

TOSHIBA
Leading Innovation >>>

Together Commerce Alliance

PROGRAM GUIDE



**TOGETHER
COMMERCE**

WELCOME TO THE TOGETHER COMMERCE ALLIANCE PROGRAM

The Toshiba Together Commerce Alliance Program is designed specifically for Business Partners (BPs) and Independent Software Vendors (ISVs) who have established a working relationship with Toshiba to market or influence the sale of the Toshiba Global Commerce Solutions point-of-sale and self-service product portfolio. Toshiba is committed to the success of our Business Partners, and the Together Commerce Alliance Program provides a set of tiered benefits for every partner type and level.

The use of the Toshiba name throughout this document is used only in relation to Toshiba Global Commerce Solutions, Inc. and does not imply a relationship with any other Toshiba organization.

For more information on anything included here, please contact Nancy Greene at ngreene@toshibagcs.com.

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OVERVIEW

Together Commerce Alliance for Channel Sales

For companies who are authorized to resell the Toshiba Global Commerce Solutions Product Portfolio and have a Business Partner agreement with Toshiba or an authorized Toshiba Distributor.



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> Partner

BPs who are approved to market solutions from Toshiba and have a signed Business Partner agreement with Toshiba or who purchase Toshiba products through an authorized Toshiba Distributor.



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> Gold

BPs who achieve high levels of education in product solutions and in the industry. These BPs are successful in their market segments and demonstrate that success through customer references and



TOSHIBA

> Diamond

BPs who achieve high levels of education in product solutions and in the industry. These BPs are experts in their market segments and demonstrate that success through customer references and significant Toshiba revenue contribution.

Together Commerce Alliance for Software Partners

For Independent Software Vendors (ISVs) who own applications deployed on the Toshiba product portfolio.



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> Software Partner

ISVs who own the marketing rights to one or more software applications that are deployed on or integrated with Toshiba products. The ISV solution must be installed in a live Toshiba customer site.



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> Software Partner Plus

ISVs who work with Toshiba to promote their validated software solutions to the industry by listing their application in our directory, submitting their application for validation or submitting a customer reference.

Together Commerce Alliance for Innovation Partners

For companies who have OEM solutions enabled on one or more Toshiba products.



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> Innovation Business Partner

Companies who take the time to enable their solutions on Toshiba point-of-sale and self-service offerings are considered Together Commerce Alliance Innovation Partners.

Together Commerce Alliance for Authorized Service Partners

For companies who have signed a subcontractor agreement and are authorize to offer warranty services and maintenance to Toshiba customers.



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> Authorized Service Partner

Companies who have signed a subcontractor agreement to offer warranty services and maintenance to Toshiba customers.

A Together Commerce Alliance application is required to begin using any of the below Together Commerce Alliance emblems. You may find the applications at www.toshibacommerce.com by selecting the "Partners" tab.

TOGETHER COMMERCE ALLIANCE FOR CHANNEL SALES PARTNERS

Points Table for Gold & Diamond Levels

Together Commerce Alliance Gold & Diamond Points Table

10 Points to obtain Gold

30 Points to obtain Diamond

- > **Annual revenue requirement minimums:** See the country revenue table for minimum revenue requirements by country
- > **Skills requirement minimums:** 7 skills points required for Gold level, 12 skills points required for Diamond level

REVENUE	
Achieve \$50K in annual revenue with TGCS	1
SKILLS	
Send one individual to geo-specific sales education conference	1
Send one individual to geo-specific technical education conference (where available)	2
An approved on-site workshop attendance (ACE, CHEC, 4690, SI)	2
TGCS Product Sales Course	1
TGCS Product Technical Course	2
Toshiba Validated Software Application	4
OTHER	
Submit one customer reference from a client using one or more products from Toshiba with an installation date no greater than 18 months from date of submission.	1
BP places link on company website that links back to www.toshibacommerce.com	1
Demonstration Center or Showroom	1
Authorized Service Provider Contract	2

The table above lists the various options for a Business Partner to earn points toward Gold or Diamond level status. Only those seeking this status need to complete the second section of the Together Commerce Alliance application form

Revenue Minimum requirements by Geography and/or Country

COUNTRY	MINIMUM ANNUAL REVENUE ATTAINMENT	MINIMUM REVENUE POINTS
Canada	\$250,000	5
Europe and Central Eastern Europe	\$750,000	15
Mexico	\$750,000	15
Spanish South America	\$750,000	15
United States	\$750,000	15

BENEFITS FOR TOGETHER COMMERCE ALLIANCE BUSINESS PARTNERS

BENEFITS	PARTNER	GOLD	DIAMOND
Business Partner emblem	✓	✓	✓
Marketing resources	✓	✓	✓
Sales support, presentations, collateral, photos	✓	✓	✓
Product education	✓	✓	✓
Use of Toshiba Briefing Center	✓	✓	✓
Demo / development program	✓	✓	✓
Geography-specific sales incentives	✓	✓	✓
Collaboration at conferences and events	✓	✓	✓
Gold Business Partner emblem		✓	
Preference given to partner for annual awards		✓	✓
Diamond Business Partner emblem			✓
Approved text for use in a Press Release			✓
Free use of geographic-specific briefing centers			✓
Diamond Partner branded HTML signature file for email use			✓
Opportunity to present company and solution capabilities to geography specific sales organization***			✓
Discounted registration fee for local Business Partner conference****			✓

*** Delivery method may vary by geography

**** Availability may vary by geography

TOGETHER COMMERCE ALLIANCE FOR SOFTWARE & SOFTWARE PLUS PARTNERS

For ISVs who own applications deployed on the Toshiba Global Commerce Solutions product portfolio.

Requirements to become a Together Commerce Alliance Software Partner

- › ISV must own the software solutions that run on a Toshiba hardware platform
- › ISV software solution must be installed in a live customer environment

Benefits of being a Together Commerce Alliance Software Partner

- › Differentiate your solution from others in the industry
- › Display specially designed Toshiba ISV emblems
- › Display on website, trade show signage, advertising, etc.
- › Gain exposure to Toshiba BPs and customers
- › Invitation to participate in Toshiba annual education conferences

Requirements to become a Together Commerce Alliance Software Partner Plus

Meet all of the above criteria, plus:

- › ISV must list their solution in the TGCS Software Directory, once established
- › ISV submit information about a live customer using their application on a Toshiba hardware platform
- › Toshiba personnel will contact client to confirm application, version and hardware configuration
- › Once validated by Toshiba, the ISV will become a Together Commerce Alliance Software Partner Plus and may earn points toward the Together Commerce Alliance Program

The ISV will be awarded points in the Together Commerce Alliance Program as follows:

- › Four (4) points for one verified submission
- › Multiple submissions are permitted, but the second customer must be using a different Toshiba hardware platform or a different software solution from the BP firm
- › An ISV can earn no more than 8 points for a given software solution
- › An ISV can earn no more than 8 points for a given end-user customer
- › The maximum number of points that may be earned combined is 12
- › Points earned from the above process will be valid for two years

Benefits of being a Together Commerce Alliance Software Partner Plus

- › Differentiate your solution from others in the industry
- › Display specially designed Together Commerce Alliance Software Partner Plus emblem
- › Display emblem on website, trade show signage, advertising, etc.
- › Your company will be listed on the Toshiba website as a Software Partner Plus
- › Gain exposure to Toshiba BPs and customers as a validated Software Partner
- › Invitation to participate in Toshiba annual education conferences
- › Network with Toshiba executives, sales teams and BPs and showcase your solutions



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TOGETHER COMMERCE ALLIANCE FOR INNOVATION BUSINESS PARTNERS

Companies who take the time to enable their solutions on Toshiba Global Commerce Solutions point-of-sale and self-service offerings are considered Together Commerce Alliance Innovation Partners.

Requirements to become a Together Commerce Alliance Innovation Partner

- > The table below shows company types that are eligible to apply to become a Together Commerce Alliance Innovation Partner.
- > In order for a company to establish a new relationship with Toshiba as an Innovation Partner, the firm must complete the Innovation Partner application, providing details on their solution in an installed end-user account with Toshiba products. Once confirmed by Toshiba, the company will be entitled to use the Together Commerce Alliance Innovation Partner emblem.

Benefits of being a Together Commerce Alliance Innovation Partner

- > Differentiate your company and your solution from others in the industry
- > Use of specially designed Together Commerce Alliance Innovation Partner emblem
- > Display on website, trade show signage, advertising, etc.
- > Gain exposure to Toshiba BPs and customers
- > Invitation to participate in Toshiba annual education conferences



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PARTNERSHIP TYPE	DESCRIPTION
OEM HW Resell	Toshiba resells other companies' hardware as part of a solution sale
OEM SW Resell	Toshiba resells other companies' software as part of a transactional sale, no solution value-add required.
Software embedded in Toshiba Solutions	Toshiba embeds third-party software and sells or delivers as part of a Toshiba branded solution
Complementary Software Solutions	Software Toshiba sells as part of a bigger solution that connects to or integrates with Toshiba Software
Complementary Complex Solutions	Hardware and/or Software that requires an advanced level of integration in to Toshiba Hardware and Software Solutions
Professional Services	Partners who provide enablement, systems integration, and customization services
Financing	Partners who provide third-party financing for Toshiba Solutions

TOGETHER COMMERCE ALLIANCE FOR AUTHORIZED SERVICE PROVIDER PARTNERS

These are companies who have signed a subcontractor agreement to offer warranty services and maintenance to Toshiba customers.

Requirements to become a Together Commerce Alliance Authorized Service Provider Partner

In order to achieve the Authorized Service Provider designation, Business Partners must:

- > Be eligible to sell Toshiba products
- > Have a signed Authorized Warranty Service Provider Agreement (AWSP)
- > Have signed the subcontractor agreement which allows AWSPs to perform Toshiba maintenance service
- > Be actively selling Toshiba maintenance

Benefits of being a Together Commerce Alliance Authorized Service Provider Partner

- > Differentiate your company and your solution from others in the industry
- > Use of specifically designed Toshiba Authorized Service Provider Partner Emblem
- > Display on website, trade show signage, advertising etc
- > Gain exposure to Toshiba Business Partners and customers
- > Invitation to participate in Toshiba annual education conference
- > Additional two (2) points toward Gold and Diamond status for reseller partners
- > To apply to become an Authorized Service Partner, send an email to Nancy Greene at ngreene@toshibagcs.com.



DETAILS BEHIND EACH POINT CATEGORY

REVENUE

Points for revenue will be calculated at one point for every \$50,000 in Toshiba revenue. To achieve Diamond level status, a minimum revenue clip level must be achieved. Refer to the table on page 5 of this program guide for requirements by geography and/or country.

*Points for revenue will be reset at the beginning of each fiscal year.

SKILLS

Sales or technical education conference

BPs may receive one (1) point for each employee who attends a Toshiba sponsored sales conference and two (2) points for attending a technical conference. To be eligible, the employee must attend the entire event and complete the post-event evaluation or certification documents. Proof of attendance may be different for each event or geography. Contact your Toshiba representative for details.

* Points for this category are valid for a period of one (1) year from the date of attendance.

Workshop attendance

BPs may receive two (2) points for attending the following Workshops held in Raleigh, North Carolina, at the Toshiba Global Commerce Solutions headquarters. If similar workshops are held in other geographies, the same points apply.

- > 4690 OS Basic Workshop
- > 4690 OS Advanced Workshop
- > Store Integrator GUI Workshop
- > SI GUI Updates Workshop
- > CHEC Basic Workshop
- > CHEC Engagement Manager Workshop

Find current workshops, descriptions, dates and costs in the Workshop Brochure on the Toshiba Commerce Portal - <http://tgcs04.toshibacommerce.com/cs/groups/internet/documents/document/b3mx/mziy/~edisp/prod.tos1322944.pdf>.

Each BP employee who attends a workshop will receive two (2) skill points. These points will be valid as long as that employee is with the BP firm and the BP firm sells at least one of the above solutions within two years.

To receive points for workshop attendance, include attendee name, email address, as well as the name and date of each workshop on the Alliance application form.

Education courses

In order for education courses to count toward your Together Commerce Alliance Program level, the following must apply:

- > The courses must be taken in the Toshiba Academy. Skills carried over from the IBM Learning Management System expire effective on March 31, 2018.
- > The course must be related to a Hardware or Software Product sold by Toshiba Global Commerce Solutions to an End Customer.
- > The course must be completed successfully and the end-of-course assessment passed.

Education: Courses may be found at <http://toshiba.sabacloud.com/>

Toshiba Validated Software Application

ISVs may submit a request for validation of their software application running in a live customer environment. Submission forms may be found on the Toshiba website at www.toshibacommerce.com

* Validated software applications points are valid for two (2) years.

OTHER POINTS CATEGORIES

Customer Reference

BPs may receive one point for each customer reference submitted. The customer must agree to be a public reference for Toshiba and must have Toshiba point-of-sale or self-service solutions installed in their store(s) no more than 18 months prior to the date of the submission of the customer reference.

* Customer reference points are valid for two (2) years from the date of the reference submission.

Customer reference forms may be found on the website at www.toshibacommerce.com

Link back to Toshiba website

A BP who provides a link from their website to www.toshibacommerce.com using the web button can earn one point toward their Together Commerce Alliance Program level. Two sizes and colors are available from your Toshiba representative.

If appropriate, your link may also go directly to a product page within the www.toshibacommerce.com website. Example: If you mostly sell the TCxWave, your link may go directly to the TCxWave product page.

This point is valid as long as the link remains live on the Business Partner's web page.



Demonstration center or showroom

A Business Partner who has a demonstration center or showroom, with two (2) or more Toshiba systems on display, in a fixed location at their facility can earn one point toward their Together Commerce Alliance Program level. Photos of the display area are required and can be sent to Nancy Greene at ngreene@toshibagcs.com.

* The point will be valid for a period of one (1) year and will need to be revalidated annually.

Together Commerce Alliance Authorized Service Provider

Business Partners who have met all of the requirements and signed the necessary contracts to offer warranty service to end-user customers may be awarded ASP partner status in the Together Commerce Alliance program.

Business Partners with this designation may earn two (2) points toward their Gold or Diamond level status. Toshiba will validate eligibility with our services team prior to awarding points to the Business Partner profile.

These points will remain valid as long as the Business Partner's contract as an Authorized Warranty Service Provider (AWSP) is valid.

