

# Smart Profits

PARTNER PROGRAM





Carefully Consider Your Partner Options. All TPMs Are NOT The Same.

# Smart Profits Partner Program For TPM

With your Smart Profits Partner Program, it all starts with our tag line, **Better Service. Even Better Price.** The foundation of S3P's TPM delivery encompasses a model that excels at delivering exceptional service, and a new disruptive supply chain model that enables us to offer the best pricing in the marketplace. Furthermore, at our foundation are four key principles tied to our disruptive supply chain model.

## Price To Win, Fast Turnaround Times On Quotes, Great Service, and Flexibility.

As a S3P partner, you will be able to leverage our disruptive supply chain model and our four foundation principles to win more TPM deals. We never compete with you, we are a Pure Play Channel company, and we are a Pure Play TPM, according to Gartner, allowing you to eliminate margin stack.



Price to Win



Fast Quotes



Great Service



Flexibility

“ I want to thank Smart 3rd Party for being such a fantastic partner. The way you all treat Northland and our customers is beyond anything I have witnessed.

I have been told many things by many providers throughout my career that never came to fruition. Not so with S3P. Your team is outstanding and live up to the 'flexibility' creed.”

**Jonathan Coleburn**  
Director of Operations

# OEM Pricing vs.

# PARTNER PRICING

OEM	DESCRIPTION*	OEM		S3P				
		Reseller Cost	List Price	Reseller Cost	Reseller Savings	Potential Sales Price	Potential Gross Margin	
Cisco	Switch	\$1,838	\$2,298	\$90	95%	\$525	\$435	483%
IBM	Server	\$1,710	\$1,955	\$675	61%	\$1,082	\$407	60%
IBM	Storage	\$1,315	\$1,519	\$495	62%	\$793	\$298	60%
Lenovo	Server	\$525	\$620	\$125	76%	\$425	\$300	240%
Dell	Server	\$733	\$915	\$125	83%	\$470	\$345	276%
HPE	Storage	\$3,839	\$4,860	\$1,600	58%	\$2,430	\$830	52%

\*Simplified description for illustration purposes.



The Selling 3rd Party Maintenance Playbook will help you find ways to add 3rd Party Maintenance to your arsenal or enhance what you are already doing in this market, including:

- **Advanced Strategies and Tactics of selling TPM**
- **Including the Buyer's Journey**
- **Plus, Matching Their Journey with Your Sales Process**

# Our Partner Guarantee

If you are looking for a TPM to partner with, Smart 3rd Party is your best fit if account control is important to your organization.

We will never have a boiler room of SDRs calling into your base accounts. We don't sell direct and we don't sell hardware; in fact, we only sell TPM and only do so through our valued partners.

**Eliminate Margin Stacking. S3P Is Your Direct Source for TPM.**



**The S3P Guarantee: We Will Never Sell To Your End Users.**

- ✓ You maintain 100% account control
- ✓ We never compete with our partners
- ✓ We don't sell direct to end users
- ✓ We are a Pure Play TPM according to Gartner
- ✓ We are a Pure Play Channel company
- ✓ We don't sell hardware
- ✓ We don't have a boiler room of outbound cold callers aggressively calling into your accounts for TPM

## Brand Your TPM

With Smart 3rd Party, You Have Two Alternatives for Branding Your TPM.

The first and most popular branding method is Smart Label, white label TPM. In this capacity, you continue to grow and promote your brand. We are the best and most experienced at delivering Smart Label support. The second alternative is you resell the Smart 3rd Party brand.

## The Choice Is Yours.

## Smart Profits Program Benefits

- ✓ Industry Leading Pricing Structure Driving Higher Margin
- ✓ Hardware Support Monitoring
- ✓ Technical Sales Assistance
- ✓ MDF Funds Starting at \$1M Purchase Volume
- ✓ Portal + ITAM + Monitoring = SV
- ✓ Proven Sales Methodology Training

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