



A guide to Channel Partnership



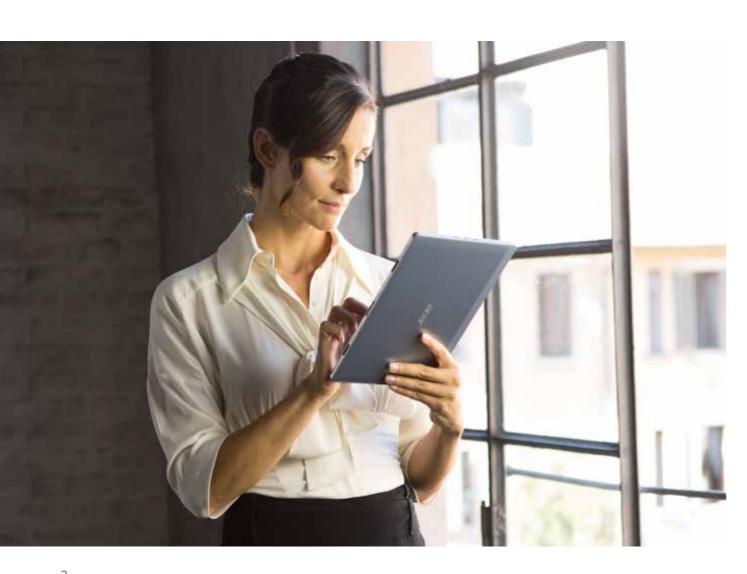




Acer for Businness focuses on supporting customers' technological needs and business growth through its strategic partners, innovative solutions, and business best practices.

Our channel business model allows us to deliver the simplicity and efficiency partners need, so that they can concentrate exclusively on developing relationships with and satisfying their end customers.

We are committed to building strong and effective relationships with channel partners. To that end, we offer Acer's Synergy Partner Program, that provides a wide range of benefits and instruments designed to market Acer's products and solutions effectively and to maximise opportunities.



(6) reasons to become an Acer Partner

- With 40 years' experience in the world of computing, we can help you to deliver superior business solutions that best fulfil the requirements of your end customers.
- Acer's business model has an exclusive focus on the channel and it is designed to support partners to meet customer needs.
- Acer teams support partners and their customers at all levels and our compelling tools and channel programs are designed to make it easy to work with Acer.
- Acer for Business provides channel partners with a comprehensive range of products including notebooks, desktops, tablets and 2-in-1 devices, smartphones, monitors and projectors and solutions designed to deliver best performance, security and manageability, for all needs and usage scenarios.
- Acer products offer a wide range of innovative features and are built and tested to last. Our reliability is top class, and Acer's Reliability Promise reflects this: in the unlikely event that a product fails and is repaired under warranty within the first year after purchase, Acer will refund 100% of the price paid.
- Acer has won several Awards for its quality of Service across EMEA. Its partners and customers are offered outstanding assistance, including technical support, a collect-and-return service, partner updates on the latest technologies, and online training.



Partner Program Structure

Acer's Synergy Partner Program facilitates a successful collaboration with partners, in order to deliver market-leading solutions for the commercial market.

Key benefits of the Acer Synergy Partner Program include:

Realistic and achievable criteria by which partners obtain rewards

Acer Account Manager and Telesales Team support

Marketing Programs designed to support business growth

Value-adding marketing documentation and product training programs

Access to the Synergy Partner portal

Support for tenders

To accommodate a wide range of partnerships, Acer offers different levels of collaboration - Platinum, Gold and Silver - according to performance, experience and the reference market segment.











From the Education sector to Digital Signage, Acer efficiently focuses on vertical segments solutions as well, strong of a wide product portfolio that perfectly fits the needs of several different markets, such as Healthcare, Transportation and Retail & Hospitality. We have deep consideration of the value of our partners: this is why, according to the specific market, solution or service, we offer customized certifications that guarantee the quality and reliability we strongly believe in.



Do you work in the Education market?

Acer has over 40 years of experience in serving the needs of education. Our aim? To empower people; to encourage knowledge, collaboration and responsibility, through a new kind of interaction between teachers; to give access to the most up-to-date information more quickly and easily than ever before; to help schools to make effective use of new technological solutions to change the learning experience and manage the classrooms efficiently and safely.

Here the teacher becomes an encourager, an adviser and a coach, preparing the pupils for the real world environment in a unique, engaging way. Acer Education Partner is the channel certification dedicated to this sector. In addition, we have a best-in-class partnership - Acer Education Solution Centre dedicated to a limited number of partners with a high level of expertise capable of meeting the technological needs of schools and universities, and of providing full IT solutions for ever-evolving pedagogical processes.



Do you provide Digital Signage solutions?

In addition to its already extensive selection of professional products, Acer has expanded its range to include large-format displays designed for 24/7 operation. This makes us a full-range ICT supplier, with a range that also includes the media players needed for digital content playback.

In this market we have two qualifications:

- The Acer Synergy Visual Partner has extensive experience of digital signage and of digital content management and support. It has detailed knowledge of Acer hardware products.
- The Digital Signage Centre offers additional expertise in digital content.
 The requirements for this partnership include software qualifications,
 competences in the area of content generation and a dedicated showroom.



Are you a local computer shop?

The Acer Point quality brand is well recognized by consumers, SOHOs, and SMBs.

The Partners holding this qualification will be provided with POS materials, flyers, display systems and can run joint promotion days, according to their Partnership level.



Acer Synergy Partners gain more than access to a portfolio of easy, reliable and secure products and solutions designed to meet the needs of modern business.

They can also benefit from a range of top class marketing tools and programs designed to help them deliver superior business solutions and service to customers.



Acer Synergy Portal

A focused and intuitive portal that offers partners all the information they might need, from compelling communication assets to training to performance tracking dashboards.

Resources available on the portal include customizable marketing materials, up-to-date product information, promotions and price lists, and all the latest news from Acer.

Visit the Synergy Portal on Acer's website for more information.



Training

Acer Academy, through formative webinars and online training tools, provides partners with extensive knowledge of IT market trends as well as Acer's strategy and product portfolio.

Our partners can find the section dedicated to Acer Academy on the Acer Synergy Portal.



Sales development programs

Our range of sales development programs include demo programs, special deal pricing, Best4Business channel promotions and Acer Synergy Rewards, aimed at supporting the continual growth of channel partners by rewarding their success with additional benefits.



Communication support

We actively help our partners to increase their sales through continual communications support. We provide partners with the marketing tools they need to effectively market Acer products. In addition, we organize regular events to share our latest technologies, products and services and we endeavour to generate interest and demand for channel partners with lead generation campaigns.

To communicate their expertise in Acer products and solutions, partners can use the Acer Partner logo on their website and marketing collaterals.

Customer Service & Support

When customers buy an Acer product, they receive more than just a device to work with. They receive access to an integrated structure of logistics, contact centres and repair centres owned by the Acer Group that guarantees perfect synchronization of the service chain.

The Acer Service Network is organized to operate quickly and efficiently, offering customers flexibility while adhering to common criteria throughout the EMEA region.

Our commitment and Quality Service have been rewarded with several awards all across Europe.

France United Kingdom Spain







1st Place 2015/2016 Customer Service of the Year Award



1st Place 2015 for Service and Support Best Service & Support for Computer Manufacturers (Deutsche Institute for Service Quality Award Best Computer)

Austria



2015 Winners
After Sales Support for Tablet





1st Place 2014/2015 for Service and Support Best After Sales Service and Support for Tablet Manufacturers

Netherlands



1st Place 2015 Klacht Awards for Best Company in Complaint Management



Top 3
in the category Technology
and Telecommunication
for Best Customer Orientation

Extended Service Plan



In addition to the standard warranty*, Acer offers an extended service plan on our entire product range that can be purchased for Commercial Notebooks, Tablets, Desktops, All-In-Ones, Monitors and Projectors, providing a priority service.

Additionally, it offers customers priority via telephone, fax and e-mail during the entire duration of the extension. Extended service plans may be customized depending on the product and extension selected:



Time

Depending on the product and country, customers may extend the warranty up to 5 years.



Territory

The International Travelers Warranty (ITW) is designed to add protection and complete peace of mind to customers travelling abroad. It covers Acer notebooks and tablets. Valid for one year from the date of purchase with a possibility to extend, it does not apply in the country of purchase.



Service

Customers may select from different repair options: Carry in, Pick-up and return, On-site, and Exchange.



Extra support

Customers may choose Accidental Damage Insurance as well as Data Recovery service.

Contact Us

For more information about becoming a partner



send an email to business.emea@acer.com



acer.com