

Headquarters

LANCOM Systems GmbH
Adenauerstr. 20 / B2
52146 Wuerselen
Germany

Phone

+49 (0)2405 49936 122

Fax

+49 (0)2405 49936 99

E-mail

lancommunity@lancom-systems.com

Internet

www.lancom-systems.com/lancommunity

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LANcommunity - BE CLEVER, BE A MEMBER!





ALWAYS ONE LENGTH AHEAD.

We place great importance on shaping the future with you!

Only through partnership can we be successful and continue to grow. This is why our partner program is based on three pillars: reliability, sustainability and mutuality.

We want to contribute to keeping you one length ahead of competitors – not only with our products and solutions but, above all, with the best possible support! We offer you extremely attractive price benefits that make you competitive in the marketplace.

And it goes without saying that we provide you with comprehensive assistance in English and across-the-board marketing support.

Numerous changes in the market and the increasing importance of digitalization create altered requirements and challenges for us and for you. So today, your role as a LANCOM partner is more important than ever. This is exactly where our new partner program comes in!

Over the past 15 years, we have not only established ourselves as a German manufacturer, but also as a global player. Our solid and very successful growth is a testament to the innovation and high quality that characterizes our solutions and products. With our own development departments at our headquarters in Wuerselen and our new site in Karlsruhe, we can react rapidly and flexibly to the changes in the market and customer needs. More than 5,000 LANCOM partners have been putting their faith in our hardware for many years, and continue to do so with our latest software: the hyper-integrated network management solution.

WELCOME TO THE
**LANCOMMUNITY -
WELCOME
PARTNER!**





YOUR BENEFITS AT A GLANCE.

Rethinking networks

Digitalization means that networks must achieve ever greater performance, be agile and respond flexibly to requirements. Our solution offers a unique combination of state-of-the-art software-defined technology, the LANCOM premium portfolio, all network segments like WAN, LAN and WLAN, and the operating models Public, Hosted and Private Cloud. Thanks to this HYPER INTEGRATION, the network responds dynamically to new requirements and reduces tasks that previously took hours to just a few clicks. Instead of complicated configuration of individual devices, the entire network is orchestrated – everything is automated and fully secure. As our partner, for every product that you register in the LANCOM Management Cloud, you automatically get a 30-day starter license, free of charge.

LANcommunity
OFFERS **NUMEROUS
HIGHLIGHTS** THAT ARE
JUST WAITING FOR
YOU TO USE THEM.



Higher margins

Attractive conditions with list-price discounts ensure strong margins and the best competitive edge.



Current demo devices

For test lab, demo room or service purposes at your clients' premises – we offer you demo devices with the best conditions.



Optimum support

Whether it's to do with presales, projects or products: we give you all-round support, with the best response times and a separate phone number.



Hyper integration

With our highly automated network solution, you save 75 % of your valuable time.



Project protection

With deal registration you secure project protection and an extra discount of 3 % – to give you the best chances in the competitive marketplace.



Across-the-board marketing

Look forward to full marketing power: with leads, promotions, webinars and a new partner portal.

Simply all set to go!

Get off to a flying start with our across-the-board marketing support! In addition to numerous product and solution brochures and videos, we've got comprehensive product comparisons, white papers, success stories, and much more, available for you to download. We keep you in the loop at all times with regular newsletters that you can select in accordance with your own fields of interest and preferences. Our materials are all tailored to giving you extensive support in your customer relations.



KEEPING YOUR GOAL IN SIGHT.

Custom-fit – as if made just for you

Each of our partner levels is attractive and ideally tailored to your needs. With the highest status, as a Platinum Partner, you get individual business plans – if desired – that we draw up together.

As a Bronze, Silver or Gold Partner, you enjoy all various benefits and services defined for the respective level. We place great value on accompanying you in developing your company.

Through our LANupdate roadshows, in which we introduce you to our new products and solutions, you're always kept up to date! At the same time, we offer you workshops and training courses, as well as a whole range of webinars on technical subjects and sales.

The perfect companion on your road to success

As well as offering you attractive benefits, we also remain at your side when it comes to support and training. Bronze Partners already enjoy preferred support services, and these are further enhanced across the other levels. We assist you in every phase of your projects – through presales, during the course of your projects and with post-sales support.

OUR **WEBINARS AND
LANUPDATES** OFFER
ABUNDANT KNOW-HOW
FOR FURTHER DEVELOPING
YOUR COMPANY.





PARTNER LEVELS

OVERVIEW

Bronze ★

1 demo device with
up to 65 % discount

Instant discount
on list prices

20 % discount on
training & certifications

Deal registration
with project protection

30-day LANCOM Cloud
starter license for all products

1st-level support, reachable
8 hours a day, 5 days a week

Annual sales volume
based on RRP of at least
€ 1,000

Silver ★★

2 demo devices with
up to 65 % discount

Instant discount
on list prices

30 % discount on
training & certifications

Deal registration
with project protection

30-day LANCOM Cloud
starter license for all products

1st-level support,
8-hour response time & reachable
8 hours a day, 5 days a week

Annual sales volume
based on RRP of at least
€ 8,000

One professional certification

Gold ★★★

3 demo devices free of charge

3 demo devices with
up to 65 % discount

Instant discount
on list prices

40 % discount on
training & certifications

Deal registration
with project protection

30-day LANCOM Cloud
starter license for all products

2nd-level support,
4-hour response time & reachable
10 hours a day, 5 days a week

Annual sales volume
based on RRP of at least
€ 30,000

Two specialist certifications
One further certification of choice

Platinum ★★★★

5 demo devices free of charge

5 demo devices with
up to 65 % discount

Instant discount
on list prices

50 % discount on
training & certifications

Deal registration
with project protection

Individual
business plans

30-day LANCOM Cloud
starter license for all products

3rd-level support,
4-hour response time & reachable
10 hours a day, 5 days a week
Support review meetings

Annual sales volume
based on RRP of at least
€ 100,000

Two expert certifications
One further certification of choice



BECOME PART OF THE **LANcommunity.**



Have we made you curious?

Are you ready to rethink and embody partnership?
Then we'd like to invite you to become part of our
LANcommunity and experience the fascination of
success with us and our partners!
We're ready – are you ready too?

LANcommunity – BE CLEVER, BE A MEMBER!

You've got questions? –
You can register for our partner program here:
www.lancom-systems.com/lancommunity
or you can speak to us personally:

At your service 8 hours a day, 5 days a week.

**Monday through Friday, 9 am through 5 pm
(CET).**

Phone: +49 (0)2405 49936-122

E-mail: lancommunity@lancom-systems.com