



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 9% Discount on SMB & Cloud 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!
- **Deal Registration**
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
Revenue Threshold		£10,000	£40,000
One Employee to Attend Zyxel Training*1	1 hour Online	1 day Onsite	Sales Workshop + ZCNE or Technical Workshop
Annual Opportunity Plan Completion			✓

ZAP BENEFITS

Upfront Discount on SMB and Cloud Products		5%	9%
<ul style="list-style-type: none"> Portal Access Up to 30% discount on NFR's Deal Registration Access Quarterly Incentives 	✓	✓	✓
Regional Account Manager		✓	✓
Access to Technical Sales Engineers	✓	✓	✓
Access to Zyxel Smart Support			✓
Access to End User Leads		✓	✓
6 Monthly Roadmap Update	✓	✓	✓
6 Monthly Online Roundtable Invite			✓

Smart Support Benefits

ZCNE (Zyxel Certified Network Engineer) Training	✓	✓	✓
Preferred Agent Technical Specialist Attention			✓
Feature Request Proposal			✓
Priority Phone Queue Dedicated Professionals		30 Second Answer Time	30 Second Answer Time
Knowledge Base Article/ Video Request		✓	✓
Enhanced Service Levels* Time to Response/ Time to Solve	6BH / 24BH	4BH / 16BH	2BH / 10BH

* excluding third-party involvement

Your sales are updated weekly based on distribution sales out reports and you will be upgraded when you achieve the revenue threshold. (no waiting for the quarterly upgrades!)

We will re-set partners in January each year based on the previous 12 months revenue.

*1 To retain your Partner status you must complete the specified training before December 31st each calendar year.

JOIN THE ZYXEL ALLY PROGRAMME TODAY - www.partner.zyxel.eu