



Imaging Channel Program

Connect. Collaborate. Innovate.
Increased Revenue Opportunities.

Success through partnership

The Fujitsu Imaging Channel Program

Fujitsu is the global leader in document scanners. Our offerings range from 8 page per minute portable scanners to 135 page (270 images) per minute production models. As a technology partner we realise that you have a choice about the companies you work with and it's a decision based on that company's capacity to help you achieve your business goals.

At Fujitsu, developing strong lasting partnerships with technology partners is at the heart of our strategy and this is why we have developed the Imaging Channel Program. The program aims to support our partners and increase their product knowledge and expertise through ongoing marketing support, sales incentives, product updates, news and training.

The benefits of joining the Fujitsu Imaging Channel Program

The Fujitsu Imaging Channel Program is constantly evolving as we create more tools to support your business objectives. Here are a few of the latest tools available to Imaging Channel Program Partners:

Scanner Comparator

Compare the various features of the scanners in the Fujitsu range to determine which offers the speed, throughput and capacity to best match your requirement.

Model Configurator

Answer a series of questions about your customer's business needs and the Model Configurator will recommend the best model to suit their requirements.

Refurbished Scanners

Fujitsu regularly has ex-evaluation and ex-service program scanners available to be reserved and purchased. These scanners have all been fully refurbished and many are offered with a full warranty. These refurbished units are offered exclusively to members of the Imaging Channel Program.

Exclusive Partner Program Promotions

Boost your sales with access to exclusive sales incentives and product promotions.

Collateral Library and Co-Marketing Centre

Download brochures, banners, presentations, images and logos for Fujitsu's range of scanners. Higher levels of membership can also co-brand many of the available resources with both your own company logo and the membership level badge to deliver a greater impact.

Partner Support

- Have your say and be part of the community inputting requirements for future product development
- Keep up to date with our regular email communications and newsletters
- Benefit from our professional training and support programs

Join the Imaging Channel Program

For more information or to register visit www.imaging-channel-program.com

Simply fill in the registration form and your membership and log in details will be confirmed by email within 48 hours.

Partner Certifications and Benefits

The Fujitsu Imaging Channel Program has 3 levels of partner status for resellers – Imaging Reseller, Authorised Imaging Reseller and Premium Imaging Reseller.



fi Series
Image Scanner

ASSURANCEPROGRAM



ScanSnap
Color Image Scanner

1. Imaging Reseller

Benefits for Imaging Reseller:

- Access to private area of Imaging Channel Portal
- Exclusive Promotions/Partner Programs
- Marketing Centre: download collateral and marketing toolkits
- Regular newsletter and email updates
- Request demonstration units for showrooms
- Reserve evaluation units for end-user projects and software integration
- Ability to protect scanner opportunities by logging your project with Fujitsu

2. Authorised Imaging Reseller

Criteria for Authorised Imaging Reseller:

- Have a showroom equipped with at least one Fujitsu demonstration scanner
- Have at least two people trained by Fujitsu on the benefits of Fujitsu scanners and how to position them in the market



Benefits for Authorised Imaging Reseller:

In addition to the benefits offered to an Imaging Reseller, an Authorised Imaging Reseller will receive:

- Use of the Authorised Imaging Reseller logo
- Ability to co-brand selected marketing collateral on Fujitsu scanners with Authorised Imaging Reseller badge and your company logo
- Priority for Evaluation Unit request, subject to End User Opportunity
- Authorised Imaging Reseller Certificate
- Access to Fujitsu generated leads

3. Premium Imaging Reseller

Criteria for Premium Imaging Reseller:

- Have a showroom equipped with at least two Fujitsu fi-series demonstration scanners or one of each ScanSnap series scanners
- Have at least five people trained by Fujitsu on the benefits of Fujitsu scanners and how to position them in the market
- Provide Sales Out data on Fujitsu scanner sales



Benefits for Premium Imaging Reseller:

In addition to the benefits of an Authorised Imaging Reseller, a Premium Imaging Reseller will receive:

- Entitled to use Premium Reseller badge
- Ability to co-brand selected marketing collateral on Fujitsu scanners with Premium Reseller badge and your company logo
- Premium Imaging Reseller Certificate and Plaque
- Priority access to available Market Development Funds
- Nominated Account Manager
- Priority attendance at Fujitsu Imaging Channel events
- Rebate Program on Fujitsu scanner purchases (terms and conditions apply)

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