

# **Panasonic European B2B Partner Programme**

## **- User Terms & Conditions -**

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## Introduction: document purpose and scope

These “Panasonic European B2B Partner Programme” User Terms & Conditions (referred to below as the “Partner Programme Ts&Cs”) are applicable to the “Panasonic B2B European Partner Portal” website (the “Website”) owned and operated by Panasonic Marketing Europe GmbH, Hagenauer Straße 43, 65203 Wiesbaden, Germany and its Group companies and subsidiaries (collectively referred to below as “Panasonic”).

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# PSCEU European B2B Partner Programme

This Website is the online tool for the Panasonic European B2B Partner Programme (the “Partner Programme”), owned and operated by Panasonic Marketing Europe GmbH. Its URL is “<https://bizpartner.panasonic.net/eu>”.

By using the Website, users indicate that they accept the following terms of use for both the Website and the Partner Programme and that they agree to abide by them.

This document explains the terms of use of both the Website and the Partner Programme.

## 1 Fundamentals

### 1.1 *Partner Programme goals*

The Panasonic portfolio contains a diverse set of solutions intended for a wide array of end users and applications. By extension, the resellers best suited to sell each of the products are as diverse as the product line. The goals of the Panasonic Partner Programme are to:

- Identify and promote the best reseller organizations for Panasonic products.
- Provide consistent programme experiences, regardless of the products a reseller will sell.
- Offer valuable incentives relevant to each type of partner, product and addressable market.
- Promote top-performing resellers to the end-user community.
- Provide supporting features to increase channel engagement

Overall, Panasonic strives to create a channel experience of the same quality as its products.

### 1.2 *Category scope*

Panasonic intends to sell solutions and propose a harmonised programme for PSCEU products.

Product categories covered in the Programme are:

- Projectors (Visual Solutions)
- Professional displays (Visual Solutions)
- HDVC (Visual Solutions)
- CCTV
- Broadcast & ProAV
- Industrial Medical Vision (IMV)

Programme members are authorized to join the programme for one or more categories.

### 1.3 Audience

This programme is open to Panasonic channel stakeholders, defined as “partners”. The Partner Programme categorises the partners into several partner company types.

Partner company type	Company type definition
Dealer	A dealer resells Panasonic products. The programme is open to direct <sup>1</sup> and indirect <sup>2</sup> dealers.
System integrator	A system integrator integrates Panasonic products into the product or service offering they deliver to B2B customers. The programme is open to direct <sup>1</sup> and indirect <sup>2</sup> system integrators.
AV rental	AV rental companies buy Panasonic products and own a fleet they can then rent to B2B customers. There is no rental relationship with Panasonic. The programme is open to direct <sup>1</sup> and indirect <sup>2</sup> AV rental partners. This is for the Visual Solution categories.
Distributor	A distributor buys Panasonic products, manages stocks and sells products to a network of resellers, system integrators and rental companies. Purchases are made directly <sup>1</sup> from Panasonic. Only companies that have a Panasonic SAP distributor account registered by PSCEU can be recognised as “distributors” in this programme.
Press	A member of the press neither sells nor buys Panasonic products. The press is interested in receiving Panasonic information for the purpose of informing their audiences about Panasonic products.
3 <sup>rd</sup> -party partner	A 3 <sup>rd</sup> -party partner neither sells nor buys Panasonic products. 3 <sup>rd</sup> -party partners develop and provide solutions that may have a technical relationship with Panasonic products, i.e. are compatible with our products or software.
Consultant	A consultant neither sells nor buys Panasonic products. Consultants sell services to B2B customers to help them design and choose the best product offering to match their needs.

<sup>1</sup> Direct partner: Has a direct purchasing relationship with Panasonic. This requires the partner to have a valid SAP account with PSCEU.

<sup>2</sup> Indirect partner: Has an indirect purchasing relationship with Panasonic. Purchases are made through a Distributor.

## 1.4 Levels

In order to incentivise partners, a reward programme is being proposed.

A level is allocated to each company for each category the company has been accepted for.

Levels are allocated based on company type and acceptance criteria defined for each category registration.

The different levels are:

Partner company type	Levels available				
<b>Distributor</b>	2 level:	Distributor	Key-Distributor		
<b>Press</b>	1 level:	Entry			
<b>3<sup>rd</sup>-party partner</b>	1 level:	Entry			
<b>Consultant</b>	1 level:	Entry			
<b>Dealer</b>	4 levels:	Registered <sup>3</sup>	Expert <sup>4</sup>	Solutions <sup>5</sup>	Architect <sup>6</sup>
<b>System integrator</b>	4 levels:	Registered <sup>3</sup>	Expert <sup>4</sup>	Solutions <sup>5</sup>	Architect <sup>6</sup>
<b>AV rental</b>	1 level:	Rental			

Once accepted as part of the programme, , the press, 3<sup>rd</sup>-party partners and consultants are allocated to a level that is fixed. Once accepted as part of the programme, distributors, dealers, system integrators and AV rental partners are allocated to a level that is determined by their meeting specified criteria as set by the different 'categories'

"Registered" is the starting level, which can be upgraded to "Expert" "Solutions", or "Architect"

"Expert" is the second-level, which can be upgraded to "Solutions" or "Architect".

"Solutions" is the third level, which can be upgraded to "Architect".

"Architect" is the highest level you can achieve

If performance does not meet the requirements, a partner will be downgraded to a lower level.

Categories may use a 1-, 2- 3-, or 4-level scale for dealers and system integrators.

The numbers and names of levels and the criteria to be met are defined for each product category.

<sup>3</sup> The "Registered" level

<sup>4</sup> The "Expert" level is called "Business" for CCTV & Visual Solutions

<sup>5</sup> The "Solutions" level is called "Premium" for CCTV

<sup>6</sup> The "Architect" level is not in use at present, but included for future reference.

## 2 Accessing the Panasonic European B2B Partner Programme

### 2.1 Registration

Access to the programme requires registration on the European B2B Partner Portal.

Registration is open to partner companies operating in the B2B business covered by the categories listed in section 1.2. Companies must be registered by a representative – a natural person who is legally capable and authorized to enter into agreements.

The company's activity must be one of the listed audience profiles (see "Partner company type" in section 1.3).

Registration requires both of the following:

- Select the country in which the company operates.
- Read and accept the "Terms of Use", "Cookie Policy", "Privacy Policy" & "European Terms and Conditions for the Partner Website and the Partner Programme" (This document).

The online partner registration page contains a registration form. Users have to select the categories or groups of categories they wish to apply for, including:

- Visual Systems (Projectors, professional displays, HDVC)
- Communication platforms (PBX) (Up till April 1<sup>st</sup> 2021)
- Business SIP systems (Up till April 1<sup>st</sup> 2021)
- Scanners (Up till April 1<sup>st</sup> 2021)
- CCTV.
- Broadcast & ProAV.
- IMV.

Users can apply for more than one category. Each category request will be examined to ensure that users receive responses to all the requests they have submitted.

After registration, the data will be checked for completeness and compliance with membership rules. Panasonic will e-mail information about the status of registration for each category applied for. A request may be accepted in one category and denied in another.

If accepted, the user is provided with a log-in and a process for creating a password. User login is unique for granting access to the content of the website, irrespective of the number of categories the user is authorized for. Upon log-in, the member will see which level has been allocated for each category the member is authorized for.

Panasonic reserves the right to refuse registration as a user or to terminate or suspend a user's account (if any) at Panasonic's discretion, including but not limited to situations where Panasonic believes that details are not correct, up to date, or complete, or if Panasonic believes that such action would be appropriate.

## 2.2 *Registered members in a company*

For each company, a special role is assigned to **the 1<sup>st</sup> member** who is accepted as a member in a category. This member is referred to as **“key master”**.

Specific permissions allocated to the key master:

- Can see and edit members registered in the category to which the key master belongs.
- Can deactivate members unless they are key masters themselves.
- Can register members in the category to which the key master belongs. In that case, the request is submitted to Panasonic as a regular request.
- In the “Manage my leads” section <sup>7</sup>, a key-master can see allocated leads sent for the category.
- In “Where to buy” section <sup>8</sup>, a key-master can create a company page for the category, and is listed depending on the type of business (Distributor / Reseller)
- When Distributor - the Key Master will receive a notification when a new Project has been raised by a partner which needs approval

The allocation of key master roles for a category can be transferred by the key master to another company member validated in the category to which the key master belongs. Parent and child account relationships are reflected in the Partner Programme database, as well as in the view the key master has on category members.

The company hierarchy cannot be changed within the user interface, but can be changed upon request by contacting Panasonic.

## 2.3 *E-mail communication*

When applying for inclusion in the Partner Programme and Partner Portal, partners receive a response by e-mail. They may also receive notifications related to their status in the programme, at least once a year. These are not marketing e-mails but information of legitimate interest.

When applying for inclusion in the Partner Programme and Partner Portal, partners are invited to update their details in the subscription centre to define their preferences for marketing e-mails by product category. In compliance with data protection requirements, Panasonic only sends marketing e-mails to partners who have explicitly given their consent to receiving marketing communication. Partners have the ability to unsubscribe from marketing communication by updating the “subscription centre” embedded in any e-mails they receive.

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<sup>7</sup> If the company has permission to access this section.

<sup>8</sup> If the company has permission to access this section.

### **3 Level allocation rules by category**

When registering, partners are allocated to a level for each category of which they are a member. This level is attached to the partner company.

Category levels provide sets of permissions to access the programme and the portal and obtain benefits.

As described in section 1.4, the different levels are allocated based on:

- Partner company type. A partner company has a single company type defined by the company's main activity.
- Achievement criteria defined by category. These criteria are defined below for each category.



**3.1 Visual Systems category criteria**

<b>Level</b>	<b>Entry</b>	<b>Distributor</b>	<b>Rental</b>	<b>Registered</b>	<b>Business</b>	<b>Solutions</b>
Company type	3 <sup>rd</sup> party or press or consultant	Distributor	AV rental	Dealer (direct or indirect) or System Integrator	Dealer (direct or indirect) or System Integrator	System Integrator (direct or indirect)
Sales criteria	Have a business activities in Visual Systems	Have a distributor SAP account in Visual Systems	Offers in his portfolio of at least one Panasonic Projector with a minimum brightness of 5.000 lumens for rent	Is interested in selling Panasonic Visual equipment	Sells Panasonic Visual products	<p>€200.000 p.a. turnover</p> <p>Purchased either Panasonic 1-DLP with exchangeable lens or 3-DLP product per relevant year</p> <p>Operates in-house project expertise through own resources e.g. planner, technical product manager or engineer.</p> <p>Indirect: Provides a monthly sell-out report of Panasonic projectors and display split by model number and quantity</p>

### 3.2 CCTV category criteria

Level	Entry	Distributor	Registered	Business	Premium
Company type	3 <sup>rd</sup> party or press or consultant	Distributor	Reseller or system integrator	Reseller or system integrator	Reseller or system integrator
Sales criteria	Has business activities in CCTV solutions	Has a distributor SAP account in CCTV	Sells Panasonic CCTV products, software and solutions	Has a pre-defined sales target on Panasonic CCTV products, software and solutions	Has purchased Panasonic CCTV for a minimum total amount of €200k* in year 1, and €300k* as of year 2 of membership
Training criteria	No	No	No	1 company member is certified following "Expert" level CCTV training	2 company members are certified following "Expert" level CCTV training

(\*) Based on RRP

### 3.3 Broadcast & ProAV category criteria

Level	Entry	Distributor	Registered	Expert
Company type	3 <sup>rd</sup> party or press or consultant	Distributor	Reseller or system integrator	Reseller or system integrator
Sales criteria	Has business activities in broadcast & ProAV	Has a distributor SAP account in broadcast & ProAV	Sells Panasonic broadcast & ProAV	Sells Panasonic broadcast & ProAV with a signed yearly agreement

### 3.4 IMV category criteria

Level	Entry	Distributor	Registered
Company type	3 <sup>rd</sup> Party or press or consultant	Distributor	Reseller or system integrator
Sales criteria	Has business activities in IMV	Has a distributor SAP account in IMV	Sells Panasonic IMV

## 4 Programme rules management

### 4.1 *Period of allocation*

The level is allocated for a period of one year. The period starts when the level is granted, at any time during the year. The level expiry date is calculated from the start date. The date provided depends on the Partner Programme category.

For practical reasons, an allocation can be made with a “grace period”, which will extend the allocation and calculate a new expiry date.

At the end of the allocated period, the criteria are checked and the company can be either maintained at the same level or upgraded to a higher level (if still applicable) or downgraded to a lower level or it can lose the Partner Programme membership for the category.

If the sales and training criteria check meets the criteria of a higher category level, the company’s category level will be upgraded to the appropriate level. This will start a new defined allocation period. This can happen at any time and thus create a new expiry date, calculated from the start date of the new level.

If some conditions for an upgrade cannot be met for technical reasons (e.g. training sessions not available), partners can be upgraded using a “fast-track” allocation. Fast-track allocation allows upgrades to a higher level without satisfying all the category criteria for the allocated level. The level allocation will be made for a limited period, during which the company will be requested to meet the criteria for the allocated level. To allow a check of the sales criteria in the relevant categories, you will have to supply your sell-out data (either yourself or by giving consent to your Distributor to share your sell out data), excluding pricing (quantity and model only), to the following e-mail address: [panasonic.pos@webhelp.com](mailto:panasonic.pos@webhelp.com). See section 4.3 for further details.

If these criteria are met before the end of fast-track allocation period, the company level will be confirmed for a one-year allocation period. If the criteria have not been met by the end of allocation period, the company level will be reverted back to the level allocated before the fast-track allocation.

## 4.2 Verification of training criteria

Compliance with the “training” criteria is verified based on training completed online or face-to-face via the Panasonic Online Academy, which is accessible from the Partner Portal (Academy tab).

Each individual user has access to the Academy for the category for which they have been accepted.

In the Academy, a selection of courses is offered. They can be classified as follows:

- Professional-level training: This training includes online courses and related online tests. Courses and tests may be offered in several languages. Each category defines the course and testing policy for obtaining the intended category of Professional Academy certification. The policy also specifies the period of validity of a certificate and the process for renewing a qualification.
- Expert-level training: This training includes online courses and related online tests. Some preconditions, such as “has obtained Professional-level training” may be imposed for accessing Expert-level training courses. For face-to-face training, the Academy provides a calendar of training sessions, publishes practical details of courses and a link to register for courses. Irrespective of whether online courses are organised by Panasonic, subcontractors or distributors, an online test is available to deliver the Expert-level certification. Each category defines the course and testing policy for obtaining the intended category of Expert Academy certification. The policy also specifies the period of validity of a certificate and the process for renewing a qualification.
- Advanced Expert-level training: These trainings include face to face courses and online related tests. Some preconditions, such as “has obtained Expert-level training” may be imposed for accessing Advanced Expert-level training courses. The Academy provides a calendar of training sessions, publishes practical details of courses and a link to register for courses. Irrespective of whether online courses are organised by Panasonic, subcontractors or distributors, an online test is available to deliver the Expert-level certification. Each category defines the course and testing policy for obtaining the intended category of Advanced Expert Academy certification. The policy also specifies the period of validity of a certificate and the process for renewing a qualification.
- Update training. This relates to online courses and online tests, which allow an Expert or Advanced Expert certification to be renewed. Each category defines the policy for renewing certifications.
- Additional training may be offered that does not lead to any qualifications and does not include tests.

For each user, the Academy stores information on:

- Which course a user has registered for.
- Which test a user has passed and the associated status (not attempted, failed, completed).
- Certification expiry dates.

User test status and user certification expiry dates are used in the Partner Programme to define the company’s training criteria status.

If a user leaves a company to join another company, the benefits of tests successfully passed can be transferred to the company the user is joining.

### 4.3 Verification of sales criteria

Compliance with “sales criteria” is verified in different ways, depending on the level:

- Entry: existing relationship with Panasonic sales.
- Business, Registered: projects previously declared to Panasonic, existing relationship with Panasonic sales.
- Distributor: distributor account number in the Panasonic SAP system.
- Expert, Solutions, Premium & Architect: partners send evidence by e-mail to a 3<sup>rd</sup>-party company and/or allows the purchasing Distributor partner to share the model and quantity purchased, independent of Panasonic. Panasonic is not informed of the purchase prices of products and may only be informed of products and quantities, or the total value purchased. The evidence can be sent at any time during the reference period. Monthly submission of data is preferred, but data should be submitted quarterly as a minimum. The evidence should be scanned and the following information attached: company name as specified in the Partner Portal, country, sender’s name, sender’s e-mail address, sender’s telephone number, category for which partners are providing evidence.

The sales data check for the Expert, Solutions, Premium or Architect categories is performed by a 3<sup>rd</sup>-party company, independent of Panasonic.

Data sent to this company is not shared with Panasonic and stored away from Panasonic’s IT infrastructure. The 3<sup>rd</sup>-party company checks the information sent by the partner against stored elements and analyses the progression of sales criteria. Sales criteria are defined for each category, including:

- Total purchase value of Panasonic products based on purchase price.
- Total purchase value of Panasonic products based on RRP price.
- Quantity of specific products purchased.

The 3<sup>rd</sup>-party company informs Panasonic if the sales criteria were met during the reference period but does not provide any details of the transactions received.

In order to check the sales criteria in the relevant categories, you will have to supply your sell-out data, excluding pricing (quantity and model only), to the following e-mail address: [panasonic.pos@webhelp.com](mailto:panasonic.pos@webhelp.com).

### 4.4 Sell-out report

The Solutions Partners to the Visual Category (Projectors, Display, HDVC) which are not direct customers of Panasonic do provide a sell-out report on a monthly basis to a third party in accordance with the provisions in clause 4.3 – Verification of Sales Criteria - of the User Terms & Conditions. This report provides the total value of Panasonic projector and display products purchased from participating Distributors (main units without accessories, warranty extensions and software items) and the name of the Distributors the relevant products were purchased.

The list of participating Distributors is available under <https://business.panasonic.co.uk>.

The sell-out reports shall be provided by email to [panasonic.pos@webhelp.com](mailto:panasonic.pos@webhelp.com)

## 5 Description of benefits

This section describes the benefits and rules for accessing them based on categories.

### 5.1 Line-up and product information

Line-up and product information is available based on the level assigned to each category.

On its Website, Panasonic provides detailed product information for products available in Europe. The information provided is:

- Line-up comparison.
- Product description.
- Product images.
- Files categorised into product files, technical files, marketing files.
- Full product specifications.
- Related products (accessories, where used, downsell or upsell, end-of-life replacement products).

A search engine allows users to look for resources based on file type, language or modification date. A “download cart” feature allows users to select files and download them as a single compressed file.

Website content, such as text, photographs, images, software, trademarks, logos and product names, is the intellectual property of or licensed to Panasonic.

Panasonic grants users a free-of-charge, non-exclusive and non-transferable right to use the content for commercial purposes without the right to modify or alter the materials in any way, or to delete or change any copyright or trademark notice. Users may download and have content displayed on their computer screens for instant use and printing. Users receive an unrestricted and unlimited right of use to such content. However, users must not copy, distribute, publish, exhibit, show, broadcast, make publicly available or reproduce content, unless permission to do so has been explicitly granted. Some of the content may require a separate agreement, which users will be asked to agree to before use.

When applying for inclusion in the Partner Programme and Partner Portal, partners are invited to update their details in the subscription centre to define their preferences for marketing e-mails by product category. In compliance with data protection requirements, Panasonic only sends marketing e-mails to partners who have explicitly given their consent to receiving marketing communication. Partners have the ability to unsubscribe from marketing communication by updating the “subscription centre” embedded in any e-mail they receive. This information may be updated on the Partner Portal.

#### Levels with access to “line-up and product information” benefits by category

	<b>Projectors and professional displays</b>	<b>HDVC</b>	<b>CCTV</b>	<b>IMV</b>	<b>Broadcast &amp; ProAV</b>
Level	Entry Distributor Rental Business Solutions	Entry Distributor Rental Business	Entry Distributor Registered Business Premium	Entry Distributor Registered	Entry Distributor Registered Expert

All levels have access to the product information section on the portal.  
Some information may be displayed to selected levels only.

## 5.2 General information

General information is available based on the level assigned to the category. It includes the following:

- Shortcuts: Shortcuts are interactive links to portal pages or external websites.
- Promotions: The Partner Portal offers two types of promotions: information-only promotions and claimable promotions.
- News: News is information related to the product, Partner Programme or business.
- Events: This is information related to events such as exhibitions, partner events or business.
- Training: This is information related to training such as e-learning, webinars etc.
- Featured products: Information on featured products includes pages to highlight star products, etc.

Receipt of an announcement of events or training does not automatically make members eligible to attend. A registration process may apply, in accordance with the event description.

### Levels with access to the “general information” benefits by category

	<b>Projectors and professional displays</b>	<b>HDVC</b>	<b>CCTV</b>	<b>IMV</b>	<b>Broadcast &amp; ProAV</b>
Level	Entry Distributor Rental Business Solutions	Entry Distributor Rental Business	Entry Distributor Registered Business Premium	Entry Distributor Registered	Entry Distributor Registered Expert

### 5.3 Prequalified leads

Panasonic receives end user requests through the telephone helpdesk and web-based forms. Alternatively, end users are free to directly contact partners listed on the “Where to buy” page. After being qualified, the leads can be forwarded to channel partners. When a request is sent to Panasonic, end users are informed and required to agree to having their request handled by a Panasonic Partner (End User Website Ts&Cs).

Both the methodology and the ability to receive prequalified leads are defined by the level assigned to the partner in the lead category.

Lead allocation methodology: defined allocation

A lead can be allocated directly to specific members who have the proper permissions in their category. The partner company is selected based on the following criteria:

- Geographical location.
- Scoring. The scoring is defined by the average scores given by end users during a customer satisfaction survey.
- Specific know-how requested in the lead query.
- Experience in the vertical sector in which the lead has originated.

The lead information can be sent to partner companies that are members or to a selected member in the company. The allocation information is communicated to the member by e-mail and can be viewed on the Website. Panasonic provides end user data. Members can accept to manage the lead or reject it.

Lead allocation methodology: group allocation

A lead can alternatively be proposed as “unallocated” to a list of partners with the proper permissions in their category. The allocation information is communicated to the members by e-mail. Some of the data user’s data is visible to all partners, but the entire set only becomes visible to the first partner accepting to manage the lead. Once accepted, the lead becomes invisible to partners, except to the partner accepting it.

SLA and customer satisfaction:

To ensure customer satisfaction, the end user receives a confirmation e-mail whenever a partner has accepted to manage the lead.

A Website-initiated request asks the partner to follow up the lead status until it reaches “closed won” or “closed lost” status. Five (business) days after accepting the lead, the partner receives a reminder to update the status. Fifteen (business) days after the lead was accepted by the partner, the end user receives a customer satisfaction survey, asking them to rate their experience with Panasonic and the partner. The resulting scoring is internal to Panasonic.

No new leads will be made available (unallocated method) to partners with more than 5 open leads. By accepting the current Partner Programme Terms & Conditions, partners accept the SLA as described above. Although Panasonic makes every effort to collect and prequalify leads, it cannot be held responsible if a lead does not provide the partner with the expected quality and/or volume of results.

**Levels with access to “prequalified lead” benefits by category**

	<b>Projectors and professional displays</b>	<b>HDVC</b>	<b>CCTV</b>	<b>IMV</b>	<b>Broadcast &amp; ProAV</b>
Lead allocation (unallocated method)	Rental Business Solutions	Business	Not available	Not available	Expert
Lead allocation (defined method)	Rental Business Solutions Distributor	Business Distributor	Business Premium Distributor	Not available	Expert



## 5.4 Promotion claim forms

Panasonic invites partners with the proper permission in their category to “claim for promotions”. This allows partners to receive benefits (amounts or points) after providing evidence that a promotion action has been performed (sell-in or sell-out action).

Promotions are defined by product category and can be specific to one or more countries.

### Incentive point promotions

Each promotion is subject to terms and conditions:

- Promotion period.
- Products included in the promotion and associated number of points.
- Rules applicable to validating points.

During the promotion period, the partner uploads evidence of their sales action related to incentive products. Product purchases may be direct or indirect. Each claim is submitted to and examined by Panasonic.

Partners can view the claims submitted and their status (pending, approved, approved with changes, rejected, redeemed) on the portal at any time.

Promotion rules define how the points collected can be spent. The use of points can be managed on the Partner Portal.

### Amount-based promotions

Each promotion is subject to terms and conditions:

- Promotion period.
- Products included in the promotion and associated amounts.
- Rules applicable to validating the amount.

During the promotion period, the partner uploads evidence of their sales action related to incentive products. Product purchases may be direct or indirect. Each claim is submitted to and examined by Panasonic.

Partners can view the claims submitted and their status (pending, approved, approved with changes, rejected, redeemed) on the portal at any time.

The promotion rules define how the accumulated cash-back can be obtained. The cash-back payment is managed on the Partner Portal.

Where products have been purchased through distributors, the distributors can view the claims reported by resellers with their current status.

### **Levels with access to “promotion claim form” benefits by category**

	<b>Projectors and professional displays</b>	<b>HDVC</b>	<b>CCTV</b>	<b>IMV</b>	<b>Broadcast &amp; ProAV</b>
Level	Rental Business Solutions	Business	Entry Distributor Registered Business Premium	Not available	Expert Distributor

## 5.5 Where to buy

With over 2,000 visitors per day searching for resellers on our <https://business.panasonic/eu> local websites, Panasonic's divisional "Where to buy" pages are among the most visited in our industry.

Based on their level in the Panasonic Partner Programme, partners can be promoted on the "Where to buy" pages.

Promoted partners on the "Where to buy" pages have the ability to create their own record on the portal, including:

- Company presentation, including the website, category web pages, logo.
- A window person per category.
- Services.
- Products.
- Useful information.
- Online availability.

This information is then displayed on the Panasonic divisional "Where to buy" pages. Panasonic has the right to MODIFY or UNPUBLISH without prior notice the content created by partners, if this content does not comply with the Terms and Conditions:

- The partner must specifically promote their activity with Panasonic. Activities with competitors must not be referred to.
- The partner must NOT disclose content that violates data protection law, and the inclusion of content that insults or defames other users or any party is prohibited.

### Levels with access to "where to buy" benefits by category

	<b>Projectors and professional displays</b>	<b>HDVC</b>	<b>CCTV</b>	<b>IMV</b>	<b>Broadcast &amp; ProAV</b>
Level	Distributor Rental Business Solutions	Distributor Business	Distributor Business Premium	Distributor	Distributor Expert

## 5.7 Project Registration

Panasonic gives partners with the appropriate level the opportunity to register for projects through the Partner Portal. Regardless if the purchasing agreement is direct or indirect, the projects will flow into the Sales enablement tool of Panasonic and will be handled by Panasonic sales and weighted on correctness and feasibility.

When the purchasing agreement lies direct with Panasonic also the quotation will be handled also directly through the Partner Portal and it's a place where always the latest quote can be found. In case of an indirect purchasing agreement the quotation lies with the (by the partner) selected Distributor and they can be contacted outside of the Portal.

Information which is required for a Project Request besides your own company details (which are automatically generated through the known information of the Portal)

- Name of the End User Company
- Project Installation date (Estimated)
- The project number of the Partner

### Levels with access to "Project Registration" benefits by category

		<b>Projectors and professional displays</b>	<b>HDVC</b>	<b>CCTV</b>	<b>IMV</b>	<b>Broadcast &amp; ProAV</b>
Level		Business Solutions Distributors	Busines Solutions Distributors	Expert Solutions Distributors	Not available	Expert Distributors

## 5.8 Rental community platform

Panasonic gives partners with the appropriate level the opportunity to access a community database where they can:

- Create their own profile and share their own data.
- Search for matching partners in terms of the products and geographical criteria requested.
- Send a written request to partners with matching search results.

On the Website, partners can create a profile page and include information on products in stock.

This database holds the company name and address, contact names in the company, comments, products in stock, including quantities (quantity range).

Once approved by Panasonic, this information is published in the partner database.

If a partner is looking for a product that may be in stock elsewhere, the member can run a multiple-criteria search (product, quantity, location).

Search results display a list of partners and their respective locations, company names, contact data, products, quantities (range) and comments.

Partners can select one or more listed members and prepare an enquiry (text), which will be sent by e-mail.

The e-mail is routed to selected partners by the Partner Portal .

Panasonic is responsible neither for the content of the e-mail sent nor for responses or transactions processed between partners.

Panasonic cannot be held responsible for information published by partners.

It is the partners' responsibility to update content.

Panasonic's approval before publishing acts as a safeguard to ensure that inappropriate content is removed. There are no checks to verify that products and quantities are correct.

### Levels with access to "rental community platform" benefits by category

		<b>Projectors and professional displays</b>	<b>HDVC</b>	<b>CCTV</b>	<b>IMV</b>	<b>Broadcast &amp; ProAV</b>
Level		Rental	Not available	Not available	Not available	Not available

## 5.9 Logo & certificate

Panasonic provides logos to members, if the level allocated is associated with a logo. These logos are provided as a downloadable zip files containing jpeg, eps and png formats.

Logos are attached to levels reached by the company in the respective categories.

Logos are available on the portal for all members registered for the category in which the company has received a logo.

Panasonic also provides pdf certificates. Certificates are available when logos are available.

Certificates include:

- Company name.
- Level reached in the relevant category.
- Associated logo.

**Levels with access to “logo & certificate” benefits by category**

	<b>Projectors and Professional Displays</b>	<b>HDVC</b>	<b>CCTV</b>	<b>IMV</b>	<b>Broadcast &amp; ProAV</b>
Level	Distributor Rental Business Solutions	Distributor Business	Distributor Business Premium	Distributor	Distributor Expert

## 5.10 Panasonic Visual Academy

### 5.10.1 Online Academy Access

All levels have the right to access the e-learning platform Panasonic Visual Systems Academy which is part of the online B2B partner portal.

### 5.10.2 On-site local training

Solutions Partners can receive on-site local trainings upon request to the local sales representative. Panasonic will ensure timely execution of the training considering training topics and program requested by the Solutions partner

## **5.11 Visual Engineering Support**

### **5.11.1 Project Back office**

Solutions Partners can receive project and tender support. Panasonic local representative will support and provide required specification and certification asked in any tenders or frame contract the Solutions partner is bidding for. Request for support needs to be raised through the local sales representative.

### **5.11.2 Projector Simulation**

Solutions Partners can request Panasonic Sales Engineer to support on projects that the Solutions partner is working on.

A Panasonic Sales Engineer will simulate the projection setting (projector position and lens setting) in Panasonic's proprietary software "Projector Geo Simulation"

Based on the customer brief and information provided by the partner a Panasonic Sales Engineer will simulate the setting of projectors in the desired room layout. This tool is designed to help the Solutions Partner to identify the best possible result with a given screen size and room conditions.

The result of the simulation is only a proximity to the real setting and tolerances that occur between plans and measures provided by the customer and the real result.

For avoidance of doubt Panasonic does only provide simulation support services and is not liable for any deviation between the simulation and the real result and does not assume any liability on the final projection, the correctness, technical feasibility or any other circumstance in connection with the implementation of the solution.

### **5.11.3 Laser Projector Risk Group Check**

Laser projectors are classified into different Risk Groups according to the intensity of light emitted at the projectors lens. Following to the Risk Group classification the operator of the projector has to make sure certain areas around the projector lens cannot be entered by any people (Risk Zone) and certain safety distances have to be kept. For more information about Risk Group classification, Hazard Zone dimensions and safety distances please refer to the corresponding whitepaper issued by Panasonic Visual Systems.

For Solutions Partners Panasonic Visual System is offering a plan check in order to assure the Solutions Partners projection layout plan is in accordance with the Risk Group recommendations.

For avoidance of doubt Panasonic will only check if the drawing or layout plan provided is in accordance with the Risk Group regulation IEC 62471-5: 2015. Panasonic is not liable for actual execution or if a structure is built to plan. Panasonic is not liable for any damage caused by the projectors being installed not in accordance to IEC 62471-5: 2015 or the correctness, technical feasibility or any other circumstance in connection with the implementation of the solution.

### **5.11.4 Equipment Support**

Solutions Partners can have access to Panasonic demo equipment pool and will receive loan units for temporary use. Purpose is to demonstrate the product to the customer and allow on-site testing. Panasonic will try to meet with all request according to availability.

Solutions partners are entitled to purchase demo units with a 25% discount on their buying price. Purpose of demo units is to use them for product demo and testing to the end user. The Solutions partner can purchase a maximum of 1 unit per model number. The demo unit shall be used for a minimum of three month.

The Solutions Partner can purchase warranty extensions for projector and display products purchased with a discount of 30% to their buying price.

## 6 Benefits per category – summary

### 6.1 Benefits for projectors and professional displays

Level	Entry	Distributor	Rental	Registered	Business	Solutions
Product information	Yes	Yes	Yes	Yes	Yes	Yes
Marketing & sales information	Yes	Yes	Yes	Yes	Yes	Yes
Technical information	Yes	Yes	Yes	Yes	Yes	Yes
Prequalified leads		Yes (Defined)	Yes (Both)		Yes (Both)	Yes (Both)
Promotion claim forms			Yes		Yes	Yes
Project Registration		Yes			Yes	Yes
Rental community platform			Yes			
Logo & certificate		Yes	Yes		Yes	Yes
Where to buy		Yes	Yes		Yes	Yes
On-Site local training						Yes
Engineering Support - Project Backoffice						Yes
Engineering Support - Projection Simulation						Yes
Engineering Support - Laser Risk Group Check						Yes
Equipment Support						Yes

## 6.2 Benefits for HDVC category

<b>Level</b>	<b>Entry</b>	<b>Distributor</b>	<b>Rental</b>	<b>Business</b>
Product information	Yes	Yes	Yes	Yes
Marketing & sales information	Yes	Yes	Yes	Yes
Technical information	Yes	Yes	Yes	Yes
Prequalified leads		Yes		Yes
Promotion claim forms				Yes
Project Registration		Yes		Yes
Rental community platform				
Logo & certificate		Yes		Yes
Where to buy		Yes		Yes



### 6.3 Benefits for CCTV

Level	Entry	Distributor	Registered	Business	Premium
Product information	Yes	Yes	Yes	Yes	Yes
Marketing & sales information	Yes	Yes	Yes	Yes	Yes
Technical information	Yes	Yes	Yes	Yes	Yes
Prequalified leads		Yes (defined method)		Yes (defined method) 2 <sup>nd</sup> priority	Yes (defined method) 1 <sup>st</sup> priority
Promotion claim forms		Yes	Yes	Yes	Yes
Project Registration		Yes		Yes	Yes
Rental community platform				-	
Logo & certificate		Yes		Yes	Yes
Where to buy		Yes		Yes	Yes

\*Additional category-specific benefits are available for Business and Premium partners. Please contact your Panasonic sales representative for more details.

### 6.4 Benefits for broadcast category

Level	Entry	Distributor	Registered	Expert
Product information	Yes	Yes	Yes	Yes
Marketing & sales information	Yes	Yes	Yes	Yes
Technical information	Yes	Yes	Yes	Yes
Prequalified leads				Yes
Promotion claim forms				Yes
Project Registration		Yes		Yes
Logo & certificate		Yes		Yes
Where to buy		Yes		Yes

### **6.5 Benefits for IMV category**

<b>Level</b>	<b>Entry</b>	<b>Distributor</b>	<b>Registered</b>	<b>Expert</b>
Product information	Yes	Yes	Yes	Yes
Marketing & sales information	Yes	Yes	Yes	Yes
Technical information	Yes	Yes	Yes	Yes
Prequalified leads				Yes
Promotion claim forms				Yes
Project Registratoin		Yes		Yes
Rental community platform				
Logo & certificate		Yes		Yes
Where to buy		Yes		Yes