



# Partner Program

## innovaphone Partner Advanced Pro

### Facts and Figures - 2022

This comprehensive data sheet provides you with all the facts and figures concerning iP Advanced Pro partnerships at a glance. What are the differences between an iP Advanced Pro partnership and an iP Advanced partnership? What general characteristics does an iP Advanced Pro partner need to fulfil? What advantages does an iP Advanced Pro partnership provide? Take a look for yourself!

innovaphone  
Partner Advanced Pro  
2022

### General Characteristics of iP Advanced Pro

- Long-standing and reliable iP Advanced partner with a lot of experience and expertise
- Focus on innovaphone as manufacturer
- High level of technical expertise – also in related areas

### Criteria for an iP Advanced Pro Partnership

#### 1. Fulfilment of Following Must-Have Criteria

- Your business employs at least two currently trained innovaphone technicians who have completed all innovaphone training modules available
- Your business employs at least two currently trained innovaphone sales experts
- innovaphone is clearly positioned on your business website as preferred UC manufacturer. These contents are always up to date and a backlink to [www.innovaphone.com](http://www.innovaphone.com) has successfully been implemented
- You use an innovaphone communication system on a daily basis which you can also present in a live demo to your customers
- You provide full transparency concerning your end customers towards innovaphone and all projects are registered via the project tool in the Partner Portal. A current project status is delivered every six weeks
- Achievement of annual sales target

#### 2. Fulfilment of at Least Four of the Following Selection Criteria

- You are proficient in the use of all innovaphone applications and are able to demonstrate these live with customers
- Expertise concerning the applications of innovaphone technology partners
- You are planning on or already realizing a case study together with innovaphone
- You are planning on or already realizing dedicated marketing activities such as end customer acquisition, events, advertising, etc.
- Social media activities promoting innovaphone as a manufacturer are carried out: on LinkedIn, Facebook, Twitter, etc.
- You employ at least one dedicated project manager for all innovaphone projects
- Your customer installations are all up to date (e.g. via Auto SSA, Auto iSC, etc.)
- innovaphone is the main installation in your business (in use daily with at least 50% of the staff)
- You actively sell innovaphone myApps Cloud
- Active participation in the innovaphone Forum (e.g. 13r3 Beta Forum, etc.)

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### Advantages of Your iP Advanced Pro Partnership

#### All Advantages of the iP Advanced Partnership

You will enjoy all advantages of the iP Advanced Partnership.

#### Additional Advantages:

##### Special Conditions for Trainings

You will receive 50% discount on all trainings at innovaphone.

##### Exclusive Representation on the innovaphone Website

You are exclusively listed on the innovaphone website as iP Advanced Pro.

##### Certificate on Training Level

Certificate on the highest innovaphone partner training level.

##### Special PR Measures

Realization of specially developed PR campaigns.

### How to Become iP Advanced Pro Partner

You already have the iP Advanced partner status and meet all of the requirements for an iP Advanced Pro partnership.

Please use the innovaphone Partner Portal and apply at:

[www.innovaphone.com/en/partnerarea.html](http://www.innovaphone.com/en/partnerarea.html)

The defined sales targets for the current year must be achieved.

#### Please note:

An iP Advanced Pro partnership is always limited to one year. At the beginning of each year, partnerships will be awarded anew. The criteria can be adjusted every year and may be subject to change.

Should the criteria no longer be met in a current year, innovaphone reserves the right to revoke the status.

The iP Advanced Pro partner needs to achieve the sales target set for the respective country once in 24 months (in one of two consecutive calendar years) in order to keep the status.

More information on the innovaphone Partner Program are available at:

[www.innovaphone.com/en/partner/partnerprograms.html](http://www.innovaphone.com/en/partner/partnerprograms.html)

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