



Barco Connect! Partner program for diagnostic imaging

A vision of a healthier world

Our mission is to bring high-quality solutions to healthcare professionals around the world, so they can provide the best possible care for their patients. If you share that mission, then we want to make collaborating with us easy and rewarding for you. Discover our DI Connect! Partner Program.



What's in it for you?

- Entry to industry leading diagnostic imaging solutions
- Greater profit building opportunities
- Certified trainings - online, at Barco or onsite
- Marketing development funds to create awareness
- Discounted in-house and demonstration gear

Subject to Partner status level and commitments

The Barco DI Connect! Partner Program offers you a framework that is:



Simple

A clear and concise program framework for partnering together, ensuring you're in action quickly.



Engaging

Our emphasis on partner enablement and development ensures we grow the business together.



Rewarding

Unleash and maximize your investment through the DI Connect! program benefits.



Connect! on the right level for your business

To ensure our DI Connect! Partner Program answers your needs, we have developed four levels of partnership. Each level provides a progressive range of benefits to achieve the highest level of success and sustainable growth within your market.

	Bronze partner	Silver partner	Gold partner	Distributor
Partner benefits				
Price discounts	●	●	●	●
Demo units discount	20% MSRP	30% MSRP	50% MSRP	-
Marketing Development Fund (MDF)	-	●	●	●
Online sales training	●	●	●	●
On-site sales training at Barco (Excl. travel & hotel)	●	●	●	●
On-site sales training at partner location on request	-	-	●	●
Technical/installation training	●	●	●	●
On-site technical training at partner location on request	-	-	●	●
Marketing support (MyBarco downloads)	●	●	●	●
Sales & marketing tools & assets	●	●	●	●
Joint marketing planning	-	-	●	●
Warm/hot end user leads	-	-	●	-
Promotions access	●	●	●	●
MyBarco portal access	●	●	●	●
Quarterly Connect webinar	●	●	●	●
Annual roadmap & technology update	-	-	●	●
Legal and contract templates	-	-	●	●
Joint business planning	-	-	●	●
Partner commitments				
Revenue/targets/opportunity	-	●	●	-
Trained salespeople	1	1	2*	●
Trained technical/installation and service people	1	1	2*	●
Dedicated QAWeb trained specialist	1	1	2	●
Offer first level support to end users/resellers	●	●	●	●
Connect installed base to QAWeb	-	-	●	-
Invest in demo equipment	●	●	●	-
Show products during shows/exhibitions	●	●	●	●
Participate in Barco promotions	●	●	●	●
Invest in marketing actions to promote products	-	2	3	3
Yearly Marketing Plan (quarterly activities)	-	-	●	●
Barco as a preferred brand	-	-	●	-
Provide end user/partner sell out reporting	-	●	●	●
Follow up on leads - conversion to sales	-	-	●	-
Funnel and/or forecast sharing	-	●	●	●
Barco to participate in partner's sales meetings (min 1/year)	-	●	●	●
Yearly business plan with BRMs or QBRs, which needs to be discussed with the sales manager.	-	-	●	●
Not sell directly to end users	-	-	-	●

*depending on the size of the company

Want to learn more? Get started at www.barco.com/partners

If any questions, please feel free to contact your Barco Sales Manager or the Channel Marketing Manager of your region. We'll be happy to help out with any question you have.