



CHANNEL PARTNER PROGRAMME



GAIN THE EDGE

Join the Gamma Channel Partner Programme and get access to training, resources, tools and information to help you grow your reach in the marketplace and prosper from a deeper relationship with Gamma.

With three levels of accreditation, we have the right Channel Partner Programme for your business:

- 1 Gamma Certified Partner**
- 2 Gamma Accredited Partner**
- 3 Gamma Platinum Accredited Partner**



Certified Partner status is achieved where channel partners meet a base level of certification requirements and in return benefit from a comprehensive range of support from Gamma, including:

- Efficient sales, technical and support training Programmes to get you to revenue quickly and minimize the time your staff are taken out of the field
- Comprehensive learning materials and support documentation
- Access to Gamma online portal and highly responsive support team to provide ordering, provisioning and technical support
- Pre and post sales support from committed sales specialists and sales engineers
- Subsidised demonstration kit for your premises.

GAMMA CERTIFIED PARTNER REQUIREMENTS

Certification considers Communicator, FeaturePlus and IP DirectConnect products and focuses on the sales, technical and support skills that are required to ensure your business is confident and competent in delivering those products to market.

To become a Certified Partner, the following core criteria are required:

- A minimum of two sales people must attend the Sales Training Module and pass a test
- A minimum of two support people must attend the Support Training Module and pass a test
- A minimum of two technicians must attend the Technical Training Module and pass a test



Accredited Partner and Platinum Accredited Partner status considers all of Gamma's products and enhances your relationship with Gamma through commitment to revenue and breadth of products. You can then expect to receive further sales and marketing support from Gamma to reflect your investment in us.



Partners who show increased commitment to Gamma through a certain level of revenue performance and certification in at least 3 products will achieve Accredited Partner status within the Programme, giving access to even greater benefits including:

- Access to co-marketing funds to drive demand and awareness
- Marketing support materials including promotional tools and Programmes
- Access to qualified sales leads from Gamma
- Account plan to help grow your business



Partners who commit to further revenue and certification in at least 5 products will reach Platinum Accredited Partner status. This highest status within the Programme gives even more benefits, including:

- Further co-marketing funds to drive demand and awareness
- Annual recognition incentive programmes to drive sales
- Access to comparative performance data

GAMMA CHANNEL PARTNER PROGRAMME BENEFITS MATRIX	CERTIFIED PARTNER	ACCREDITED PARTNER	PLATINUM ACCREDITED PARTNER
Financial			
Access to co-marketing funds to drive demand and awareness		✓	✓
Access to additional marketing rebate programmes			✓
Access to sales incentive programmes	✓	✓	✓
Training			
Comprehensive training in Sales & Marketing, Technical & Support	✓	✓	✓
Access to learning materials and resources	✓	✓	✓
Sales			
Sales leads from Gamma to help generate business		✓	✓
Access to comparative performance data			✓
Annual Recognition Incentive programmes for Sales Staff			✓
Marketing			
Account Plan to help grow your business		✓	✓
Profit building opportunities using Gamma's marketing tools and resources		✓	✓
Certification plaque and logo usage	✓	✓	✓
Competitive differentiation		✓	✓
Contact with Gamma Senior staff		✓	✓
Elite Partner Status			✓
Technical			
Subsidised demonstration kit for your premises.	✓	✓	✓
Access to Technical pre-sales support staff	✓	✓	✓
Access to 2nd Level provisioning and support	✓	✓	✓



SUCCESS IN PARTNERSHIP

Gamma invests heavily in the channel, developing services and applications specifically for partners to take to the SME market.

The company has grown to a £170m business in just 5 years and is now the channels' biggest provider of network minutes, handling over 8 billion minutes a year. We are absolutely passionate about making Gamma easy to do business with and in enabling companies to work with us in a way that saves you time, money, and complexity.

By combining our market leading products and services with best in class training, system tools and support, we can give you all the components you need to ensure the success of your business.

JOIN THE GAMMA CHANNEL PARTNER PROGRAMME

Contact us now on:

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