnex) 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 an additional 5% (on top of any other program support) for approved registered deals.
- › Value Print Program Plus (VPP+)
Builds on the existing benefits of VPP that include a competitive cost per page and a extended warranty by providing access to a cloud-based remote monitoring, reporting, and management platform.
- › Vertical, Government & Education Support
Brother sales teams can help identify and propose the best solutions for your clients.
- › Access to Content Syndication Services
Brother Workhorse Series product data content for your website.
- › 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.
- › Bid Pricing Program
Offers volume hardware discounts up to 7% to support bids. discount upfront when purchased through Brother Authorized Distributors.
- › 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>