

Shape Connect! Partn

Connect! Partner program Changes

Reseller Presentation

January 2020 - Barco Confidential

BARCO Connect! Partner Program Change

Context

- This Document provides our Reseller Community with the changes made to our Connect! Partner Program
- The program aims at contributing to Barco focus on greater End user experience
- The program has been adapted to include Barco new ClickShare line up which requires a new accreditation process

Partners are critical to Barco growth – The Barco Connect!	
Program will offer you a framework that is:	

Simple	Reliable	Engaging
The Program provides you a framework for doing business together with Barco. This makes working with Barco simple and transparent.	As a Partner in the Barco Connect! Program, we will deliver the products, support, and commercial benefits detailed in the Program.	We want to engage in growing business together by offering the best program features and margin protection, supported by excellent tools and training to help you succeed.

BARCO EMEA 2020 GTM ClickShare Channel Sales

Non-Connect!						
	Open Channel					
•	CS-100 (H)					

- Pricing provided by Distribution
- Special Project supported by Barco (SPID)

Connect!	Program
----------	---------

Connect! Accredited

CSE-200 (+)

CSE-800

- For Gold, Silver & Authorized: Run-rate business @ Distribution provided pricing
- For Gold & Silver Partners :
 - Deal registration discount taking into account Reseller Connect! Status (DRID)
- Special Project supported by Barco (SPID)
- Barco SPID & DRID T&Cs apply

Connect! Conferencing Program								
Restricted Connect! Partners								

Connect! CX accredited

CX

- For Gold, Silver & Authorized: Run-rate business @ Distribution provided pricing
- For Gold & Silver Partners :
 - Deal registration discount taking into account Reseller Connect! Status (DRID)
- Special Project supported by Barco (SPID)
- Barco SPID & DRID T&Cs apply

- Non-Connect! Partners can only purchase the CS-100 (H)
- Connect! Accredited or Connect! Conferencing Accredited Partners have access to CS-100 (H)
- Connect! Conferencing Program is a subset program of the Connect! Partner program
- Connect! Conferencing Program will enable specific Barco Partners to buy ClickShare Conference (CX) from Distribution after Barco accreditation (see slide on criteria)
- A CX partner can access to CS & CSE , a CSE partner is not automatically accredited for CX

ClickShare Connect! Resellers

- Barco Connect! Partner must accept the revised **Rules of Engagement**:
 - Purchasing only from Barco Distributors or Barco Connect! Partners
 - Sales to permitted parties only: Sales to Connect! Partners only (except for CS-100(H)) & End Users
 - ClickShare conference: Sales to Connect! Conferencing Accredited Partners only & End Users
 - Acceptance of DRID and SPID T&Cs including selling to the end user entity specified in the SPID & DRID document
 - In case of violation of the **Rules of Engagemen**t, Barco reserves the right to exclude the reseller from the Connect! Partner Program

Deal registration (DRID) for Gold & Silver Connect! Partners

Purpose and Benefits

- Enable the Distributor to offer an extra Discount supported by Barco when selling to the Connect! Network
- Barco Connect! Network assures a greater deployment & experience for the End Customer

Process

- Distributor makes a Deal Registration request to Barco see mandatory template including defined End-User name and Connect! Partner name
- Upon approval, Barco provides a DRID to Distributor including defined End-User name and Connect! Partner names, amount of the supported discount, product model, maximum End-User price, Deal Registration T&Cs & validity date
- Distributor will sell to the Connect ! Partner in compliance to Barco DRID T&Cs.
- Reseller can sell to his end user in compliance with the Rules of Engagement

Special Project (SPID)

Purpose and Benefits

- For Special Projects requiring a greater supported discount by Barco
- Enabling Barco and Partner to win on tenders, framework contracts, solution projects or on Volume deals

Process

- Distributor will present to Barco a request for a SPID
- If approved, Barco will release the SPID to the Distributor with a claim value for the Distributor indicating the product model, eligible quantity, validity period, end-user and reseller name and maximum End User price
- Distributor will sell to the reseller in compliance with the SPID T&Cs
- Reseller can sell to his end user in compliance with the Rules of Engagement
- Barco has the right to appoint an external auditor to verify if SPID T&Cs have been complied with.
- SPID can be combined with DRID

BARCO ClickShare Enterprise & ClickShare Conferencing Connect! Partner program

Common Connect! Partner accreditation criteria

	Authorized	Silver	Gold
Upfront Investment from Partner mandatory at all time of the accre	ditation:		
Program application by the reseller on Barco website (including acceptance of Rules of Engagement)	\checkmark	\checkmark	\checkmark
Set target at 80% minimum spend achievement of the yearly revenue per country per Silver/Gold status or as per yearly Gold signed Business plan (achievement calculated based on distribution reporting)		\checkmark	\checkmark
Training & certification of minimum 3 sales and 3 engineers	\checkmark	$\checkmark\checkmark$	$\checkmark\checkmark\checkmark$
Demo units investment (see demo policy) - minimum 2 / max 6 demo units per reseller branch location for each CSE line and CX line		\checkmark	\checkmark
Investment on a Yearly base to sustain accreditation beyond the abo	ove criteria:		
Commitment to attend a minimum of 2 training course per annum, to maintain certification with key sales & technical employees		$\checkmark\checkmark$	$\sqrt{\sqrt{\sqrt{1}}}$
Promoting Barco on a monthly base to the end customer via active marketing actions and/or via field sales demos at end user place (5 visits minimum)			\checkmark
Endorsing Barco's values & respecting Barco Connect! Rules of Engagement	\checkmark	\checkmark	\checkmark
Agreement of an annual business plan signed off every year before end of Q1 & planned review during QBRM			\checkmark

ClickShare Conference Accreditation Criteria

Upfront Investment from Partner mandatory at all time of the accreditation:

Reseller presents a UCC Platform certification (Teams, Zoom, Polycom, Cisco, ...) & a solution portfolio

- Min. 3 technical engineers CX accredited F2F training
- Min. 3 sales employees CX accredited F2F training

Front line support to end users on UCC integration either via a helpdesk during the local business hours or pre-sales engineers on the field

Demo unit Investment (see previous table) & active demonstration of CX to the end customers on a monthly base (5 visits minimum)

Investment on a Yearly base to sustain accreditation beyond the above criteria:

- Minimum € 150K spend on CX Conference for Year 1 (WE threshold-see CAM for specific country threshold)
- Support the staging, registration via XMS and deployment flow of CX for the end customers
- Investment in marketing activities to proactively promote the CX range
 - Dedicated call out campaigns on CX to increase awareness

Engagement with Barco BDM team to identify key EU to carry out joint demonstrations when needed and relevant

Actively promote Barco Trade-in & Try&Buy with CX via Field sales or marketing promotional activities

Focus on Key KPI's set by CAM to launch CX

Accreditation Process for ClickShare conference

- After qualification and training , the reseller can be accredited provided that:
 - Connect! Rules of Engagement are signed off
 - Investment in demo units has been completed
- Reseller can be mentioned on the where 2 buy partner portal
- If the reseller is completely new:
 - Normal Connect! Onboarding process applies
- Upon CX accreditation, Barco does not change the overall Connect! status of the Partner
 - A CS Gold partner remains Gold for CX
 - A CS Silver partner remains Silver for CX

BARCO

Barco Channel Partner Program - Connect!

ClickShare Enterprise & ClickShare Conference common benefits

	Authorized	Silver	Gold
Barco University training access	\checkmark	\checkmark	\checkmark
Barco logo & partner logo	\checkmark	\checkmark	\checkmark
Access to myBarco	\checkmark	\checkmark	\checkmark
Deal registration		\checkmark	\checkmark
End-User project pricing	\checkmark	\checkmark	\checkmark
Partner locator		\checkmark	\checkmark
Market Development Funds			\checkmark
Performance based back rebates			\checkmark
Barco Account Manager			\checkmark
Joint planning			\checkmark

BARCO

ENABLING BRIGHT OUTCOMES

- You Tube | youtube.com/BarcoTV
 - in | linkedin.com/company/Barco

 - facebook.com/Barco

BARCO CX Training Course Summary

BARCO

ClickShare Conference Accreditation Course

Course Requirements for CX Accreditation

Always under Barco University framework

- Audience : Only to eligible Connect! Conference resellers list (Barco list)
- F2F Education process via BATC or in KOR or organized by Barco university/CAM locally with CSEs – all under NDA until January 27th (public launch) -

Per elligible reseller

- 3 technical staff to have followed the F2F training course
- 3 sales staff to have followed the F2F training course
- Expand to more Partner sales via Barco University framework
 - F₂F KOR or local BATC or Barco
 - E-learning

Course Content

- Market Context
- CS conference value proposition
- How to sell
- Product cabling, activation & SmartCare 5y content & registration process via XMS, WIFI environment management
- SWAP compatibility
- CX & use cases with ecosystem (MS, webex, Cisco, Zoom & others)
- Button and App functionalities how to enrich the user experience
- Touchback, moderation, annotation and whiteboarding functionalities and use case for in room and remote users in the context of CX
- Document sharing local view
- XMS cloud : set up and device management possibilities
- Network integration if not already done
- Expectations from Partners on L1 for services

For non CS savy resellers : complete in addition the other CS training courses (firmware upgrades, auto updates , button manager, pairing, ..)

BARCO

ENABLING BRIGHT OUTCOMES

- You Tube | youtube.com/BarcoTV
 - in | linkedin.com/company/Barco

 - facebook.com/Barco

BARCO MDF Process for Gold Resellers



- Discretionary case by case funds available for Gold Resellers only
- Is only applicable for eligible marketing activities
- Annual business planning is prerequisite for MDF eligibility
- MDF for resellers is paid by Barco directly
- 50/50 cost reimbursement
- ✤ 3 step MDF process applies



Online activity application, approval & execution

- Reseller to complete the online application form on myBarco, min. 1 month prior to activity execution
- Barco to audit & approve application via mail (Unique MDF ID created for each request, to be used throughout all communication)
 - Reseller will receive an email confirming the activity application has been received
 - Reseller will receive another email confirming the activity has been approved
- Reseller to execute MDF activity, supported by Barco Channel Marketing



Markets & Solutions	Products News	Training & Support	Contact	About Barco	Partners
arco > My Sales >	My MDF > Activity	Application Form			
s	Check out our new that you need.	Sales & marketing dow	wnload cente	r where you can	find all the sales & marketing download
ty Application	My MDF - Activi	ty Application Form	1		
kits	MDF is subject to B	arco's approval			Contact our
AV	Partner Company	Name: *			channeldesk
	Barco N.V.				Your email
	Partner Contact N	ame: *			Your question
	VAT/Tax ID: *				Submit
	Country: *				
				*	collect
	Partner Contact Er	nail: *			
					Normanian Stranger
	Partner Contact Pl	ione: *			
	+32 56 233211				
	Barco channel acc	ount manager:			Eligible activities and
					Proof of Performance
	Activity Type: *				Read the Eligible
	Demand/LeadG	neration		*	
	Activity Name: *				
	Activity Description	12 *			
	Please specify targe materials, performa #demos, etc)	t group, target size, bus nce indicators (#visitors,	iness objective # clicks, # les	s, produced sds,	
				1	
	I am a Barco: *				
				*	
	Promoting: *				
				*	
	Activity Start Date	*			
	Activity end date:	*			



Process for Connect! Gold resellers to receive MDF



Activity by activity basis



Claim submission & payment

- Reseller to complete online claim form on myBarco for each approved and executed activity, within 45 working days after activity execution
- Barco to review & approve the claim
 - Reseller will receive email to confirm claim has been received
 - Reseller will receive another email confirming claim has been approved
- Barco to pay the claim(s):
 - Barco to create PO, indicating the ref MDF ID and related amount to be paid
 - **Reseller** to **send invoice** to Barco asap (the latest within 3 months after PO date)
 - Barco to pay the invoice terms: 30 days net





Shape

Connect! Partner program Onboarding process

Nathalie Andersen – Barco Confidential

BARCO

RESELLERS | Company Onboarding Process

Partner needs to apply online and create user accounts to access myBarco



Partner Application and User Account creation

Quick Start Guide

- This Quick Start manual is meant to guide you through the most important steps you need to take to become Barco's partner.
- Please follow the steps as outlined and you will be well on your way to a successful partnership with Barco.
- These steps are required to comply to the General Data Protection Regulation
- If at any point you are unclear or have any queries, please contact <u>Barco Helpdesk</u>.







Step 1: Go to barco.com. Click on <u>Become a Connect! Partner</u> to apply

PRODUCTS SOLUTIONS NEWS SERVICES & SUPPORT CONTACT ABOUT BARCO	PARTNERS	y Jobs
HOME > BECOME A PARTNER Become a Partner	Become a Connect! Strategic Alliance pa myBarco extranet lo	partner rtners Become a Connect! partner g in
 Why Barco? Global demand for visualization solutions is booming these days. No doubt this is the perfection of the solution of the solution	ect moment for your oducts, but also with I the outstanding egies and processes	Brochures Download Corporate resellers brochure Download Healthcare resellers brochure
Why partner with Barco? By joining the Barco Connect! Program, Barco offers an engaging framework to bring visu. market	alization solutions to the	
 Reliable: We keep our promise to deliver the product, the support, the commercial be program Simple: The program offers a framework for doing business together, making Barco a partner to work with 	enefits as stipulated in the a simple and transparent	

 Engaging: We want to engage in growing our business together, by offering different partner levels and product specializations

What's in it for me?

Barco Connect! offers a set of benefits and tools based on certain requirements:

Program Registration Revenue Commitment Additional Discounts Performance Based Back Rebates Joint Business Planning

Step 2: Click on the **Submit Form** button when you have filled in the application form

Previous

E	BARCO	myBarco log in Ne	ew to myBarco?	
		investors Sustainability Job		
PR	ODUCTS SOLUTIONS NEWS SERVICES & S	UPPORT CONTACT ABOUT BARCO PARTNE	ERS	
но	ME > BECOME A BARCO CONNECT! PARTNER			
В	ecome a Barco Connect!	partner	1	
Re	ady to leverage the Barco opportunity? Simply apply on contact you to discuss your entry in the program.	through below partner application form; Barco will	confident! And some interest	
		Language: English 👻		
	01. Contact 02. Company	03. Partnership 04. Additional cont	. In all	
	Additional contacts Please provide us the contact information of the me	mbers of your company, who would like to receive	Connect! Partner Program brochure	
	Name			
	Barco	Test		
	Email			
	barcotesting1234@yahoo.com			
	Telephone			
	123456			
	Function title			
	Managing director	Ψ		
	Add more	e contacts		
	Rules of engagement*			
	agree upon the kules of Agreement			

SUBMIT FORM

Step 3: Register to create your user account and get access to myBarco



What can be found on myBarco?

- myBarco Dashboard
- Sales & Marketing Tools
- Download and Subscribe newsletters
- Service Portal Access
- Barco University : Product Certifications
- Product & Services
- Connect! Partner Program

BARCO

CONNECT! Quick Start Guide

Step 3: Register to create your user account and get access to myBarco



Always provide a working corporate email domain when registering an account with Barco

HOME > CREATE A MYBARCO ACCOUNT	arning			5				
Create a myBarco With your secured myBarco logi Ar Already have a myBarco account? Lo	n account v se your con re you sure	vith a public email address may npany email address to ensure you want to continue?	ected by Barco. Please er follow up.	or product(s).				
Step 1/2 - Contact & company	Yes, kee	p using public email address		Change e-mail address				
		Contact information						
	Name	Barco		Test				
	Email	barcotesting1234@yahoo.c	om					
		We already have an accou Would you rather sign in o	nt assoc r reset y	ciated with this email addr your password?	255.			
Preferred L	anguage	English			•			
		Company information						
Compa	ny name	Company						
	Address	Address						
		Zip / Postal code		City				

BARCO CONNECT! Quick Start Guide

Step 3: Click on <u>New to myBarco?</u> to create an account and request access

BARCO		myBarco log in Investors Sustainabil	New to myBarco?
PRODUCTS SOLUTIONS NEWS SERVICES & SU	PORT CONTACT ABOUT BARG	CO PARTNERS	
HOME > CREATE A MYBARCO ACCOUNT			
Create a myBarco account	:		
With your secured myBarco login you can get	access to all the latest files & to	ools for your market(s) ar	nd/or product(s).
Already have a myBarco account? Log in here.			
Step 1/2 - Contact & company information			
Step 2/2 - Professional background			
Your Barco contact	Barco	Test	
l am a(n)	Reseller / VAR		v
Your application or expertise	ClickShare and Meeting room se	olutions	•
I am registering because	I am a Connect! partner		•
	✓ I would like to receive access to	o the Barco service portal.	0
	Yes, send me communication r Barco Group.	egarding products and serv	vices of the

I have read and accept the Barco terms & conditions.

Complete registration

BARCO CONNECT! Quick Start Guide

Step 4: Once completed, you get a confirmation message.

BARCO	BARCO					myBarco log in New to myBarco?		
						Investors Sustainability Jobs		
PRODUCTS	SOLUTIONS	NEWS	SERVICES & SUPPORT	CONTACT	ABOUT BARCO	PARTNERS		
HOME > CR	FATE A MYBARCO A	CCOUNT 3	THANK YOU!					

Thank you!

Thank you for your registration. We've sent you an activation email in which you'll find a link to the activation page. Please follow that link to activate your **guest account** and choose a password. Your full account will be activated after your request has been approved **(this manual process can take up to 48 hours)**.

Guest account

With a guest account you can:

- sign up for Barco certified training
- manage your newsletter subscriptions
- · subscribe to product update information
- get access to customer services (eg log a service request)

This is a temporary account until your request has been approved.

Full account

With your full account you'll have access to

- · essential information on Barco products
- technical updates
- marketing material

BARCO

CONNECT! Quick Start Guide

Step 5: Check your email inbox and click the link to validate your access to myBarco



- The Sender is <u>webmaster@web.barco.com</u>
- Make sure you add this email address to your safe sender list.
- If you cannot find it in, please check your Junk Folder



Step 6: Enter new password to activate your myBarco account

PRODUCTS SOLUTIONS M HOME > ACCOUNT > ACTIVATUR Activate your a Enter a password to activate your Your password must be <i>at leas</i> symbol. New password Confirm password	NEWS SERVICES & SUPPORT CONTACT A EYOUR ACCOUNT CCOUNT our account. It 8 characters long, and contain a capital letter,	myBarco log in Investors Sustainability BOUT BARCO PARTNERS	New to myBarco? English / Singapore
Products > Wireless collaboration Projectors Medical displays Video walls Image processing Software Support >	Activate About Barco > Investor relations Corporate governance Sustainability Barco Experience Center Careers Training >	Contact us > Where to buy our products Find a system integrator Find a distributor Contact support Your local office >	Follow us Image: Sign up for our newsletter Receive the latest news about our services & products Imail

Step 7: Confirmation of successful account activation

BARCO		myBarco log in Investors Sustainab	New to myBarco? English / Singapore ility Jobs Q
HOME > ACCOUNT > ACTIVATION SU	CCESSFUL	ABOUT BARCO PARTNERS	
Activation succes	s ful activated. You will be redirected to the	sign in page in 7 seconds. Click here to s	ign in directly.
Products >	About Barco >	Contact us >	Follow us
Wireless collaboration Projectors	Investor relations Corporate governance	Where to buy our products Find a system integrator	🗾 f in 🔊 🔠
Medical displays Video walls Image processing	Sustainability Barco Experience Center Careers	Find a distributor Contact support	Sign up for our newsletter
Software	Training >	Your local office >	Receive the latest news about our services & products
Support			Email
			sign up

Privacy policy | Cookie policy | © 2019, Barco. All rights reserved.

Step 8: Access <u>myBarco</u> by entering your credentials





Sign in with your Barco account

meone@example.com	
assword	

in <u>forgot password</u>

Don't have a Barco account? register here

CONNECT! Certification Programs

Step 9: Click on <u>SERVICES AND SUPPORT</u> to access e-learning modules

ClickShare – CS-100 – Formation en ligne pour la certification des professionnels de vente



CONNECT! Certification Programs

Step 10: Register for Training

Training registration

Quick Start Guide

Registration procedure

STEP 1:

IMPORTANT: If you do not have a myBarco account, click on New to myBarco at the top right of the page and register. You will receive a return email with steps to create your password and activate your account.

Note: It will take 3 hours for your account to synchronize for a "guest" status on the site and can take up to 24 hours for your specific "Market Segment" site request to be approved.



STEP 2:

Log onto www.barco.com. Click **Training & Support > Training**, to display the training and certification program's page.



If you face problem registering for online courses, please click <u>Training Registration</u> <u>Quick Start Guide</u> to download the steps



CONNECT! Barco Contact Points

Who to contact at Barco?

- Barco University : <u>training.barco@barco.com</u>
- Partner Registration Helpdesk : <u>barco.partnerzone@barco.com</u>
- Barco Connect! Program: admin@partners.barco.com



• Partner Account Manager:

If you have any question regarding the content in this presentation.