

M247⁷



MPartner⁷
Partner Programme

Helping you add value
for your customers, to build
and grow your business

M247 Partner Programme

With over 20 years' experience providing partners with innovative, reliable, and flexible services, our aim is to help you add value to your customers' experience and to support you in building and growing your business.

We know that your success is our success. That's why our partner programme ensures you have the support you need to build your business. From marketing materials to sales incentives and financial assistance, we're here to help you every step of the way.



How it works

Become an M247 partner

The M247 partner programme works on a tier basis. Each tier unlocks different features and benefits at that level.

There are 4 different partnership tiers



Elite Plus

Reserved for our top partners who resell from our full product suite and consider M247 their preferred technology supplier of choice.

We work collaboratively and strategically with all our Elite Plus tier partners to help them achieve their customers digital transformation goals. Elite Plus partners will also receive access to the best pricing and the full range of benefits of the M247 Partner Programme.



Elite

Partners who resell a range of different solutions from a number of M247 product categories.

A level that is designed for partners who expand beyond connectivity, where we can assist you in offering a range of innovative products that expand your product portfolio and meet your customers' needs and expectations in new areas. Be this cloud, hosting, communication, or security solutions.



Premium

Partners who solely resell M247 connectivity products, servicing a large volume of customers.

These partners are a key component of the M247 business and have helped build our brand and position to where we are today.



Base

Focus solely on reselling M247 connectivity products, servicing a small number of customers.

Utilising our dedicated portal (My247 Portal) you will be able to service all your customer requirements through this dedicated platform. Including:





- 7 View all M247 services
- 7 Check performance statuses
- 7 Raise support tickets
- 7 Access maintenance calendars
- 7 Make service requests
- 7 Order new products and much more via the dedicated partner dashboard.



For partners using the portal our dedicated eSales team will be there to support you

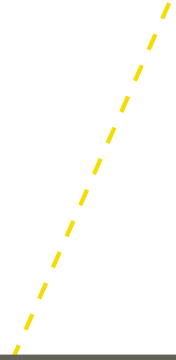


Features and benefits

Your dedicated Account Manager will help you unlock the benefits of the M247 Partner Programme by working with you to achieve your goals.

| |  Elite Plus |  Elite |  Premium |  Base |
|---|---|---|---|--|
| <h3>Portal access</h3> <p>My247 portal</p> <p>Designed to put you in control, and supported by faster response times, within just a few clicks My247 portal will enable you to access the following information for all your customers:</p> <ul style="list-style-type: none"> 7 View all M247 services 7 Raise support tickets 7 Make service requests 7 Check performance statuses 7 Access maintenance calendars 7 Order new products and much more via the dedicated partner dashboard. |  |  |  |  |
| <h3>Account Management</h3> <p>Dedicated / Named Account Manager</p> <p>We believe that true partnerships are born out of relationships that offer help and support to each other, which is why you and your customers benefit from the extended reach of our internal resource- starting with your own dedicated account manager.</p> <p>Technical Account Manager</p> <p>Access to technical expertise for the full range of M247 services, acting as a primary contact for ongoing technical support needs.</p> |  |  |  |  |
| <h3>Business Planning and Reviews</h3> <p>Account Development Plans</p> <p>Helping you devise a business development plan, establishing where to focus and who to target in order to drive sales momentum.</p> <p>Bi-Annual Reviews</p> <p>Structured and formalised process between yourself and your Account Manager twice a year, reviewing the last 6 months – discussing in details sales targets, growth challenges, support requirements and key areas of joint focus for the 6 months ahead to help drive your business.</p> <p>Quarterly Reviews</p> <p>A quarterly, structured process between yourself and your Account Manager to review changes and performance of your account including: growth rates, estate review, pipeline, future opportunities, M247 support requirements, product updates etc. Designed to help you focus on driving your business and achieving your next quarter goals.</p> <p>Service Reviews</p> <p>Full review of M247 services to identify if there are any support issues or requirements in order to understand how we can work together and ensure we offer partners our full support.</p> |  |  |  |  |
| <h3>Executive Peering</h3> <p>Support from M247 executive board member with yearly strategic meetings, offering advice and expertise to help your business.</p> |  |  |  |  |
| <h3>MDF</h3> <p>Marketing Development Funds available to assist in paying for marketing activity and materials in order to drive sales.</p> |  |  |  |  |

| |  |  |  |  |
|--|--|---|---|---|
| | Elite Plus | Elite | Premium | Base |
| Pricing | | | | |
| Access to the very best prices Commitment from M247 that our best pricing is reserved for our top tier partners. | ✓ | ✗ | ✗ | ✗ |
| Competitive pricing Through regular benchmarking exercises we always ensure our partners receive competitive white label pricing that enables you to add margin whilst staying ahead of the competition. | ✓ | ✓ | ✓ | ✗ |
| Promotions Access to partner only promotional offers in order to support your sales growth targets. | ✓ | ✓ | ✓ | ✗ |
| Training | | | | |
| Online Videos Dedicated training videos designed to offer help and assistance on a way range of topics including M247 products and services, to aid knowledge and understanding. | ✓ | ✓ | ✓ | ✗ |
| Face to Face In person training delivered at pre-agreed location (M247 office, partner office or alternative) to offer help and assistance on a way range of topics including M247 products and services, to aid knowledge and understanding. | ✓ | ✗ | ✗ | ✗ |
| Marketing | | | | |
| White label marketing assets Series of marketing collateral that can be white labelled to offer partner ability to market product directly to their customer base, whilst utilising wide range of marketing assets created by M247 inhouse team. | ✓ | ✓ | ✗ | ✗ |
| Toolkits A comprehensive content marketing toolkit dedicated to specific products. Toolkits include training documents for your teams as well as templates, tips, and more to help you create a successful program around driving sales of this area. | ✓ | ✓ | ✓ | ✓ |
| Webinars Dedicated webinars on a wide range of topics which span from product training and updates, business planning through to educational / thought provoking sessions. M247 webinars are designed to share knowledge, ideas, and updates. | ✓ | ✓ | ✓ | ✓ |
| Joint Case Studies A co-branded summary that narrates a customer success story which has been driven by an M247 service which has been provided by a partner reseller. This positive brand piece will cover key challenges, goals and benefits and can be used through a joint marketing collaboration. | ✓ | ✓ | ✗ | ✗ |
| Exclusive Partner Events Invitations to our exclusive partner events and round tables, giving you the opportunity to hear from our experts as well as networking opportunities with peers from across the industry. These events are a great way for us to get your feedback to help drive our product development in a way to ensure it meets your customers ever-changing technology needs and how we can continue to support your business. | ✓ | ✓ | ✓ | ✓ |



If you want to learn more about
unlocking the full benefits of
our partner programme please
speak to your account manager.

✉ channel@m247.com

📞 0808 301 9689

in m247

🔗 portal.m247.com

🌐 m247.com/partners/partner-programme