



Siemens Enterprise Partner Program

Programs for Profitability

Profit Builder Program

Grow your business!

The Siemens Profit Builder Program is an effective way for you to grow your business as a Siemens Authorized Partner. We think you will find the Siemens Profit Builder Program to be among the most comprehensive co-op and Market Development Fund (MDF) programs you will ever come across.

From training to marketing to staffing, there's no limit to the ways we can help you generate revenue and offset your operating costs! With Profit Builder, Siemens Authorized Partners earn funds with every net purchase that they make. These funds are available to invest in activities to generate awareness and demand in your market and help drive incremental sales.

Benefits

Supporting your marketing activities and rewarding your performance are important elements of our program. As a Siemens Authorized Partner, you earn funds to invest in your business at the rate of 2% of each Siemens net purchase for Authorized System Partners and 3% for Authorized Solution Partners.

You are eligible to earn additional points based on revenue attainment above your target, up to 5% total for Authorized System Partners and up to 6% for Authorized Solution Partners.

The program rewards performance within your potential market with quarterly payouts that will be reconciled at the end of the fiscal year based on your yearly attainment.

With Profit Builder you can boost your marketing activities by leveraging the power of the Siemens brand, Siemens sponsored customer events, Siemens press coverage and marketing collateral through a world-class website and Partner portal.

Your company will be able to increase its local market penetration and sales pipeline with proven demand generation activities. Online access to resources and support makes participating easy.

How You Can Spend Your Profit Builder Dollars

Profit Builder Program is a co-op and Marketing Development Fund (MDF) program designed to help you increase your profits and margins. The more you buy and sell, the more you earn. Profit Builder gives you countless ways to build and advance your business.

Education

Keep your organization's sales and technical skills up to date with Siemens training and certifications. You can even apply your funds toward Siemens approved industry courses and certifications.

Marketing

A sound business plan must have a well thought out marketing strategy. We've done all the work for you to help your company implement proven marketing tactics that you can invest in with confidence. Profit Builder is your vehicle to a hard-hitting marketing arsenal.

What better way to build your business than by increasing customer awareness and stimulating demand! And with Profit Builder, you not only have access to our entire marketing resource center, but we will reimburse you up to 100% when you use it for qualified activities.

SIEMENS

Global network of innovation

You can send your customers customized direct mail, launch telemarketing campaigns to generate qualified leads, enhance your website or launch a public relations program to promote your company in your marketplace.

We have developed packaged activities that are easy to order, easy to implement and easy to fund through the Profit Builder Program. You also have access to Siemens product and services collateral at your fingertips: datasheets, brochures, success stories, white papers and more.

Demo and In-House Systems

Demonstrate the power of Siemens solutions with a demo system subsidized by your Profit Builder funds! With your system, you will always have a working solution on hand for presentations to potential customers.

Events

Give presence to your customers or trade events with Siemens professional trade show booth property. Offset travel costs of participating in Siemens sponsored conferences. Take your prospects or customers to one of our world-class Executive Briefing Centers in Boca Raton, Florida, San Jose, California, or Reston, Virginia, and use Profit Builder funds to pay for your expenses.

Direct Mail and Telemarketing

Generate qualified leads through direct mail pieces that convey your expertise with a call to action or launch a customized telemarketing campaign in your target market. We give you the resources to implement high-impact marketing activities that drive results.

Advertising and Public Relations

Advertising templates to give your company a professional edge and market presence. Our Public Relations program will help your company obtain press coverage and recognition in your marketplace to reach new prospects and customers.

Cash Option

Cash payments are an option after you have used your recommended allowance for education and marketing.

Other

Have a hot marketing idea to drive Siemens sales? Contact your Area Channel Manager to discuss the opportunity for approval.

On-line access through the Siemens Partner Portal, www.SiemensPartner.net, allows you to easily access your funds, submit an activity, obtain information on how to implement pre-approved and packaged activities, make claims and much more. It is your on-line marketing support center! Ready when you are.

The Siemens Profit Builder Program is the key to growing your top and bottom line. Start earning Profit Builder dollars - the more you sell, the more you earn!



www.SiemensPartner.net

Siemens Communications, Inc.

900 Broken Sound Parkway
Boca Raton, FL 33487
1.800.765.6123
1.408.492.2000
TTY: 1.800.933.7656

Order No.: G1002-01245-01

© Copyright 2005. Siemens Communications, Inc.
All Rights Reserved.

Siemens is a registered trademark and HiPath is a trademark of Siemens AG. All other trademarks and company names are the property of their respective owners.
Printed in the U.S.A.