



## Networking Heroes of Zyxel

**The Zyxel Ally Programme (ZAP) is designed to provide you with the tools and support you need to grow your networking business in an increasingly competitive market**

Being a member of ZAP gives you access to a whole host of exclusive resources and benefits:

- **Up to 12% Discount on SMB Products!**  
We realise the most important thing for our Partners is to have a growing and profitable business, therefore we will protect your margin with discounts exclusive to ZAP members through our Zyxel Authorised Distributors.
- **Loads of Resources**  
View and download marketing materials, sales cheat sheets, collateral and even technical datasheets (if you so wish!) You can even opt to receive email notifications when new resources are added to the Portal!
- **Special Bid Support**  
Need some extra support in a competitive situation? Register your deal within the portal to receive additional discount, and at Silver and Gold levels, you will get a higher level of discount.
- **Events & Training**  
Get priority access to register for the latest Zyxel training, events and webinars.
- **Discounted Demo Products**  
Buy selected Zyxel products at up to 30% discount to use to demonstrate Zyxel products and solutions to your customers.
- **Exclusive Promotions**  
Partners will have exclusive access to Channel Promotions by being a member of ZAP!
- **Plus**, a whole load of extras like FAQ's, an area where you can get in touch and let us know what you want from us, and an area where you can request sales or portal support. You can even Meet your European & Local Zyxel Teams and put a face to the name at the end of the phone!

# So how does ZAP work?

Our Partner Programme has three levels of partnership: All Value Added Resellers immediately become Zyxel Allies on acceptance into the Programme, and then you can progress to Silver and then Gold status by selling Zyxel products. Each level has different requirements & benefits.



## REQUIREMENTS

	Ally	Silver	Gold
Tier Points Requirements*1		100 points	700 points
Two Employees to Attend Zyxel Training*2	1 hour Online	1 day Onsite	Onsite + ZCNE or Technical Workshop
Annual Opportunity Plan Completion			✓

## BENEFITS

Upfront Discount on SMB products	5%	8%	12%
Exclusive Portal Access & Exclusive Incentives	✓	✓	✓
ZCNE (Zyxel Certified Network Engineer) Training	✓	✓	Available on your premises
Discount on Demo Products – (NFR)	✓	✓	✓
Deal Registration	✓	✓	✓
Regional Account Manager		✓	Senior Account Manager
Pre Sales Technical Support	✓	+ Access to Call Back	+ Access to Call Back
Post Sales Technical Support	✓	✓	+ Access to Call Back
Access to End User Leads			✓
6 Monthly Roadmap update			✓

For run rate, SMB products and Cloud products, you will earn tier points for every unit you sell. This is calculated quarterly (a month in arrears) and you will advance through ZAP when you hit the required number of tier points. We will re-set Partners in January each year depending on the previous 12 months tier points.

\*1 Runrate products = 1 Point, SMB products = 3 Points, Cloud products = 5 Points

\*2 To retain your Partner status you must complete the specified training before December 31st each calendar year from there [click here](#) for a full schedule of eligible trainings.

## To receive the benefits of the Zyxel Ally Programme:

Your company Programme Champion must agree to the T's and C's.

**JOIN THE ZYXEL ALLY PROGRAMME TODAY - [www.partner.zyxel.eu](http://www.partner.zyxel.eu)**