

# LOGITECH PARTNER CONNECT Program Resource Guide



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# Dear Partners,

On behalf of Logitech, I want to thank you for being an integral part of the evolution of our company, our success, and our long-term strategy.

Organizations are now fully embracing The New Logic of Work, and our partner program puts you at the heart of our plans to capitalize on this evolving trend.

Our goal is to enhance your experience as a Logitech partner and prioritize your success.

As you help customers tackle the challenges and immense opportunities of a hybrid world, the Logitech Connect Partner Program is designed to equip you with the resources and support you need to do so.

The program empowers you to select how you would like to work with Logitech based on your business priorities, helping you grow your Logitech business, while providing you access to incentives that reward your commitment and contributions.

With access to the full breadth of the Logitech B2B portfolio, you will be able to offer complete solutions to meet your customers' needs while adding value and revenue through Logitech services.

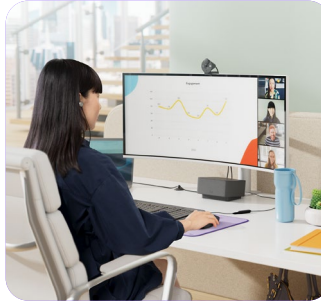
Additionally, training from Logitech University enables you to have more informed sales and scoping conversations to maximize revenue and average order value. And these are just a handful of benefits you can enjoy.

Thank you for your continued partnership and trust. We are privileged to have you as a partner and will continue to deliver on our commitment to your success.



Sincerely,

**Crystal Ferreira**  
Head of Global B2B Channel and Alliances



# WHY PARTNER WITH LOGITECH?

From our beginnings as a Swiss consumer electronics company to becoming a global, trusted enterprise solutions provider, Logitech has come a long way since 1981.

Today, we design human-centered workspace solutions that help businesses unlock a fuller spectrum of work in the modern workplace. Across personal, team, and educational workspaces, our enterprise-grade ecosystem of hardware, software, and services serve all verticals, enabling businesses of all sizes and empowering their people to be more productive, creative, and collaborative wherever they work.

An innovative, industry-leading, and sustainability-focused provider and partner, every device we create is crafted for maximum durability and powered by near-universal compatibility. Globally available and certified by prominent technology partners, including Microsoft, Zoom, and Google, our integrated portfolio is ready to meet the needs and budgets of any business and tackle whatever the workday brings.



## Committed to collaboration

We strive to even the playing field across in-person and remote participants to enable authentic connection and co-creation, fueling healthy hybrid cultures.

## Serious about sustainability

We design for sustainability and meet your customers' sustainability needs with carbon-neutral products and production facilities, plus a goal to be climate positive by 2030.

## Passionate about performance

Whether for the creator, developer, or executive, our line-up of hardware and software is purpose-built to help maximize the workday.

## Strong on security

Our solutions for business are engineered for the enterprise, and our ecosystem is designed to keep the power in IT's hands.

## Enabling equity

We're committed to delivering a range of technology solutions to unleash more inclusive and equitable work experiences for all.

## Where your customers are

We deliver the same solutions and consistent quality in over 100 countries.

# We generate \$5B in revenue across sectors

We have **9,000 employees** in **100+ countries** with **14 customer support sites** and **15,000+ global resellers**.

We are trusted by forward-thinking **Fortune 100 companies**, including:

**10/10** of the largest global pharmaceutical companies

**9/10** of the largest global manufacturing companies

**9/10** of the largest healthcare companies

**9/10** of the largest US banks

**8/10** of the largest global automakers



We have been recognized with **250+ global design awards**, and named by Fast Company as **one of the "Top 10 Most Innovative Companies in Design"**



reddot winner 2020



We're recognized by Frost & Sullivan as the **global market leader** in business video conferencing devices.

FROST & SULLIVAN



# PROGRAM OVERVIEW

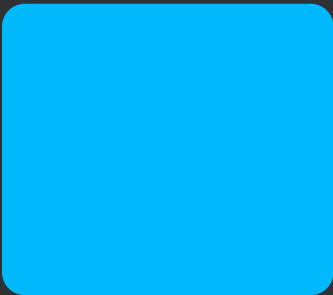
The Logitech Partner Connect Program puts you at the center of what we do.

With the majority of organizations preparing for The New Logic of Work, a significant opportunity for Logitech and its partners exists.

We are uniquely positioned to assist companies and their employees on their hybrid journey with workspace solutions that keep people and teams connected and productive wherever they are.

**Our best-in-class, channel-first program provides you with the resources, benefits, and rewards to capitalize on this opportunity.**

A win-win for Logitech and its partners, Logitech Partner Connect offers a consistent, streamlined approach to partnering that is designed to drive growth and success for everyone involved.

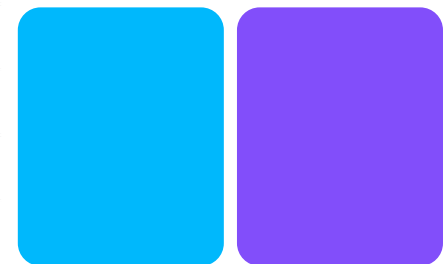
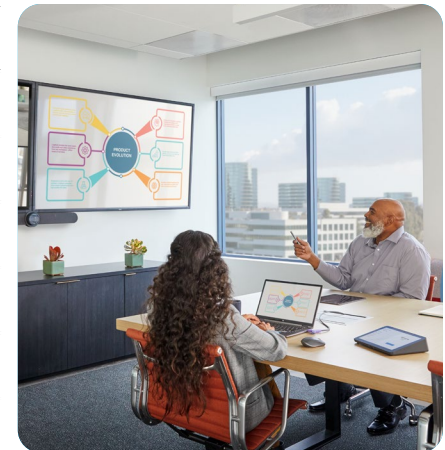


# Logitech Partner Connect Tracks

The Logitech Partner Connect program is made up of three different tracks: Premier, Elite, and Principal. You are free to choose which to participate in but must meet the specific requirements for the track you select.

**Take a look at the different options and requirements to select the track that’s right for your business.**

REQUIREMENTS	PREMIER	ELITE	PRINCIPAL
Partner Agreements	●	●	●
Minimal Annual Revenue	●	●	●
Business Basics Training	●	●	●
Joint Business Planning		●	●
Product/ Tech Certification		●	●
Sales Data (POS) Submissions	● *	●	●
Brand Alignment	●	●	●
Marketing Plan	● *	●	●
Quarterly Sales Milestones			●
Quarterly Business Reviews			●



\* Required to participate in any Rebate or MDF incentive where applicable.

**NOTE:** Each track has a minimum annual revenue requirement which varies by Logitech-defined geographic region. You can find more information on revenue thresholds on the [Partner Connect Portal](#).

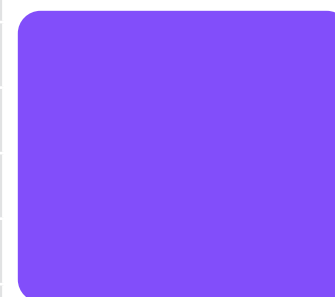
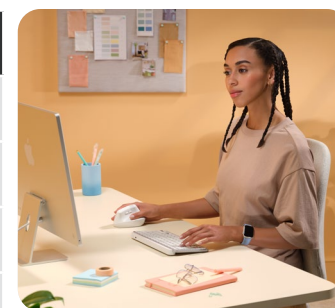
# Benefits

Logitech provides partners on each track with benefits that align with their **business models, capabilities,** and **productivity.**

These monetary incentives and nonmonetary benefits give you an opportunity to earn revenue and profit through the sale of Logitech products on your own terms.

**The program benefits for each track are as follows:**

BENEFITS	PREMIER	ELITE	PRINCIPAL
Base Product Discount	●	●	●
Portal Access (Training / Marketing)	●	●	●
Volume Pricing	●	●	●
Partner Locator		●	●●
Promotions (SPIF)	Application	●	●●
Deal Registration	●	●	●
Marketing Dev Funding (MDF)	Application	Project Based	Project Based
LEAP (Growth Incentive Rebate)	●	●●	●●●
Marketing Support	Self Serve	●●	●●●
Sales Collaboration / Support	Disti / Help Desk	●	●●
NFR (Not For Resale) Program	●	●●	●●●
Specializations (Certification)	Application	●●	●●●
Partner Management		●●	●●●
Partner Advisory Board		By Invite	By Invite



**Visit the Partner Connect Portal to find out more about program benefits.**



# PROGRAM REQUIREMENTS

The Logitech Partner Connect program is designed to offer equitable benefits and requirements to all partners. This provides you with the flexibility to choose how you work with Logitech and the requirements you must fulfill as a partner based on your business priorities and the revenue you expect to generate.

## Achieve maximum profitability by providing your POS Data

Logitech seeks to optimize our channel sales operations, help partners better understand their customers and market opportunities, and identify sales opportunities to drive growth. Providing Point of Sale (POS) data enables us to offer transparency in how we set incentive and growth targets, and generate deeper and more impactful insights, helping our partners achieve greater levels of success.

### Provide your POS data in 3 easy steps

To ensure you qualify for additional rebates and incentives, complete the steps below to provide us with your POS data.

- 1 Download the template spreadsheet and populate it.**  
Double-check that all the required fields are filled.
- 2 Send a test file in an email to [LogitechPOS@logitech.com](mailto:LogitechPOS@logitech.com).**  
We will review it and provide updates if necessary.
- 3 Set up a regular cadence to submit the POS data.**  
The more frequently we receive it, the better we can calculate incentives and rebate rewards.

For further guidance, see our terms and conditions.



[VIEW OUR QUICK GUIDE](#)



# Joint Business Planning

Joint Business Planning is a requirement for Principal and Elite partners as well as Premier partners in specific markets. A joint business plan must be completed in collaboration with your Channel Account Manager (CAM) on an annual basis.

In addition to ensuring you fulfill your obligations as a Logitech Partner, carrying out business planning may also mean you are eligible to apply for Marketing Development Funding (MDF) to support your marketing activities and help you sell more Logitech products.

## The Joint Business Planning process

- 1 Discuss and develop your plan** with your Channel Account Manager to identify mutually beneficial activities, such as targeting a specific set of clients, an industry segment, or geography.
- 2 Visit the Partner Portal** to access and review the business plan submitted by your CAM, which includes information regarding initiatives and targets for each quarter.
- 3 Once the plan is approved by Logitech and your business**, you can begin executing your initiatives and visit the portal at any time to track your progress and MDF eligibility.

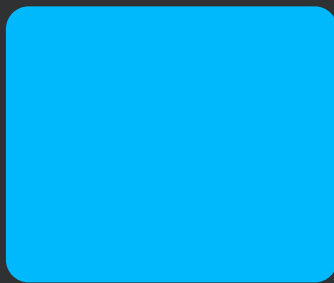
**NOTE:** Elite and Principal partners must submit their annual plans no later than 45 days from the beginning of the Logitech fiscal year, which is April 1. Partners that fail to submit a joint business plan may lose eligibility for certain benefits.

[VIEW OUR QUICK GUIDE](#)

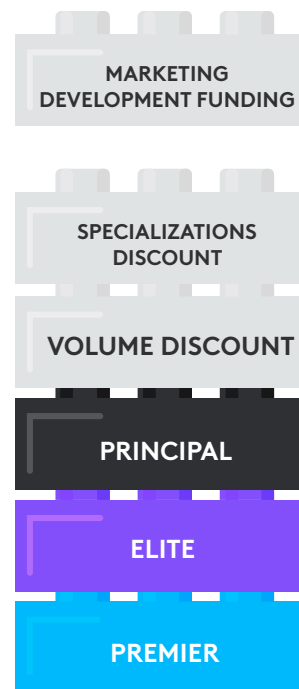
# PATH TO PROFIT

The Logitech Partner Connect program is built to provide you with choice and flexibility. It enables you to operate on your own terms based on your business model, competencies, and desired level of commitment, and the same is true when it comes to generating profit.

With different program tracks available featuring different requirements and incentives, you can choose the path to profit that suits your business. It also enables you to forecast profit more accurately and build consistent go-to-market strategies with clear resources, expectations, compensation, and value.



Naturally, higher track levels offer greater earning potential. However, each track features a range of benefits to suit your specific needs. They are also stackable, helping you to enhance your profit as you sell more Logitech products.



For example, the Logitech Partner Program will standardize front-end discounts across most of our solutions portfolio.

**Volume Discount** or **Deal Registration** can be added, and with validated video conferencing business and technical competencies, you can stack a specializations discount.

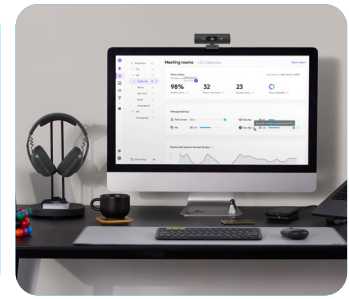
Furthermore, with joint business planning, you can maximize growth with **Marketing Development Funding** and **LEAP**, Logitech's new progressive **Growth Incentive Program**.

Whether you choose to upsell or cross-sell to customers, increase your deal size, or target specific markets to achieve your targets, the Logitech Connect Partner program enables you to tailor your approach.

With access to products and services across the entire Logitech portfolio, the program is built around helping you create a more profitable business in alignment with your objectives.

# WHAT IS THE LOGITECH DEAL REGISTRATION PROGRAM?

Our Deal Registration Program is designed to help you close more business. When you register a 'net new' deal cultivated by you and your team that's valued above a certain revenue threshold, we'll reward you with up to a 7% discount. Your Channel Account Manager can advise on local revenue thresholds.



This revenue-enhancing program boosts the probability of closing business. It enables you to increase margins on approved deals and lock them in to avoid competitive battles, helping you to close with confidence knowing your pre-sales investment is secure. Plus, you can access sales support from an experienced Logitech team to help you close faster.

## What do we mean by 'net new'?

Opportunities that have not previously been identified or forecasted by Logitech or another Logitech channel partner and that have been registered at least 14 days before the opportunity closes.

**For more information, read the full terms and conditions on the Logitech Partner Connect Portal.**

[READ OUR 'HOW TO' GUIDES](#)



# CONNECT WITH US VIA OUR PARTNER PORTAL

The Logitech Partner Connect Portal is the ultimate resource to help partners like you work with Logitech in a mutually beneficial way.

Get started by following our onboarding journey to discover the many exciting opportunities the portal affords, including the potential for significant product discounts, marketing support, and free training.

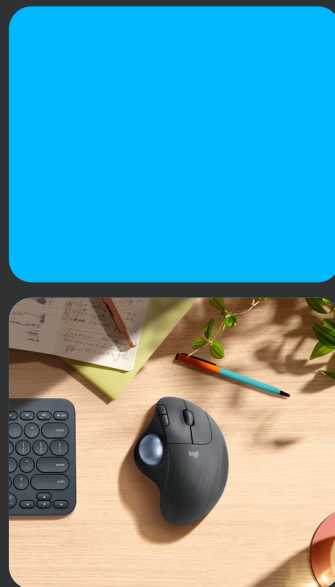
The **Sales & Marketing** section contains our deal registration program, helping you win new customers and increase margins through a significant discount on approved opportunities. You'll also find our Marketing Development Funding section here, which, as an authorized Logitech Partner, you may be eligible for. Business Planning and Sales Enablement resources are also accessed from this section, as well as assets for campaigns, price lists, and promotions in the Marketing Hub.

The **Products & Solutions** section is where you can find the most up-to-date information on Logitech hardware, software, and services, with product tool kits, brochures, and more, to help drive sales conversations.

**And that's just scratching the surface!**

[VIEW PARTNER PORTAL](#)

[WATCH VIDEO](#)



**The Logitech Partner Portal has been built with one objective in mind.**

To help you create a more profitable business by making it easier to sell our solutions.

Check back regularly to discover new products and assets to help boost sales and drive your business forward.

# MARKETING DEVELOPMENT FUNDING (MDF)

The Logitech Marketing Development Funding (MDF) program enables eligible Logitech partners to access funding to develop marketing activities that support the sale of Logitech products and solutions.



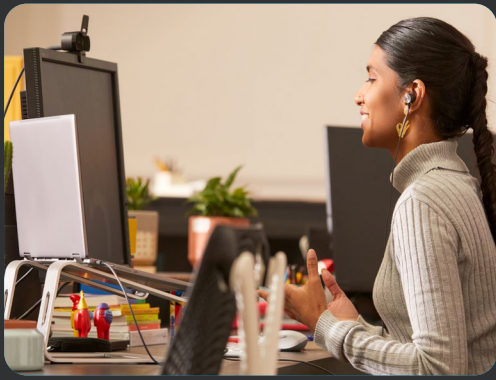
The MDF program is proposal based and requires planning and sign-off in order for marketing funds to be claimed.

The process follows three steps:

- 1 Request**  
You request funding for the eligible activities by submitting a Campaign Funding Request (CFR).
- 2 Perform**  
Once approval for your CFR is received, you perform the proposed activities.
- 3 Claim**  
As activities are completed, you request reimbursement via a claim for the associated costs.

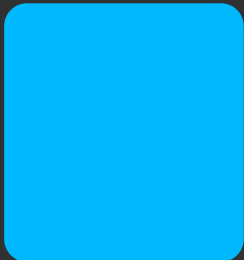
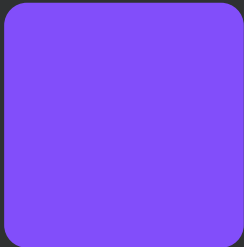
**NOTE:** Logitech Distributors, Premier, Elite, and Principal partners may be eligible for MDF. Please refer to the Eligibility Criteria in the Program Overview section of this guide. To participate, at least one authorized primary MDF contact within your business must accept the Logitech Partner Connect Program Terms and Conditions.

[VIEW MDF GUIDE](#)



## KNOW MORE, SELL MORE WITH LOGITECH UNIVERSITY

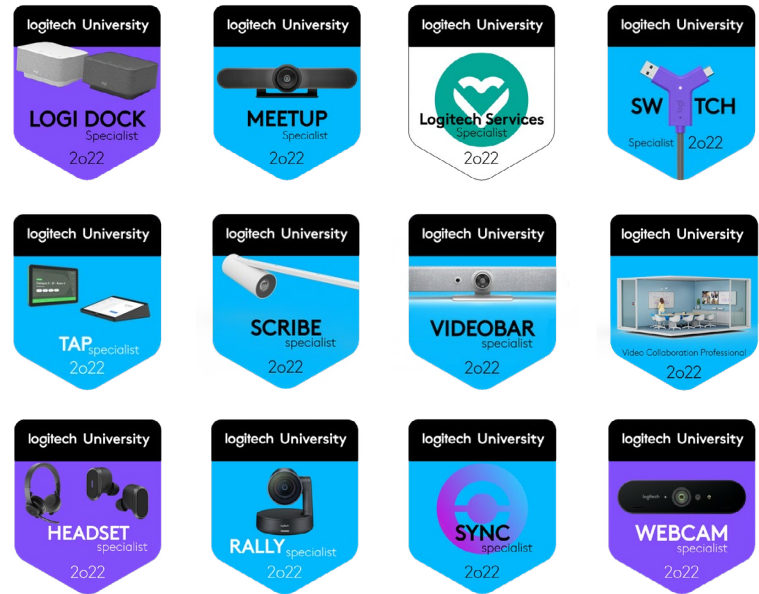
To further support our partners, Logitech University offers a one-stop, on-demand source for Logitech training. Located within the Logitech Partner Connect Portal, it provides education to maximize your sales and marketing efforts.



By getting to know Logitech Workspace Solutions inside out, you can better tailor your sales pitches and deliver value to your customers by highlighting key features, outlining use cases unique to their needs, and recommending complementary products.

As you get started by following our dedicated courses, you will learn how to have smarter sales conversations to take customer projects and relationships to new levels while increasing the size and scope of projects and boosting your average sales price.

Plus, in conjunction with **Credly**, you can earn digital badges as you progress to showcase your expertise to your customers and peers.



[VISIT UNIVERSITY](#)

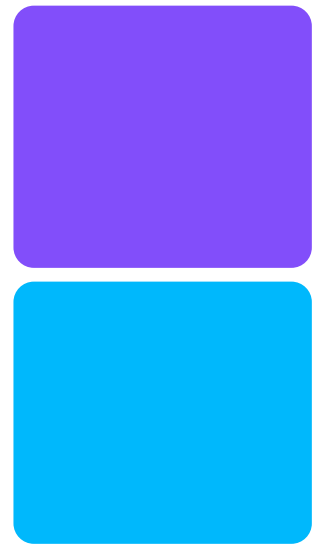
[WATCH VIDEO & MORE](#)

# GLOSSARY OF TERMS

<b>A4B:</b>	Amazon for Business – subset of Amazon gated for business customers	<b>NLOW:</b>	New Logic of Work
<b>B2B Partner:</b>	Partners with majority of the revenue from businesses and institutions	<b>NSP:</b>	National Solution Provider
<b>Reseller:</b>	Longtail of small Tier 2 customers buying from distributors	<b>NPI:</b>	New Product Introduction
<b>Collab Rooms:</b>	Video Collaboration Rooms includes conference cameras, peripherals, accessories and services	<b>OCRM:</b>	Oracle Channel Revenue Management (Logitech finance and payment platform)
<b>CIM:</b>	Channel Incentive Management (Typically refers to 360 insights, third party tool for Rebate/MDF management)	<b>OEM:</b>	Original Equipment Manufacturer
<b>DCS:</b>	Direct Customer Sales (distributor sales to partners)	<b>OSS:</b>	Office Supply Store
<b>E2E:</b>	End to End similar to Joint Partnership	<b>POS:</b>	Point of Sale ( T3, or End customer data. Required for rebate/program eligibility)
<b>GIR/VIR:</b>	Growth Incentive Rebate/Volume Incentive Rebate	<b>PWS:</b>	Personal Workspaces. Includes mice, keyboards, webcams, headsets and docks
<b>ISV:</b>	Independent Software Vendors that deliver Software-as-a-Service	<b>QBR:</b>	Quarterly Business Review
<b>LAB:</b>	Logitech Advisory Board	<b>SPIF:</b>	Sales Performance Incentive Fund
<b>LEAP:</b>	Logitech Elite Accelerate Program (GIR rebate program)	<b>TWS:</b>	Team Workspaces. Includes conference cameras and peripherals
<b>MDF:</b>	Marketing Development Funding	<b>VAD:</b>	Value Add Distributor. Provides services beyond pick, pack, ship
<b>MAP:</b>	Minimum Advertised Price	<b>VC:</b>	Video Collaboration

For our program guide, all our program policies, and legal terms and conditions follow this link:

[VIEW POLICY DOCUMENTS LIBRARY](#)





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