



DISTRIBUTOR
FISCAL YEAR
2020

EDGE ENABLEMENT
DEMAND GENERATION
ENGAGEMENT
Partner Program

SMART.

Welcome

Dear SMART Partner,

The EDGE Partner Program Guide for Distributors is an information source for our Distributor Community; it has been developed to facilitate the key information you need on programs, tools and resources.

With easy navigation and references to relevant websites, it will save you time you might otherwise spend navigating for the information and updates you need.

For easier access to the Guide, you can save the Guide to your desktop as a PDF so you can access the valuable information quickly without having to wait for it to download each time or for when you do not have internet access. Save using the PDF save function or by pressing “Save Guide” on the first page of the document.

The EDGE Partner Program Guide for Distributors is updated annually. If you want to comment on the format or the content of the guide, or even suggest a topic that should be part of the next Program Guide release, use the Submit Feedback link available at the top of each page or submit your comments directly to resellercontractsupport@smarttech.com

In addition to the EDGE Partner Program Guide for Distributors, there is an EDGE Partner Program Guide for Channel Partners that is directed to resellers and outlines the program framework, benefits and requirements of a reseller channel Partner to maintain an authorization to sell SMART solutions. Distributors should familiarize themselves with both program guides.

How to Use this Program Guide

This program guide is intended for SMART channel Partner companies participating in the EDGE Partner Program. At any time, we may use the term “Reseller or Distributor” and “Channel Partner” or “Partner” interchangeably. The Program includes the following sections:

- Partner Program Framework – a high-level overview of SMART Technologies Partner Program, go-to-market models, program benefits and requirements
- Enablement Overview – A more in-depth overview of the training Partners need to reach higher close rates and drive greater revenue results
- Demand Generation Overview – A more in-depth overview of the sales and marketing tools available to help the Channel Partner create interest in SMART’s products and services
- Engagement Overview – A more in-depth overview of how SMART and the Channel Partner work together to offer solutions to end-users, ensuring customer satisfaction
- Terms and Conditions – An overview of the terms and conditions of the SMART EDGE Partner Program
- Appendix A – Demonstration Equipment
- Appendix B – Technical Support Levels

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PROGRAM OVERVIEW

PROGRAM OVERVIEW

SMART Technologies EDGE Partner Program

FOR INTERNATIONAL DISTRIBUTORS – FISCAL YEAR 2020 (APRIL 1, 2019 TO MARCH 31, 2020)

SMART Technologies is a leading provider of technology solutions that enable inspired collaboration in classrooms and workplaces around the world by turning group work into a highly interactive, engaging and productive experience. SMART delivers integrated solutions that combine hardware, software and services designed for superior performance and ease of use, and remains a world leader in interactive displays.

SMART's Partner base of Channel Partners and Distributors is the best in the industry, bringing excellence in classroom learning and enterprise collaboration solutions to our collective customer base. The SMART Distributor EDGE Partner Program (the "Partner Program") offers a clear path to success when assisting Distributors with their customers' requirements.

Partner Program Framework

SMART Distributors play an instrumental role in SMART's go-to-market strategy in promoting and supporting the sale of our solutions and services. Distributors work with our Partners who are part of the EDGE Partner Program for Channel Partners who sell to a broad array of customers across various markets.

SMART Distributors are required to provide a range of services to our end customers dependent upon their Distributor Tier. Such services may include supporting sales, order management, and marketing and technical support to accelerate the success and growth of our mutual business Partners. Authorized Distributors in our program work with their designated SMART Account Managers to maximize the market opportunities and enable our mutual business Partners to respond with agility and speed.

This three-tier Distributor program framework enables, rewards and supports you based on your go-to-market sales and engagement model and investment with SMART.

Eligibility for The Fiscal Year 2020

Your SMART Distributor Agreement (the "Agreement") specifies the market segments in which Distributors are authorised to supply SMART products. As indicated on our price lists, our products are differentiated between Education and Enterprise. Distributors may be authorised for either the Education or Enterprise market segments, or both, as per their Agreement with SMART. Education products are intended for sale to primary and secondary institutions (i.e. Kindergarten to grade12), higher education institutions, and government entities only. Enterprise products are intended for sale to businesses, higher education institutions, and government entities.

The Agreement establishes the terms on which SMART will supply and the Distributor will market, sell and support our products. As per the Agreement, Distributors must comply with the SMART EDGE Partner Program to remain in good standing. As detailed in the Agreement, Distributors may only sell to SMART-approved Partners pursuant to our EDGE Partner Program for Channel Partners.

PROGRAM OVERVIEW
PARTNER TIERS

Distributor Types

SMART offers two accreditation levels for Distributors: (a) Volume and (b) Value-Added. There are two levels within value-added: 1) Value-Added Elite and 2) Value-Added Super Elite. Distributors must work with SMART through the business planning process to determine the appropriate accreditation level based on the criteria set out in the Partner Program. Distributors may also be authorised for specific product lines only; specific product sets or restrictions are outlined in the agreement.

To effectively prepare Distributors to represent SMART products and drive profitable growth effectively, each Distributor type encompasses a minimum eligibility standard for enablement/training, demand generation/marketing, and engagement/support. This expertise is monitored and validated on a consistent basis.

Note:

All requirements listed in this document for volume Distributors are market dependent and may change depending on the agreement between SMART and the Distributor.

Volume Distributors

Volume distribution services refer to those activities provided by a Distributor in markets where SMART or our authorised channel Partners drive marketing and sales activity; distribution performs the role of a logistics engine. The core of the volume model is a high-volume, high-efficiency logistics operation.

Volume Distributors will work with us to identify services required in a particular market and will negotiate specific benefits associated with offering same. These services may vary from market to market.

SMART administers the EDGE Partner Program for Channel Partners and provides level 2 support for those Partners buying through a volume Distributor.

Value-Added Distributors

Value-added distribution services include all services offered by Volume Distributors plus enhanced options that are either market dependent or prescribed by SMART (Elite and Super Elite). Examples include recruiting, developing and supporting specialized channel Partners who reach and

service the end-user. The core of this model is proactive end-user demand generation, recruitment and development of channel Partners, and extensive sales and technical support.

While all Value-added Distributors are expected to provide sales and support offerings with excellence, Super Elite Distributors have chosen to develop and maintain a depth and breadth of knowledge and support at a premier level.

Value-added Distributors will work with SMART to administer the SMART EDGE Partner Program for Channel Partners in their regions. This administration may include – but is not limited to – providing information to channel Partners about the SMART EDGE Partner Program and the Source Partner Portal, training resellers, assisting us in the evaluation of both new and existing channel Partners, and collecting Partner data as part of the SMART EDGE Partner Program (i.e. demo, certifications, business plans). The Distributor will work with us in good faith to administer and implement the SMART EDGE Partner Program.

PROGRAM OVERVIEW	ENABLEMENT	DEMAND GENERATION	CUSTOMER ENGAGEMENT	SMART ENGAGEMENT	TERMS & CONDITIONS	APPENDIX A	APPENDIX B
PROGRAM FRAMEWORK	DISTRIBUTOR TYPES	MEMBERSHIP PERIOD & ADVANCEMENT	NON-FINANCIAL BENEFITS	FINANCIAL BENEFITS	REQUIREMENTS		

PROGRAM OVERVIEW

MEMBERSHIP PERIOD & ADVANCEMENTS

Partner Program Membership Period

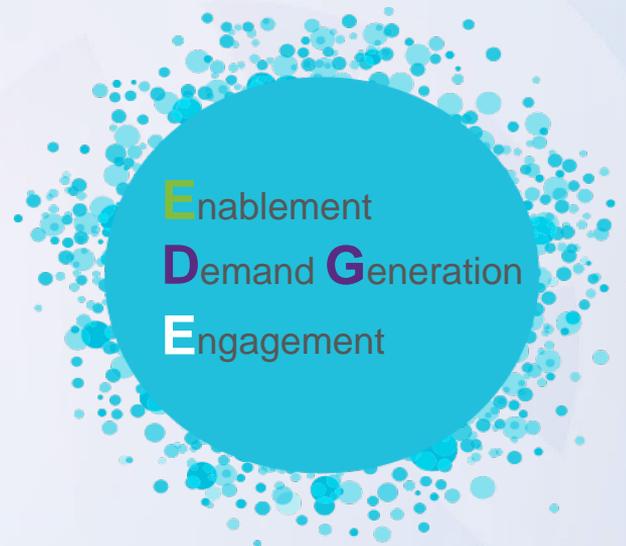
The EDGE Partner Program for Distributors membership period is from April 1 through to March 31. You must meet the minimum program requirements of your assigned tier by June 30. SMART reserves the right to evaluate your membership status at any time.

Advancement in the Program

During the year, SMART may proactively review your performance to determine if you may be eligible to move to the next Distributor performance tier (if applicable). At any time during your membership period you may request a review if you believe you meet the next program tier's requirements. Approved tier changes will require a contract amendment. Benefits accrued by moving to a new tier are not retroactive and are only effective upon the tier update.

Distributors are eligible to receive a margin allowance to purchase SMART product. The higher the Distributor tier the higher your purchase allowance.

You can send a request for a formal tier review to your SMART Channel Manager.



PROGRAM OVERVIEW	ENABLEMENT	DEMAND GENERATION	CUSTOMER ENGAGEMENT	SMART ENGAGEMENT	TERMS & CONDITIONS	APPENDIX A	APPENDIX B
PROGRAM FRAMEWORK	DISTRIBUTOR TYPES	MEMBERSHIP PERIOD & ADVANCEMENT	NON-FINANCIAL BENEFITS	FINANCIAL BENEFITS	REQUIREMENTS		

PROGRAM OVERVIEW

NON-FINANCIAL BENEFITS AT-A-GLANCE

The following tables list the specific non-financial benefits for each Distributor Type in the program.

PROGRAM BENEFITS	VOLUME	Value-Add ELITE	Value-Add SUPER-ELITE
PLANNING			
Source Partner Portal	•	•	•
Software Portal	•	•	•
Voice of the Customer Research	•	•	•
Joint Business Planning/Business Reviews		•	•
Channel Summit Event	By invitation	By invitation	By invitation
SMART Channel Manager	•	•	•
Inside Sales Manager	Limited	Limited	•
ENABLEMENT			
Sales Training	•	•	•
Technical and Installer Training	•	•	•
Product and Marketing Webinars	•	•	•
Sales Enablement Assets	•	•	•
SMART Sales Leads		•	•
Specialization Training			•
Deal Registration			•

PROGRAM BENEFITS	VOLUME	Value-Add ELITE	Value-Add SUPER-ELITE
MARKET			
Campaign Assets	•	•	•
Partner Marketing Collateral	•	•	•
Training Certificates	•	•	•
Social Media Tools & Content	•	•	•
Where to Buy Locator	•	•	•
RFP Templates	•	•	•
Regional Marketing Manager Support			•
Proof of Concept Support			•
SUPPORT			
Channel Support	•	•	•
Interactive Support Communities	•	•	•
Technical Support	•	•	•
Technical Online Resources	•	•	•

PROGRAM OVERVIEW

FINANCIAL BENEFITS AT-A-GLANCE

In return for investment in enablement, demand generation and engagement with SMART and our channel Partners, Distributors will enjoy tangible financial benefits, each designed to give the Distributor an edge in the marketplace and make the prospect of new product introduction a positive financial gain.

The following tables list the specific financial benefits for each Distributor Type in the program.

PROGRAM BENEFITS	VOLUME	Value-Add ELITE	Value-Add SUPER-ELITE
FINANCIAL			
Pricing Discounts	Volume	Elite	Super Elite
Discounted Demo Units	•	•	•
Deal Registration (where available)	•	•	•
Sales Programs	•	•	•
Access to Pricing Bid Desk*		•	•
Sales Promotions*	•	•	•
Market Development Fund (per MDF Program terms and conditions)		Where Available	•
SMART Performance Rebate (per SPR Program terms and conditions) **			•

* BASED ON Distributor Type

** SMART's Performance Rebate Program for fiscal year 2020 consists of a Target Achievement Rebate and is governed by a separate agreement and terms and conditions which may be found on the Source.

PROGRAM OVERVIEW	ENABLEMENT	DEMAND GENERATION	CUSTOMER ENGAGEMENT	SMART ENGAGEMENT	TERMS & CONDITIONS	APPENDIX A	APPENDIX B
PROGRAM FRAMEWORK	DISTRIBUTOR TYPES	MEMBERSHIP PERIOD & ADVANCEMENT	NON-FINANCIAL BENEFITS	FINANCIAL BENEFITS	REQUIREMENTS		

PROGRAM OVERVIEW

PROGRAM REQUIREMENTS AT-A-GLANCE

An application is required to become an authorised Partner to sell SMART products. This application can be found on smarttech.com. The following table list the specific requirements for each Distributor type in the program.

PROGRAM REQUIRMENTS	VOLUME	Value-Add ELITE	Value-Add SUPER-ELITE
Revenue Requirements*	•	•	•
Certified Specialist per certification path (EDGE Accreditation) minimum required	1	2	3
Maintain Account in Good Standing	•	•	•
Website promotion of SMART solutions	•	•	•
Channel VOICE participation	•	•	•
Demo Capabilities (by office location)	•	•	•
Joint business planning/QBRs participation		•	•
Provide Level 1 Technical Support to Resellers		•	•
Provide Level 2 Technical Support to Resellers and End Customers		•	•
Provide Customers Warranty Support	•	•	•
Maintain Spare Parts Inventory		•	•
Forecast opportunity pipeline	•	•	•
Formatted Point of Sale (POS) Reporting	•	•	•
Formatted Inventory Reporting	•	•	•

* Your fiscal year revenue requirement will be calculated by SMART based on SMART’s financial records and Distributor’s point of sale information. This revenue number will be calculated annually at program renewal time and is based on the prior fiscal year revenue or a rolling average over three years, whichever is higher.

• = Required

ENABLEMENT

ACCREDITATION

Enabling Partners for Success

Certification Paths

Certification paths are training paths that include the courses, webinars and other training assets necessary to competently sell, demonstrate, install, implement and support SMART solutions. Certification levels reflect a Partner's technology skills and breadth. Value-added Distributors who possess a depth of sales and product knowledge have higher close rates and drive greater revenue results. These skills enable Distributors to assist channel Partners to design the right solutions for end-users. Certifications are achieved through training that is role-based, either sales or technical, that allows individuals to add value to the organization.

Volume Distributors are encouraged to complete training to better understand SMART's product offering, but it is not a requirement of the Partner Program.

Maintaining Accreditation

Distributor certification paths match those of the reseller. Distributors must maintain minimum training requirements for their respective level of accreditation at all times. When certified individuals leave a Distributors' employ, the

Distributor must make arrangements to have new or existing staff members trained (within 90 days) to a sufficient level to meet requirements. All online training is available via training.smarttech.com. Registrants must use their Source log-in credentials to access reseller training.

From time to time, SMART may introduce new products that require additional training; Distributors will be notified if additional training is required to maintain accreditation and access specific products.

All online Channel training has the option to "test out" if a Distributor feels they already have the required knowledge and do not need to take the entire course. An unsuccessful "test-out" will require the course to be completed.

Distributors will be able to access their course completion records at any time through their SMART Channel Manager.

For more information about SMART channel training requirements, visit the training section of the Source Partner Portal at smarttech.com/source

SMART Supplementary Training

Supplementary training resources are made available to our Distributors and channel Partners to support their certification paths and their ability to become an expert in the full range of SMART solutions. We offer a variety of training resources that include live and pre-recorded webinars, on-demand videos and implementation guides. Use these resources and tools to help you enhance your team's product, sales and technical knowledge.

ENABLEMENT
COMPETENCY BY TIER

To effectively prepare Distributors to represent SMART products and drive profitable growth, each Distributor type encompasses a minimum eligibility standard for enablement/training. The following charts reflect the minimum training requirements of each level. Additional trained staff members may be required at the state/province or local level and if so, these requirements will be detailed in the Distributor’s business plan and agreed to with the SMART Channel Manager (see SMART Engagement).

TRAINING REQUIREMENTS	VOLUME	ELITE	SUPER ELITE
EDUCATION			
SMART Sales Professional for Education (SSP-E)	1 Sales staff	2 Sales & 1 Marketing staff	2 Sales & 1 Marketing staff
SMART Technical Professional for Education (STP-E)	Optional	2 Technical staff	3 Technical staff
SMART Installer Training (SIT)	N/A	2 Installer	3 Installers
Attend Supplementary Training (e.g. webinars, rep2rep series)	All Sales, technical and support staff involved in SMART solutions		
Maintaining Certifications/Accreditation	New training courses may be required from time to time as new product is introduced		
BUSINESS			
SMART Sales Professional for Business (SSP-B)	1 Sales staff	2 Sales staff	3 Sales staff
SMART Technical Professional for Business (STP -B)	Optional	2 Technical staff	3 Technical staff
SMART Installer Training (SIT)	N/A	2 Installer	3 Installers
Attend Supplementary Training (e.g. webinars, rep2rep series)	All Sales, technical and support staff involved in SMART solutions		
Maintaining Certifications/Accreditation	New training courses may be required from time to time as new product is introduced		

ENABLEMENT

EDUCATION COMPETENCY TRACKS

SMART Sales Professional for Education (SSP-E)

The SSP for Education program is SMART’s multi-faceted training and professional development program for Channel Partners authorised for the Education market. It provides participants with the knowledge, skills, attitudes and resources to effectively sell SMART Hardware and Software solutions.

SMART’s sales training consists of self-paced, online course modules which integrate key competency requirements across three knowledge areas:

- Pedagogical and/or Business Value
- Technical Primer
- Sales Positioning

For more information on SMART’s SSP for Education please visit SMART’s Partner portal (the “Source” at smarttech.com/source). Source access using Reseller domain email is required.

SMART Technical Professional for Education (STP-E)

Value Added Distributors

To ensure customer satisfaction and to aid customers in the implementation of their ideal SMART solution and post-sales support, all Resellers must provide customers with access to SMART Certified Technical Professionals. The Technical certification for education includes both hardware and software solutions

These courses will provide the knowledge and skills on which Resellers can develop their own installation and maintenance service model.

SMART Factory Trained Installer for Education (SFTI-E)

Value Added Distributors

The SFTI certification track provides you with the knowledge to successfully install, set up, troubleshoot and generally support the implementation of your customer’s SMART solution. All Partners must provide customers with access to SMART certified installers and technicians.

Note: If a warranty or RMA issue should occur, the Channel

Partner will be required to provide evidence that the SMART solution in question was installed by a certified installer. Partners risk voiding customer hardware warranties if the products are installed by a non-SMART-authorised installer.

SMART Education Consultant (SEC)

Value Added Distributors

The SEC program is a short and effective learning pathway designed to develop the knowledge, skills, attitudes and resources for individuals to drive business through a deeper understanding of key educational functions. This course takes the learner by hand through a journey in the modern education landscape, demonstrating how SMART Technologies enhances teaching & learning and explaining the “why” behind all solutions developed for Education. With a focus on account planning, the SEC also provides the learner with a practical tool to use in sales and education meetings.

ENABLEMENT

BUSINESS COMPETENCY TRACKS

SMART Sales Professional for Business (SSP-B)

The SSP for Business program is SMART's self-paced, free online training and professional development program for Partners who are authorised for the enterprise market. With its modular approach, the program provides participants with the knowledge, skills and resources to effectively sell SMART Hardware and Software solutions. Partners' sales representatives authorised for this segment must complete the sales certification.

SMART's sales training consists of self-paced, online course modules which integrate key competency requirements across three knowledge areas:

- Product Knowledge
- Key Sales and Marketing messages
- How SMART technology enhances workplace collaboration

For more information on SMART's SSP for Business please visit SMART's Partner portal (the "Source" at smarttech.com/source). Source access using Reseller domain email is required.

SMART Technical Professional for Business (STP-B)

Value Added Distributors

To ensure customer satisfaction and to aid customers in the implementation of their ideal SMART solution and post-sales support, all Partners must provide customers with access to SMART Certified Technical Professionals. The Technical certification for business includes both hardware and software solutions. Partners may become SMART Certified through the completion of SMART Technical Professional courses, thereby offering their customers the highest level of Tier 1 Support and service offering in-house.

These courses will provide the knowledge and skills on which Resellers can develop their own installation and maintenance service model.

SMART Factory Trained Installer for Business (SFTI-B)

Value Added Distributors

The SFTI competency track provides you with the knowledge to successfully install, set up, troubleshoot and generally support the implementation of your customer's SMART solution. All Partners must provide customers with access to SMART certified installers and technicians. If a Business Partner elects not to attain/invest in the required installation certification they must purchase SMART install services (delivered by SMART authorised technicians). Partners risk voiding hardware warranties if the products are installed by a non-authorised installer.

Note: If a warranty or RMA issue should occur, the Channel Partner will be required to provide evidence that the SMART solution in question was installed by a certified installer. Partners risk voiding customer hardware warranties if the products are installed by a non-SMART-authorised installer.

DEMAND GENERATION
PRICING & DISCOUNTS

Giving Partners the EDGE through Demand Generation

SMART is committed to supporting Channel Partners to promote and market SMART solutions. This commitment is demonstrated through a comprehensive set of sales and marketing tools to create interest in SMART’s products and services. SMART’s offerings help the Channel Partner to create awareness, position, and demonstrate the right SMART product for the customers’ needs.

Pricing and Discounts

To ensure SMART Distributors can offer competitive pricing to end users, SMART provides a pricing model that reflects a pay (margin) for performance philosophy, and is designed to offer a fair balance between profitability and competitive position in the market. A margin allowance or Distributor type pricing discount to purchase SMART product and services is available to Partners who choose to invest in the capability and practices that deliver the highest standard in sales, marketing and support for SMART solutions to customers. Discount levels are based on SMART’s then-current list price and are dependent on the Partner maintaining a valid Partner authorization.

Reflecting these capability investments, Distributors who choose to meet Super-Elite accreditation are afforded access to a superior price. Super Elite Distributors are expected to achieve annual volumes of at least \$2M per authorised market segment, per fiscal year (education or enterprise) in order to be eligible for Super Elite pricing. Effective April 1, 2019, Super-Elite accredited Distributors are eligible for our top tier Super-Elite pricing; Distributors achieving Elite status will receive Elite pricing and Volume Distributors (Education only) have a specific Volume price list.

Distributors may find their price list on the Source Partner Portal at smarttech.com/source

Sales Performance Rebate Program (SPR)

SMART’s Performance Rebate for fiscal year 2020 is a financial reward program available to Distributors who have elected to perform at the Super-Elite level and meet the specific program requirements. Through the program, Distributors have the opportunity to receive rebates for achieving specified SMART targets.

Distributors have the opportunity to achieve either or both Education and Enterprise targets. Distributors authorised

at Super-Elite level in both education and enterprise markets will have a single, combined revenue target per quarter. The SPR Program only applies to the market segment(s) for which the Distributor is authorised.



DEMAND GENERATION
PROGRAMS & SALES TOOLS

Value-added Distributors are expected to support channel Partners to promote and market SMART solutions. This commitment is demonstrated through a series of sales and marketing activities to create interest in SMART’s products and services. The Distributor’s offerings should aim to help the channel Partner to create awareness, position, and demonstrate the right SMART product for the end-users’ needs.

Demand generation benefits are a combination of programs and tools offered by SMART to the Distributor and in some cases, passed through to the channel Partner.

PROGRAM BENEFITS	VOLUME	ELITE	SUPER ELITE
DEMAND GENERATION			
Sales Programs and Promotions	•	•	•
Social Media Tools & Content	•	•	•
Campaign Assets	•	•	•
Partner Marketing Collateral	•	•	•
Source Partner Portal	•	•	•
Software Portal	•	•	•
Where to Buy Partner Locater	•	•	•
Demonstration Product Discounts	•	•	•
SMART Sales Leads		•	•

Sales Tools & Self-Service Marketing Assets

SMART offers a complete set of sales tools including presentations, collateral, videos, proposal inserts, etc. SMART collateral and materials can be co-branded. Local language support will vary. Sales materials and tools can be found in the Brand Library and under the Sales Tools section of the Source.

Sales Programs & Promotions

Sales programs and promotions are designed to help Distributors and Resellers stimulate demand for products in the market place, support our Partners to engage with customers, reward investment, and promote specific products or approaches to the market. SMART Distributors receive product discounts to pass through to the Reseller for approved opportunity or sales program registrations. All Distributors will have access to a core suite of programs that will support them to focus on SMART solutions; these program discounts must be requested through submission of a program application. These programs are posted on the Source Partner Portal and feature their own set of terms and conditions. Distributors should provide information to Partners on all of our sales programs and their use.

Value-added Distributors may have access to programs that are specifically designed for Distributors with advanced capabilities. Use of sales programs must be confirmed through the local SMART Channel Manager and are applicable on an opportunity-by-opportunity basis.

Promotion Discounts & Trade-in Programs

From time to time SMART provides Distributors with incremental promotion offers and trade-in programs in a particular product or solution area. Eligible Distributors can participate in Distributor-specific promotion discount offers to accelerate sales and increase margins and pass along discounts to end-users.

Smart Sales Leads

Value-added Distributors may be allocated leads generated by SMART’s campaigns, trade shows and events to share with their Partner base.

RFP Assistance

Bid specifications support information can be found in the Sales section of the Source under Market & Competitive Intelligence/Bid Specifications. Value-added Distributors are provided RFP assistance that can be requested via their Channel Manager.

Source: Sales/Market & Competitive intelligence/Bid Specifications

DEMAND GENERATION

SMART PORTALS & WEBSITE

Access to SMART Partner Portal(s)

All Distributors will have access to the SMART online Partner portals.

The Source Partner Portal is a repository for information and tools that assist Distributors to develop the market and manage the sales cycle. Product related documents and information, marketing tools, product availability, SMART publications, channel programs and more can be found on this portal.

The Software Portal is a repository that allows Distributors to view and manage their software license keys. Through the Software Portal Distributors can also view all license keys sold to their end customer in order to support end customers in the management of their software license keys.

Source: <https://source2.smarttech.com>

Software Portal: <https://subscriptions.smarttech.com>

“Where to Buy”

We maintain a searchable directory at smarttech.com that allows potential resellers to find Distributors in their area who are authorised by SMART to sell products. The directory features an alphabetic listing of Partners sorted by tier rank, regional authorization, location and area of expertise. The information displayed in this directory is populated with information provided in your Partner profile as well as your tier status, including a link to your corporate website. SMART will list Value Added and Volume Distributors in this directory.

To update your Distributor Profile please contact ResellerSupport@smarttech.com

DEMAND GENERATION REQUIREMENTS

To effectively prepare Distributors to represent SMART products and drive profitable growth, each Distributor type encompasses a minimum eligibility standard for demand generation and marketing. The following table lists the specific demand generation requirements for each Distributor type in the program.

PROGRAM REQUIREMENTS	VOLUME	ELITE	SUPER ELITE
DEMAND GENERATION			
Sales Programs and Promotions	N/A	Drive Reseller Awareness	Drive Reseller Awareness
Social Media Tools & Content	Drive Reseller Awareness	Drive Reseller Awareness	Drive Reseller Awareness
Campaign Assets	N/A	Drive Reseller Awareness	Drive Reseller Awareness
Demo Equipment Available	N/A	Elite Demo Suite	Super Elite Demo Suite
Maintain Current Demo Product	N/A	Required	Required
Demonstration Facility	N/A	N/A	Required
Proof of Concept Support	N/A	N/A	Required

Demonstration Equipment

When customers see our products, they are inspired to create solutions. Elite and Super-Elite value-added Distributors are required to have a minimum core product suite and an appropriate product mix in customer facing locations throughout their approved territories. Value-added Distributors who serve multiple territories must work with their SMART representatives to execute an appropriate demonstration equipment plan.

Super Elite Value-Added Distributors are expected to maintain an enhanced demonstration facility that, in addition to showcasing SMART solutions as defined in the business plan, can also accommodate proof-of-concept initiatives led by the Distributor, Reseller or SMART. The Super Elite Distributor will assist the channel Partner and their customer during the Proof of Concept to support, monitor and ensure a positive outcome for SMART product.

Distributors will receive significant discounts on the purchase of demonstration equipment for demonstration and end-user evaluation. In turn, Distributors are expected to make demonstration products available to channel Partners while receiving a minimal margin for such sales. Please discuss your demonstration equipment plans with

your local SMART representative.

Demonstration equipment purchased under the Program is eligible for resale six months after initial purchase or when that product model is upgraded, replaced by a new version or discontinued by SMART. Purchases of demonstration equipment will be monitored to ensure that Distributors meet their minimum core product suite, but do not exceed appropriate purchase levels within a given territory as determined with the SMART Sales Representative.

Note: Minimum required product sets by Distributor type are detailed in **Appendix A**.



SMART Board® 7000 and SMART Board™ 7000 Pro series



SMART Board® 6000 and SMART Board™ 6000 Pro series



SMART Board® MX series



SMART Board® 2000 and SMART Board™ 2000 Pro series



SMART Podium™

CUSTOMER ENGAGEMENT

SALES SUPPORT

Enabling Partners for Success through Customer Engagement

Through regular and coordinated engagement, Distributors and SMART representatives will Partner together to offer a suite of support solutions to channel Partners and end-users, ensuring customer satisfaction and facilitating product use. SMART is committed to delivering fast, flexible and decisive support to the channel to ensure we meet the expectations of our mutual customers.

Pre-Sale Support

Distributors and resellers are expected to provide pre-sales support to customers by analyzing requirements, proposing and demonstrating SMART solutions, ensuring acceptable product installations, training and providing initial technical support.

Demo Capabilities

All Partners are expected to be proficient in the demonstration of SMART solutions to end customers. This capability is supported through a combination of the applicable required Sales training courses as well as the demonstration equipment requirements.

Installation Services

All SMART Distributors must provide resellers and end customers with access to SMART certified installers to provide installations. There are two options to provide certified installations to customers:

Option 1:

The Distributor may complete the installation by dispatching their own certified SMART Trained Installer. Installers are certified through the completion of the SMART Installer Training course for those SMART Products they support. (education or enterprise) The training course is targeted at installers and provides practical technical knowledge required to successfully install, set up, troubleshoot and generally support the implementation of SMART Solutions.

Option 2:

Distributors can offer installation services to Channel Partners through the purchase of SMART's install services (delivered by SMART authorised technicians).

Please note, third party installation companies who are not certified directly by SMART for installation via SMART Installer training are not authorised to provide installation services. Product warranties will be void if the products are

not installed by a SMART certified installer.

End Customer Channel Opinion

The Voice of the Customer is one of the highest priorities for SMART. Customer satisfaction levels are integral to establishing customer loyalty and repeat purchase intent. Our End Customer Channel Opinion (ECCHO) study will enhance both SMART and our Partners' competitive edge by providing insight into the key drivers of an excellent customer experience, what our customer's value most and identifying priorities for improvement plans. On a regular cadence SMART will reach out to end customers for participation in the ECCHO study. Distributors may be required to supply end-customer contact details for this research and/or support distribution of the survey.

As this study is deployed, region by region, base level metrics will be determined for your region and minimum required satisfaction levels identified.

CUSTOMER ENGAGEMENT
POST-SALES SUPPORT

Warranty Support

SMART warrants to the original end-user customer that our hardware products are free from defects in material and workmanship under normal use for the duration of the warranty period. Our standard warranty period for hardware is three (3) years from date of purchase, but some products are covered by longer warranties. Accessories (control panels, wireless serial or USB connections, floor stands, speakers, projector lamps) are warrantied for a period of one (1) year from the date of purchase. All other Accessories and parts listed on SMART's Parts Store at parts.smarttech.com are not covered by a warranty. (i.e. non-interactive pens, erasers, brackets, cables, batteries, power supply units).

All Elite and Super Elite Value-Added Distributors must support our product warranty by making available to channel Partners a method of uninstalling and returning product to SMART. However, Partners and/or end-users may decide to return product themselves as per our instructions. Distributors are encouraged to include SMART support service packages when selling SMART solutions.

SMART will provide a fee for service method of uninstalling and returning product to us, directly or indirectly, for end-

user customers of channel Partners who purchase from Volume Distributors.

Stock Minimum Spare Parts

Elite and Super Elite Value-Added Distributors are required to purchase spare parts per the minimum spare parts list as detailed on the Source Partner Portal in order to provide Level 1 and 2 Support. On the occasion that customer's products have failed or lost components, having spare parts in stock can help reduce down time incurred by ordering parts.

Advanced Parts Replacement

Super Elite Value-Added Distributors must provide channel Partners access to advanced replacement services for all key components of a SMART integrated solution (including but not limited to interactive whiteboards, displays, projectors, and interactive projectors).

Such advanced replacement services shall offer, at a minimum, two business day replacement services, unless otherwise agreed by SMART as part of quarterly and yearly business plans. This offering affords Distributors an opportunity for enhanced revenue as part of their service model.

On-Site Support Coverage

At the channel Partner's request, Super Elite Value-Added Distributors must provide on-site support coverage for the Partner's end-users. This support coverage is for all SMART products sold in the territory, regardless of whether the Distributor participated in the original product sale. Such on-site support shall, at a minimum, cover installation, maintenance and preventative care. This offering affords Distributors an opportunity for enhanced revenue as part of their service model.

CUSTOMER ENGAGEMENT

SMART SUPPORT SERVICES

SMART Support Services

SMART provides a range of professional support service offerings to ensure Partners can improve customer satisfaction throughout the lifecycle of their SMART products.

Support Services

When limited warranty coverage does not fully meet customer needs, Support Services from SMART and our Partners are the most cost-efficient way a customer can achieve a return on their investment. With an industry-leading support infrastructure that includes technical expertise, support systems, advanced HW replacement, global SLAs, options for usage reporting and alerting for SRS, and global installation and on site Services, SMART Support Services offer Partners a true recurring subscription revenue model to improve the value of their business and drive customer satisfaction.

Six levels of Support Service offerings are available for Enterprise customers:

- Basic & Basic Plus (1 and 3 years)
- Elite & Elite Plus (1 and 3 years)
- Platinum & Platinum Plus (1 and 3 years)

Further details on SMART's Support Services offerings are available on the Source or www.smarttech.com/services

Enterprise Market

Enterprise Authorised Partners may choose to sell SMART Support Services; When SMART Support Services are sold, SMART will deliver support per the SLAs of the service plan sold for the solution which SMART support plan is attached (tracked by serial #).

CUSTOMER ENGAGEMENT

LEVEL 1, 2 & 3 TECHNICAL SUPPORT

Management of Level 1 to 3 Technical Support

Partners are expected to provide customers with the right level of care for their post-sales support needs.

Volume Distributors Technical Support

Volume Distributors are not required to provide Level 1 or 2 Support. Support will be provided to end-user customers through their channel Partner or in instances where the Partner is not required to provide support, the Distributor will redirect resellers and end customers to SMART Technologies. The Partner's obligations for customer support are outlined in the SMART EDGE Partner Program for Channel Partners.

The Distributor will make "SMART Support Services" available for purchase for Enterprise customers who require a higher level of warranty product support than basic warranty. e.g. "return for repair". Further details on SMART's Support Services offerings are available on the Source or www.smarttech.com/service.

Value-Added Elite and Super Elite Distributors Technical Support

Elite and Super Elite Value-Added Distributors must provide Level 1 and 2 Support to all channel Partners.

Level 1 and 2 Customer and Technical Support

SMART's Distributor will provide first contact (level one) and level 2 email and phone support to resellers and customers within their designated region. Distributors are expected to quickly resolve reseller's/customer's support queries or provide technical trouble shooting in a professional and courteous manner. If required they will quickly escalate issues to a more senior (level two) technician for additional support. If complex issues cannot be resolved by the Distributor's level two resource, SMART personnel will be available for additional (level three) support. At times where remote phone support is not sufficient to correctly diagnose the customer's product issues, the Distributor will be required to dispatch a technical support resource to the customer site.

SMART will provide all Distributors with Level 3 Support (escalation). SMART reserves the right to request detailed support data from Distributors to confirm the following contact support delivery criteria are met:

- I. Distributor is responsible for delivery of support services and SLAs to its end users. This includes but is not limited to timely email and telephone support, on-site labor, hardware & parts replacement, and assisting with Software Updates and Upgrades.
- II. Distributor Service personnel are responsible to create a support tickets or update an existing ticket to document details for each end customer interaction.

- III. Distributor personnel must attempt to resolve customer issues at first contact by following the standard troubleshooting guidelines, however, where final resolution is not possible within a minimum of five days, the customer issue must be escalated to SMART Services level three for final resolution support.
- IV. Support calls to SMART Technical Support must originate from the Distributor's centralized help desk location and the call volume must not to exceed 15% of the Distributor's initial contact volume.
- V. Distributor support personnel must complete SMART technical support training for those SMART Products they support. The SMART Technical Professional and SMART Factory Trained Installer certification tracks are defined in the Education Certification Track and Enterprise Certification Track sections of this document. Access to training is found online at training.smarttech.com. or through the Source Partner Portal.
- VI. Distributor support personnel must participate in technical update sessions where new service information is shared with technical support teams to ensure current support knowledge.
- VII. For all escalated level three issues the Distributor must provide SMART the contact information for Distributor's/Reseller's or end customer's designated technical representative(s) who will assist SMART with the initial classification of a reported problem and subsequent troubleshooting steps.

CUSTOMER ENGAGEMENT

SUPPORT AT-A-GLANCE

SMART representatives will work together with Distributors to offer a suite of support solutions to Channel Partners and end-users, ensuring their satisfaction and facilitating product use. SMART is committed to delivering fast, flexible and decisive support to the channel to ensure we meet the expectations of our mutual customers. The following chart summarizes the support requirements per certification level.

Note: Distributor may discharge support obligations by providing services in-house or through the purchase of SMART Support Service packages.

SUPPORT REQUIREMENTS	VOLUME	ELITE	SUPER ELITE
Level 1 Support to Resellers	Distributor will redirect to SMART	Distributor Responsibility	Distributor Responsibility
Level 2 Support to Resellers and End Users of Authorized and Silver Partners	Distributor will redirect to SMART	Distributor Responsibility	Distributor Responsibility
Level 3 Support	Distributor will redirect to SMART	Distributor will redirect to SMART	Distributor will redirect to SMART
Warranty Support to Partners (DOA/RMA support)	Distributor will redirect to SMART	Distributor Responsibility	Distributor Responsibility
Stock Minimum Spare Parts	Recommended	Distributor Responsibility	Distributor Responsibility
Advanced Parts Replacement	Distributor will redirect to SMART	Distributor will redirect to SMART	Distributor Responsibility
On-site Support Coverage	Distributor will redirect to SMART	Distributor will redirect to SMART	Distributor Responsibility
Demo Capabilities	Not required	Elite and Super-Elite Distributors: Ability to demonstrate Hardware and Software technology/solutions	
End Customer Channel Opinion (ECCHO)	All Distributors: Supply POS record complete with end-customer account name, contact name and email for End-customer satisfaction survey.		

SMART ENGAGEMENT

CUSTOMER RELATIONSHIP MANAGEMENT

Giving Partners the EDGE through SMART Engagement

Through business planning and regular use of management tools, opportunities for growth will be identified and managed to success.

Channel Relationship Management

SMART Distributors will have access to a SMART Channel Relationship Management team. If you do not know your SMART Channel Relationship Management team, please send an email to SMART at resellercontractsupport@smarttech.com so we can introduce you to the appropriate individual(s).

Channel Manager

Distributors will liaise directly with their assigned Channel Manager as the main sales and business interface to SMART. Your SMART Channel Manager will be responsible for assisting in the creation and execution of your quarterly and annual business and marketing plans to help you grow and accelerate your SMART business.

Resellers may receive channel management support directly from their chosen SMART Authorized Distributor (subject to and as negotiated directly with such Distributor).

Channel (Distributor) Support

SMART is focused on enabling our Partner community. The Distributor Support desk provides a mechanism for Partners to receive a quick response to any questions or assistance needs when your SMART Channel Manager is not easily available. This team of dedicated representatives will support Distributors with assistance accessing our secure Source Partner Portal, assistance navigating SMART resources, and any additional assistance. All Partners have access to Distributor Support via the online web-form or phone.

[Online Web Forms \(Help Forms\)](#)

Distributors can leverage the SMART Help Request Form which is located on the Source. Distributors can expect an email response to any help requests within 24-48 hours.

Technical Support

SMART provides Technical Support services covering both hardware and software to provide first-class support to our community of Partners and end-users.

[Technical Support Site \(SMART Knowledge Base\)](#)

SMART Distributors have access to our secure support website the SMART Knowledge Base offering you

searchable, online technical assistance regarding SMART products and solutions. This database includes product specifications, FAQs, articles about configurations, installations, product notifications, user guides and troubleshooting.

[Online Technical Support Web Form](#)

SMART's team of professionals is equipped to support Partners and customers - from installation assistance to ongoing support. The SMART Technical Support Desk is available online via the Source. Distributors experiencing problems with SMART products can create a support ticket via the Technical Support Web Form.

Partner Marketing

All Distributors have access to marketing support via the Source Partner portal. Value-added Distributors can access enhanced marketing support from a SMART Regional Marketing Manager to implement initiatives identified in their Marketing Development Plan. Distributor-managed Resellers will be provided primary marketing support through their Authorized SMART Distributor.

SMART ENGAGEMENT

ACCOUNT MANAGEMENT

Maintain Account in Good Standing

To receive the benefits of the Partner Program, Distributors must, at all times, keep their accounts current, ensure credit limits have not been exceeded and adhere to the terms of the Partner Program and the Distributor agreement with SMART.

Formatted POS Reporting and ForecastingPoint of Sale Reporting

All Distributors are required to provide information for all SMART product sold. This can be provided at the time of order or through monthly POS reported by the 5th business day following the close of the prior month's sales. A copy of SMART's POS template can be found on the Source.

Forecasting

All Distributors are required to provide sales opportunity pipeline forecasts by product, reseller, market segment and by authorised region to their SMART Channel Manager or representative on the 5th business day of the month, as per the format provided by SMART. A copy of SMART's forecasting template can be found on the Source.

Formatted Inventory Reporting

All stocking Distributors are required to provide an Inventory Report that details a complete list of SMART product

inventory on hand as of the last day of each month. The Inventory Report is due by the close of business on the 5th business day of the new month as per the format provided by SMART. A copy of SMART's Inventory Report can be found on the Source.

Business Plan

The value-added Distributor's business plan is at the heart of the Partner relationship and sets the goals and objectives for delivering on success. SMART Channel Managers will work with Distributors directly to identify and set the specific business goals and objectives that will maximize growth and achievement of revenue targets. Business plans will be developed yearly and adjusted quarterly, if required.

Business Development Staff Person

Value-added Distributors must have on staff a business development expert dedicated to each authorised market segment (education or enterprise) who will attend (at Distributor's cost) SMART Product and Solutions briefings. Select Distributors may be required to have a Product Manager or additional Business Development Staff member(s).

Quarterly Business Review

Together with the SMART Channel Manager, all Value-Added Distributors will participate in a Quarterly business

planning meeting to be conducted in the first month of a new Quarter. The purpose of the Quarterly Business Plan is twofold: to ensure the planned marketing activity for the new Quarter is in alignment with the sales priorities; and to determine the success and impact of the marketing activities from the previous Quarter on Partner performance. This will allow the sales and marketing teams to share information that will drive and support the sales objectives set for each Quarter.

Partner Advisory & Partner EventsPartner Advisory Council or Activities

From time to time, SMART may assemble a group of Partners to provide input and feedback to SMART on topics of interest to both parties, such as objective guidance on our business, practices, products, people, and goals. Partner participation will be by invitation from SMART. This privilege may rotate through our Partner base so as to include a wide range of input and perspective.

Partner Events

Distributors may be invited to attend events hosted and sponsored by SMART. These events provide attendees with insight into SMART's overall direction and focus, product roadmap, sales programs and marketing initiatives while soliciting feedback on issues, potential programs and product development.

TERMS & CONDITIONS

- 1. Term.** The SMART EDGE Partner Program for Distributors is effective, as amended from time to time, on April 1, 2019 to March 31, 2020, and is between SMART Technologies ULC (“SMART”) and the SMART authorised Distributor specified in the Agreement (the “Distributor”).
- 2. Modification.** SMART may modify the terms of this Partner Program in accordance with the provisions of the distribution agreement between SMART and Distributor (the “Agreement”).
- 3. Subordination.** To the extent of any inconsistency between this Partner Program document and the Agreement, the Agreement shall govern. This Partner Program is subordinate to the terms of the Agreement.
- 4. Compliance Requirement.** Compliance with the Partner Program is a requirement of the Agreement. All benefits and support available to Distributor under this Partner Program are contingent on the Distributor’s compliance with the terms herein. SMART reserves the right to support Distributors outside the terms of the Partner Program on a case-by-case basis.
- 5. Market Segment.** Distributor market segment authorization is set out in the Agreement. Nothing in this Partner Program shall serve to modify such authorization.
- 6. Performance Rebate.** The SMART Performance Rebate (SPR), including the target and volume portions thereof, is governed by separate terms and conditions. Those terms and conditions, to the extent of any inconsistency with this Partner Program, shall govern eligibility, calculation and payment of the SPR. Terms and conditions are available on the Portal (Source).
- 7. Other Programs and Rebates.** Any other programs or rebates available to Distributor from SMART may be governed by separate terms and conditions. Those terms and conditions, to the extent of any inconsistency with this Partner Program, shall govern.
- 8. Confidentiality.** The terms of the Partner Program are confidential and may not be disclosed to any third party.
- 9. Implementation of Channel Partner Program.** As set out above, value-added Distributors must cooperate in good faith with SMART in implementing and administering the Channel Partner equivalent of the Partner Program (the EDGE Partner Program for Channel Partners) in the territory set out in their Agreement. Nothing in this Partner Program provides Distributor with the right to (a) provide SMART accreditation to any Channel Partner, under the EDGE Partner Program for Channel Partners or otherwise, or (b) permit any usage of SMART logos or trademarks by any third party, both such rights to remain with SMART.
- 10. Logo and Badge Use.** Use of logos or badges provided by SMART indicating accreditation under the Partner Program are subject to the Agreement and to such terms as may be found from time to time in SMART’s Resource Library, available on the Source Partner Portal.
- 11. Governing Law and Dispute Resolution.** This Partner Program shall be governed, and disputes relating to the Partner Program shall be addressed, as specified by the parties in the Agreement under the governing law and dispute resolution sections therein.

APPENDIX A: DEMONSTRATION EQUIPMENT REQUIREMENTS

Demonstration Requirements*	VOLUME	ELITE	SUPER ELITE
SMART Board® 2000 or 2000 Pro display	Optional	•	•
SMART Board® MX series interactive display – one of any size	Optional	•	•
SMART Board® 6000 or 6000 Pro series interactive display – one of any size	Optional	•	•
SMART Board® 7000 or 7000 Pro series interactive display – one of any size	Optional	Optional	•
SMART Learning Suite software (for education customers)	•	•	•
SMART Coding Kits by SAM Labs (for education customers)	Optional	•	•
SMART TeamWorks software	•	•	•
SMART Podium	Optional	Optional	•
Optional Accessories – add any accessory (e.g. Mobile Stand, Doc Cam, Speakers)	Optional	Optional	•

• = Required

*Demonstration product is subject to change based on new product release and market requirements. Authorised Partners are required to have a SMART Factory Trained installer complete installations.

LEVEL ONE DEFINED

LEVEL TWO DEFINED

LEVEL THREE DEFINED

APPENDIX B

TECHNICAL SUPPORT LEVELS DEFINED

This appendix provides a guideline on definitions of levels of technical support and the basic requirements for providing support at each level.

Level I Support: individuals providing support should be able to:

Provides basic level of support and should be able to answer 50-75% of the incoming volume by following key procedures. The level of support includes abilities and knowledge of the following:

- Is the first point of contact
- Logs incident into a system which includes contact information, product, issue and resolution
- Has basic training on the products supported
- Can navigate SMART's online self-help system
- Understands the appropriate escalation paths within SMART
- Understands physical connections and can troubleshoot basic physical connections (power, USB, VGA, HDMI)
- Understands basic setups of windows and mac operating systems (i.e., regedit, plists)
- Can isolate hardware vs. software issues

- Understands capturing basic information from diagnostic files
- Understands how to start and stop system services
- Basic knowledge of installation best practices for SMART products
- Can add exceptions to the Windows Firewall
- Knowledge of SMART software products
- Can use command line activations
- Can repair SMART Notebook™ files
- Understands the use of SMART Install Manager
- Can firmware upgrade SMART Boards
- Understands Flash components (IE/Firefox)
- Understands MAC System Preferences
- Windows registry - can add and make exceptions. Can export those exceptions to other machines
- Can isolate defective parts
- Understanding of Skype for Business room system installation, configuration and Microsoft deployment guide

APPENDIX B

TECHNICAL SUPPORT LEVELS DEFINED

Level II Support: individuals providing support should be able to:

Provides first point of escalation, provides guidance and instructions to Level 1 support to diagnose and resolve. Take ownership of incidents where subject matter expertise and experience is required for diagnosis. Including:

- Includes duties listed in Level I support
- Can add exceptions to the Windows Firewall
- Knowledge of SMART software products
- Basic understanding of 3rd party integration with SMART Hardware
- Can work with VMWare
- General knowledge of Routers and Configurations
- Can use MSIEXEC for admin installs
- Understands how MSI's and MST work (GPO / MSIEXEC)
- Can use command line activations
- Can repair SMART Notebook™ files
- Understands the use of SMART Install Manager
- Can upgrade firmware on SMART Boards and projectors
- Can troubleshoot domains and basic network setups
- Familiar with typically used terminal commands: LS, CD, CHMOD, CHOWN, SUDO
- Worked with Anti-Virus software (Disablement, Exceptions, etc.) for at least one package: Symantec, AVG, etc.
- Worked with Firewall software (Disablement, Exceptions, logs, etc.) for at least one package: Symantec, ZoneAlarm, etc.
- Understands Flash components (IE/Firefox)
- Understands MAC System Preferences
- Windows registry - can add and make exceptions. Can export those exceptions to other machines
- Understands SyncClient.ini
- Can isolate defective parts
- Understands the outputs of the diagnostic files
- Understand command line interface commands and how they are used.
- Understanding of Active Directory, Exchange and Lync/Skype for Business configurations and requirements for SMART Room Systems

APPENDIX B

TECHNICAL SUPPORT LEVELS DEFINED

Level III Support: individuals providing support should be able to:

Provides final point of escalation, provides guidance and instruction to Level 2 support to solve issue. This individual is typically an engineer or software developer who takes ownership of incidents where subject matter expertise and experience is required for diagnosis. Including:

- Build new diagnostic tool to capture appropriate data to solve issue
- Build a tested and repeatable solution for the issue.
- Can develop software or develop hardware depending on the issue
- Complete Root Cause Analysis (RCA) and develop make-it-right programs where required.
- Perform complex troubleshooting, if required site visits.
- 'Closed Loop' customer and product issue reporting e.g. 'make it right' project status and trending of incidents