

A partner you can count on

Epson Leadership

- Epson is the #1 brand in the POS printer market in the United States, Canada and the U.S. and Canada combined – with over 40% share
- Epson offers one of the broadest portfolios of imaging and printing solutions for the point-of-sale and financial markets
- Proven leadership and legacy with over 5 million POS printers sold worldwide
- Epson utilizes established North American distributors with in-depth POS and financial experience
- Epson is a financially-sound international company
 - Seiko Epson, the parent company of Epson America, was listed on the Tokyo Stock Exchange in 2003 and was added to the Nikkei 225 index in 2017
 - Seiko Epson has 72,000 employees, 10 headquarters and 80 subsidiary locations worldwide
- Intellectual property leader with over 50,000 global patents
 - Approximately 4,000 patent applications per year
 - Patents maintained in over 20 countries
- Seiko Epson has an award-winning record of environmental achievement
 - Innovations with exceptional energy-saving features, multiple recyclable parts and long life spans also creates a multitude of cost savings for customers
 - Only Epson has paper-saving technology without image compression, which saves on paper usage up to 30%

Epson Quality and Reliability

- Epson offers the best pre- and post-sales support in the POS printer industry
- Epson POS printers have unsurpassed reliability
- Epson POS devices have some of the longest warranties in the industry
- Epson designs, engineers and manufactures all of its own point-of-sale hardware solutions



RSPA Vendor Award of Excellence Winner



Business Solutions Magazine Best Channel Vendor Award – 8 years in a row



Where There's Business, There's EPSON.

Epson Point-of-Service Solutions

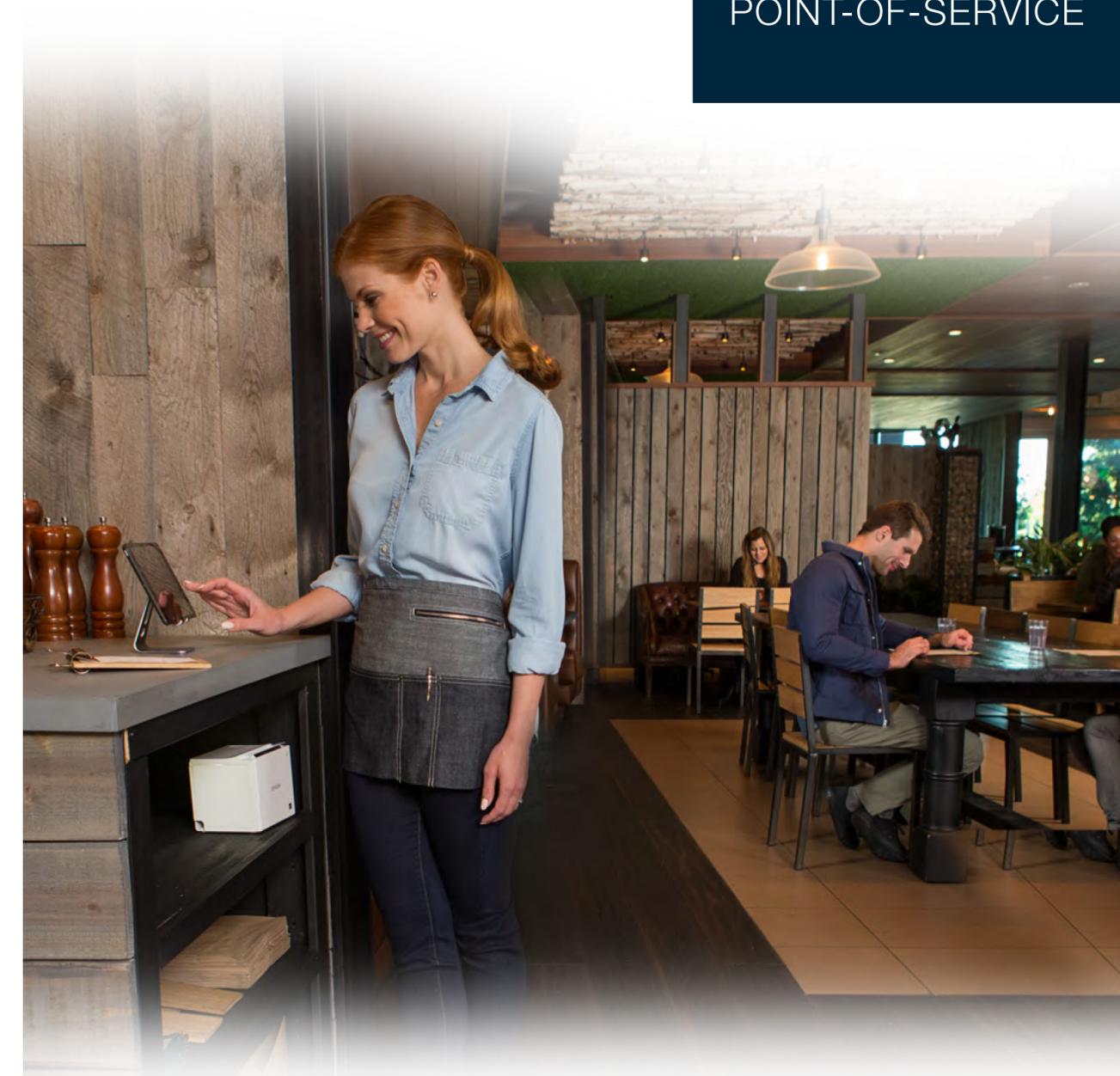
Leading the point-of-sale (POS) transaction printing industry for over 30 years, Epson's advanced technology solutions help enhance the merchant and shopping experience with:

- A wide breadth of high-quality, future-ready printing and imaging products
- Innovative solutions for businesses of all sizes
- Transaction printing with great reliability
- Seamless integration with virtually any POS system
- World-class marketing and advanced technical resources

Learn more about Epson Point-of-Service Solutions at epson.com/POS



POINT-OF-SERVICE



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Better Products for a Better Future™
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Epson Advantage Partner Program
Envision

Transforming our future. Together.

Partner Program Benefits

The Epson Advantage Partner Program is:

- 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
- Collaborative** – A strong reciprocal partnership

Epson® Envision™ Partners authorized within the Epson Advantage Partner Program have access to financial benefits, advanced technical support and marketing resources designed to increase revenue and create new business opportunities. Upon entering the program, and then on an annual basis, Envision Partners are evaluated within one of four “tiers”, mSilver, Silver, Gold or Platinum, based upon their business profile, sales history and technical and customer support capabilities.

Value-add Resellers of Epson POS solutions may qualify in one of three Envision tiers: Silver, Gold or Platinum, based on their business profile, technical and customer support capabilities, and minimum annual sales requirements, which are \$25,000, \$150,000 and \$500,000 respectively.

Independent Software Vendors who resell complete tablet-based (iOS®, Android™ or WinX) POS or cloud solutions, including software, hardware and service, as a primary business, may qualify to be an mSilver Envision Partner.

Benefits by Envision Partner tier are as follows:

	mSilver	Silver	Gold	Platinum
Strategic Engagement	Roadmap Visibility and Opportunity for Input	X		X
	Executive Access	X		X
	Market Research Sharing	X		X
Financial Incentives	VIR – Volume Incentive Rebate			X
	Market Development Funds	X		X
Sales and Marketing Resources	Evaluation Equipment	X	X	X
	Seed/Pilot Programs	X		X
Partner Enablement	Training/Certification/On-boarding	X	X	X
	On-site Tier-one End User Sales Support	X		X
	Lead Referral	X		X
General Benefits	Access to Epson Insider	X	X	X
	Access to Envision Partner Newsletter	X	X	X



What Envision Partners can expect from Epson

Strategic Business Development

- Quarterly Business Reviews for collaborative strategic planning and performance reviews
- Periodic invitations to industry events
- Tier-one end-user on-site sales support
- Discretionary pilot units for strategic large opportunities
- Discretionary marketing development funds
- Receipt of all Epson POS press releases – new product announcements, new partnerships and more
- Hot topics and partner spotlights through the Envision Partner eNewsletter
- Assigned Epson sales representative for most tiers
- Access to Epson webinars on industry topics and Epson POS solutions
- Development units for software certification

Dedicated Technical Resources

- Highly skilled technical support team
- Product design, development or customization for total solutions
 - Integration consultation
 - Debugging assistance

- Firmware support, modification and emulation
- Access to API guides and support
- Documentation, drivers, SDKs and sample codes
- Configuration and deployment utilities
- Maintenance and installation expertise

World-class Service and Support

- Access to Epson Customer Care Centers (ECCCs), a select network of Authorized Service Providers
- Advanced Product Support – fast service and quick resolutions from highly-skilled technicians with a wide selection of service options
- Epson ExpressCare™ Service Programs
 - Fast Turn Depot® – industry-leading, whole-unit repair for in-warranty and out-of-warranty Epson POS products, typically within just 2-3 days
 - ExtendedCare™ Warranty Program – economically-priced extended warranties with multi-year limited warranty coverage
 - Spare-in-the-Air® overnight replacement with free shipping
- Option to become an ECCC to increase profitability through service revenue

(special authorization and requirements apply)

Event Support

- Tradeshaw and/or event sponsorship and staffing
- Occasional participation in an Epson booth at industry tradeshaws
- Event collateral and signage
- Demonstration units
- Pre-event marketing

Marketing Support

- Access to printed Epson marketing materials
- Usage rights for Epson end-user digital marketing assets and videos
- Training and influence with Epson Case Studies and White Papers
- Spotlights of unique customer installations within Epson Case Studies
- Content marketing for end-user lead generation
- Publicity within Epson tradeshow/event, advertorial, PR and social media marketing
- Assistance with end-user marketing

Benefits do not apply to all partner tiers.

What we look for in our Envision Partners

Business Development

- Clearly defined value-add application, software or service solutions specific to Epson target markets
- Strong market position or leadership in a core competency
- Defined business development strategies with specific growth goals and initiatives
- High level of expertise in building a pipeline of business opportunities
- Exclusivity, or leads first, with Epson solutions
- Commit to sales volumes within Epson’s key markets
- Demand creation while maintaining healthy profit margins
- Established sales organization and sales channels

Strong Customer Focus

- Value-add solution selling and support

Specialization and focus within key markets

- Dedicated sales and marketing personnel, with focus on specific vertical customers
- Frequent customer communication for strong customer relationships
- Loyal and consistent customer base with a high level of customer satisfaction
- Reputation as professional and ethical organization

Service and Support

- Staff and infrastructure for pre- and post-sales customer support
- Defined process for installation and integration of solutions
- Established help desk with Epson-specialized technical experts
- Certification of hardware and/or software with Epson solutions

Compliance with Epson Policies

- Accept and abide by the Epson Advantage Partner Program agreement
- Sell only Epson Genuine Ink and Ribbon Supplies and Epson Genuine Replacement Parts
- Market Epson products on their own website, strictly outside of third-party marketplace websites, unless the product is offered on a marketplace approved by Epson and in a value-added bundle solution
- Reseller may not introduce or endorse any competitive products for opportunities that come from Epson provided leads, as long as Epson has applicable products requested by the lead
- Maintain a professional website
- Financial stability with good credit or a source for appropriate level of funding

POS PORTFOLIO

Receipt Printers

- Single-station Thermal
- Hybrid
- Impact



Mobile POS Printers

- mSeries Single-station
- Mobilink™ Wireless Receipt Printers



Check Scanners

- Multifunction Teller
- Remote Deposit Capture



Label Printers

- Liner-free
- Mobile
- Smart



Smart Printers

- Direct-Connect and Multi-Station Kitchen Display Systems
- OmniLink-DT Computing and Connectivity Flexibility
- OmniLink-i Peripheral Hub and Server Direct Printing



VERTICAL MARKETS

These are some of the markets we currently serve:

- Retail
- Hospitality
- Financial
- Grocery

Quick and Full-serve Restaurants

- Gaming and Entertainment
- Specialty
- Healthcare
- Manufacturing

VISIT THESE WEBSITES TO FIND OUT MORE ABOUT:

Innovative Mobile POS Solutions
epson.com/mpos

OmniLink® Solutions
epson.com/omnilink

QSR Solutions
epson.com/kds

Financial Solutions
epson.com/financial

To find out how to become an Envision Partner, visit
epson.com/envisionpartner

If you feel you meet the partner expectations noted above and would like to become an Envision Partner in the Epson Advantage Partner Program, please submit your contact information at epson.com/envisionpartner or visit epson.com/point-of-sale-partners for a list of Epson distributors to contact.