

EPSON[®]
EXCEED YOUR VISION

EPSON[®] ADVANTAGE PARTNER PROGRAM

TRANSFORMING OUR FUTURE.
TOGETHER.



Epson Advantage Partner Program



About Epson

When you become an Epson partner, you'll be offering your customers some of the finest technology solutions available, all backed by world-class support. In fact, Epson is the leading brand in all of the following markets:

#1 Projectors

#1 Point-of-Service Printers¹

#1 Commercial Photo Scanners²

#1 Large-format Dye-sub Printers³

#1 Ink Tank Printers⁴

#1 SCARA Robots

Combining best-in-class partner benefits with our best-in-class products, with one goal: increased profitability through mutual partnership.

The Epson Advantage Partner Program is:

Easy – A simpler way to do business with Epson

Profitable – Maximizes your earning potential with Epson

Incentivized – As you grow your Epson business, your incremental earning opportunities will also grow

Structured – Respects channel integrity

Clear – Frequent and consistent program communication

Supportive – Access to effective sales and marketing materials

Collaborative – A strong reciprocal partnership

Comprehensive – Includes all Epson product categories

Epson Advantage Partner Program Categories

EnvisionSM

POINT-OF-SERVICE SOLUTIONS
 Receipt Printers
 Check Scanners
 Label Printers
 Intelligent Printers



ImageWaySM

VISUAL SOLUTIONS
 Projectors
 Displays
 Augmented Reality



BusinessFirstSM

PRINT SOLUTIONS
 Enterprise Printers
 Business Printers
 Ink Supplies



CaptureProSM

IMAGE SOLUTIONS
 Document Scanners
 Photo Scanners



ProFocus

INDUSTRIAL PRINT SOLUTIONS
 Large-format Printers
 Color Label Printers



AutomateEliteSM

ROBOTIC AUTOMATION SOLUTIONS
 SCARA Robots
 6-Axis Robots
 Integrated Solutions



National Solution Providers

VARIOUS PRODUCT CATEGORIES



What we look for in our partners

Strong Customer Focus

- Maintain an Epson product solution focus at events and tradeshows
- Offer robust sales and marketing capabilities
- Competently demonstrate Epson solutions

Compliance with Epson Policies

- Maintain a professional website
- Sell only Genuine Epson Supplies
- Sell and market strictly outside of third-party websites (marketplaces)

Service and Support

- Utilize resources to provide pre- and post-sales support to end-users, as well as end-user training
- Provide complete Epson product installation and integration services
- Provide technical staff capable and skilled in workflow and integration

Ability to Grow

- Be fiscally responsible with potential to expand revenue year over year
- Strategically plan Epson business with target revenue and growth objectives

What you can expect from our Partner Program*

Financial Incentives

- Gain extra earning potential with growth
- Access exclusive end-user and channel promotions
- Enjoy extended product access to capture more market share

Incremental Product Solutions

- Increase sales from accessories, supplies, services, software, training and consulting
- Stay current with Epson technologies and related market trends
- Access restricted products and services

Marketing Support

- Access product evaluation units and demonstration product programs
- Inclusion in the Epson Dealer Locator Program, based on partner tier level
- Access content and assets

Technical Support

- Earn credentials and market your certified Epson expertise
- Partake in specialized training and support

* Benefits may not apply to every partner category



If you meet the partner expectations listed above and would like to become an Epson Advantage Partner please contact your Epson representative or Epson distributor.

Where There's Business, There's EPSON.

Epson Business Solutions

Epson is a leading provider of innovative technology solutions that help businesses succeed. We partner with you to best meet customer specific needs, focusing on:

- Improved productivity
- World-class customer service and support
- Cost-effective, high-quality solutions
- A commitment to the environment

Discover how Epson can help you work toward the future.

www.epson.com/forbusiness

www.epson.com/partners
