

# Committed to creating value for our partners

[vipplus.dlink.com](http://vipplus.dlink.com)



# Welcome to the D-Link Value in Partnership+ Programme

D-Link's success, as a network and video surveillance solutions provider, is built on our commitment to our partners.

Our Value in Partnership+ Programme builds on these relationships and offers support, training and financial benefits that will increase your ability to grow your business and increase profitability. Extend your business to provide excellent value to your customers.

We believe in investing in our partners and providing access to a complete range of business benefits\*, including:

- **Training and Certification**
- **Online Presales Product Tools**
- **Volume Incentive Rebate**
- **Sales Support Material**
- **Marketing Development Funds**
- **Priority Technical Support**
- **Technology Specialisations**
- **Deal Registration**
- **Demo Purchase Programme**
- **Promotions**

## Commitment to our partners

Our core channel value propositions and commitments to our partners:

### Technology

Innovative and competitive products that range from network edge offerings to the core of the enterprise.

### Ease

Technical solutions that are fully interoperable, so partners are no longer locked into one vendor.

### Financial

Financial benefits for our partners with significant revenue from programme margins, hardware and related services.

### Collaboration

Working closely with our partners to discover opportunities, create solutions and boost revenue.

### Support

Access our call centres for proactive pre-sale and post-sale technical support, plus online access to technical resources.

A photograph of two hikers with large backpacks standing on a snowy mountain peak. The sun is low on the horizon, creating a warm, golden glow. The hiker on the left is looking towards the right, while the hiker on the right is looking down. The sky is filled with soft, white clouds.

“All partners can benefit from our local, best-in-class technical support program for pre- and post-sales support needs.”

# Empowering our partners

## Training and Certification

The D-Link Certification Programme is a free, online, on-demand training programme. It provides sales and technical coursework and exams focused on specific technologies: Wireless, Switching and Video Surveillance. Individuals in your organisation can become D-Link Specialists by improving their knowledge and solving customer needs to increase your business value.



DSS courses are designed for sales professionals and focus on market strategy, value, proposition, product positioning, identifying opportunities and understanding customer needs.



Designed for pre-sales technical professionals to test their knowledge of networking concepts and the features, functionality, and positioning of D-Link products.

## Online Presales Product Tools

Our system design and product selector tools will help you create and simulate the right network solutions for your customers.



### Wi-Fi Planner Pro

Plan wireless network projects with an intelligent algorithm that provides a visual representation of RF signals for every D-Link wireless network product.



### Product Selector Pro

Select and compare D-Link products to provide customers with advice on which products to use when setting up, upgrading or adding functionality.

## The New D-Link VIP+ App

Our new D-Link VIP+ App is specifically designed to help our partners do business easier and faster. Gain access to your favourite benefits, register deals, purchase demo products, access all our network planning tools and stay on top of the latest news directly from your mobile device.

- **Anywhere Access**
- **Latest News**
- **Product Information**
- **Network Tools**



# Partner levels

All partners start as Registered Partners and can progress through the different status levels - Bronze, Silver or Gold - by achieving sales volume requirements\* and by completing free training and certification in D-Link's core product technologies.

\* Benefits and sales volume requirements vary according to the country, please contact your local D-Link representative for more information.

	REGISTERED D-Link	BRONZE D-Link	SILVER D-Link	GOLD D-Link
<b>Benefit*</b>				
Registered Status Certificate	✓	✓	✓	✓
Access to online D-Link Partner Portal	✓	✓	✓	✓
VIP+ Newsletters	✓	✓	✓	✓
Online Certification Training and Resources – no charge	✓	✓	✓	✓
Webinars and Workshops	✓	✓	✓	✓
Online product tools	✓	✓	✓	✓
Sales Support Material	✓	✓	✓	✓
Exclusive Monthly Promotions		✓	✓	✓
Deal Registration		✓	✓	✓
Project Pricing		✓	✓	✓
Demo Purchase Programme		✓	✓	✓
Priority Tech Support		✓	✓	✓
Roadmap Updated		✓	✓	✓
Dedicated Account Management			✓	✓
Eligible for Sales Leads			✓	✓
Presence on our website (Where to Buy section)			✓	✓
Invitation to Partner Roundtables				✓

## Why D-Link?

- A comprehensive range of products, including Ethernet Switches, Industrial Ethernet Switches, Wireless Access Points and Video Surveillance Cameras, that provide your customers with end-to-end networking solutions
- Give your customers tailored solutions for increased business revenues and profits
- We are committed to the development and deliver high-quality, competitively priced, award-winning technologies with scalability and proven reliability
- Access to free, online, on-demand training, sales support material and presales product tools
- Our success has been realised thanks to engaging with and supporting our partners

**Become a Value in Partnership+ Partner and take your business to new heights with market-leading technology solutions.**

**Join us today at**  
[vipplus.dlink.com](http://vipplus.dlink.com)

“Everything your customers need to build a complete network of any size”