


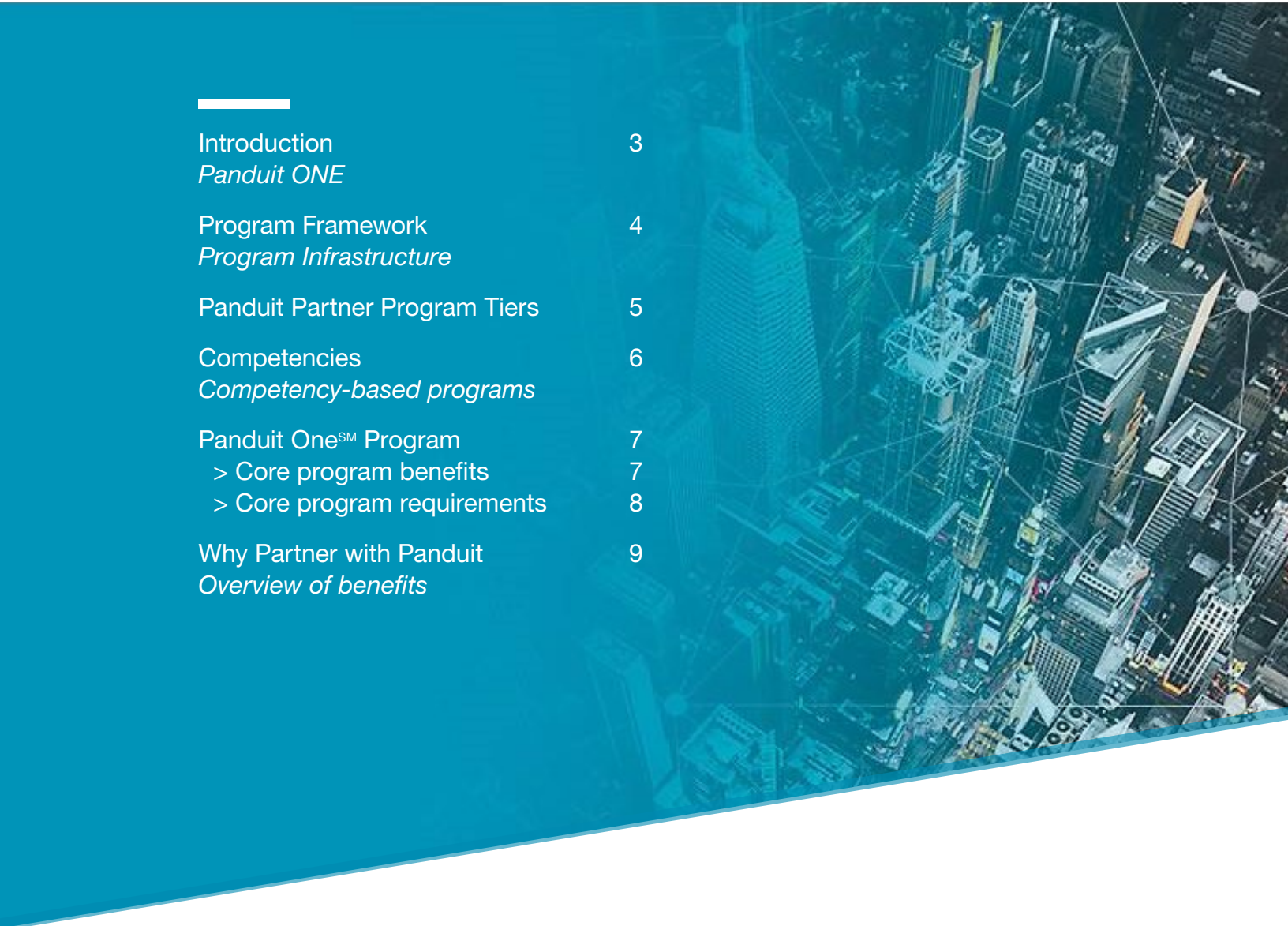


Panduit ONE

Enabling Partners to Deliver the Most Efficient Solutions
and Superior Value to Their Customers

► PARTNER PROGRAM





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Panduit ONE

Simple. Powerful. Successful Together!

What Panduit ONE means for Partners

ONE Goal

committed and
dedicated to joint
financial growth

ONE Organization

where you are an extension
of our organization, as we
are of yours

ONE Belief

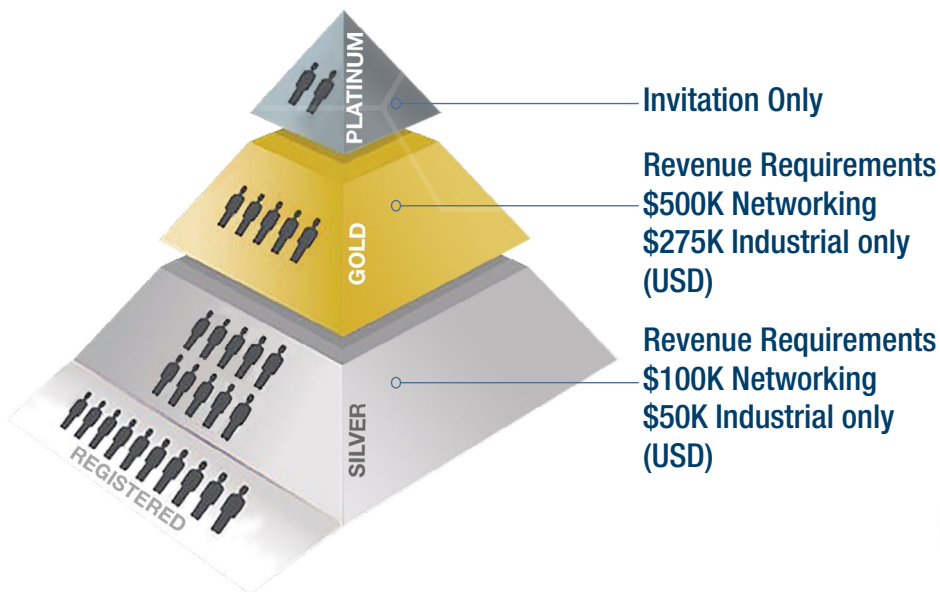
that our mutual customers are
our first priority and we work
together to meet their needs

“Panduit values our partners who are critical to the success of our business. The Panduit ONESM partner program was created to ensure that our partners are rewarded for their loyalty and engagement. Through the meaningful connections we make. Together we LEAD. Together we WIN.”

- Dennis Renaud (Panduit CEO)

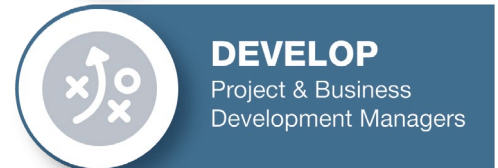
Program Framework

The program is built to enable partners to grow market share by partnering with Panduit, creating strong relationships and offering best in class incentives to win projects together.



Partner Tier Structure

To achieve Tier Level and Benefits partners must meet revenue and core requirements, plus a minimum of one competency at the desired level.

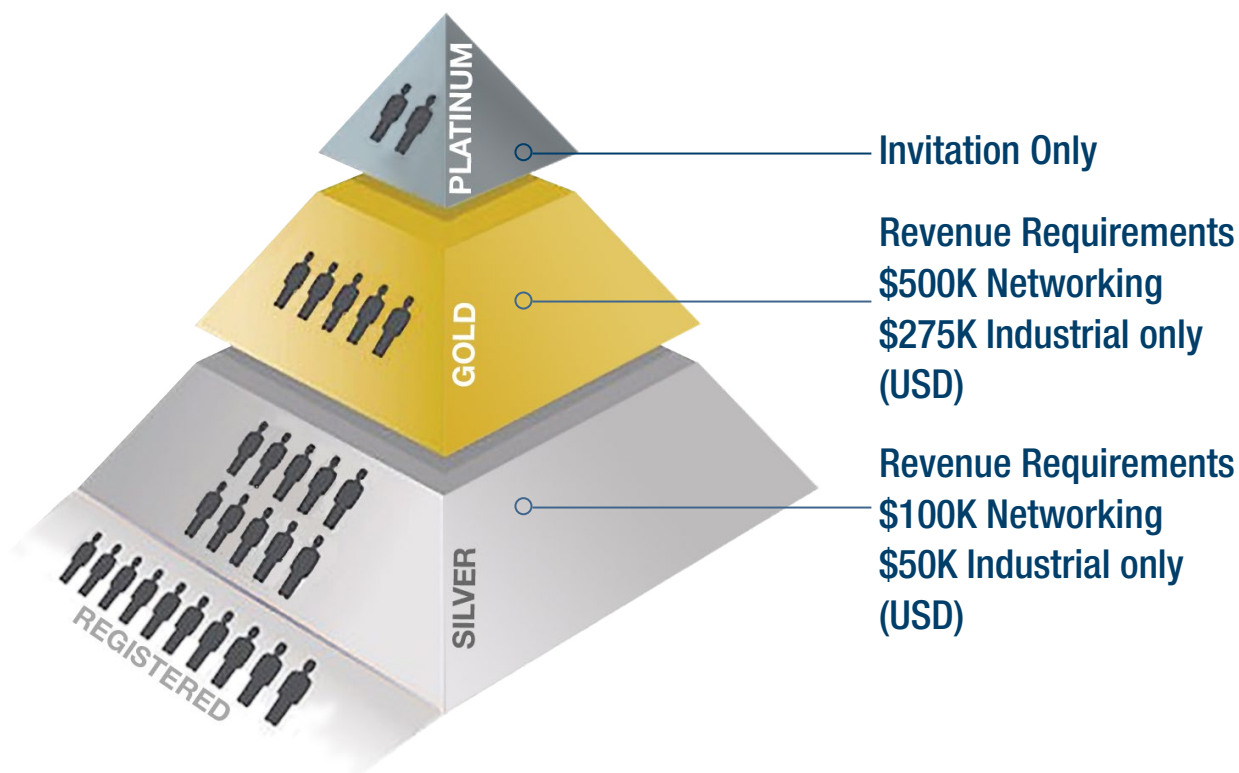


Certification Requirements

Designed to support our partners and grow jointly in the market.

Panduit Partner Program Tiers

To achieve Tier Level and Benefits partners must meet revenue and core requirements, plus a minimum of one competency at the desired level.



PLATINUM

Available by invitation only, Platinum Partners are strategically positioned to utilize their services, technological leadership, and sales and marketing teams to make higher level commitments and investments for significant support and growth by leading with Panduit.

GOLD

Having met minimum Panduit purchase requirements and multiple training competencies, Gold Partners deliver high quality solutions in various market solutions by specific geographic area or nationally.

SILVER

Once minimum purchase requirements are met and training is complete, Silver Partners deliver high quality solutions, typically in a specific geographic area or particular industry.

REGISTERED

Companies who opt to register only are not considered Partners, but can take advantage of training and certification for specific projects, which is required for Registered companies to offer site-specific warranties (pre-approval is required).

Competencies

A blended approach defining the roadmap to your success.

Competencies

The design, develop and deploy competencies are based on your business. Our comprehensive competency-based programs are designed to enhance and extend your sales and technical skills in delivering solutions to meet your customers' business requirements. A blended approach combines eLearning courses and instructor-led training. As part of our joint planning, we help define the ideal training roadmap to ensure your success.

Deploy

Partners holding a Deploy Competency are required to maintain the minimum number of certified technicians. Only Enterprise Structured Cabling and Industrial Network Infrastructure Partners certified in Deploy Competency are allowed to deliver a Panduit Certification Plus™ System warranty.

Develop




The Develop training can be completed in order to qualify for a Deal Registration. This training is intended for project managers and/or business development managers.

Design

Partners who want to identify themselves as holding a Design Competency must maintain the required minimum number of Design certifications. The design competency requirements must be met to qualify for a Design Registration Incentive.

Certification Requirements

Designed to support partners and grow jointly in the market together.

 DEPLOY Warranty Technicians	 DEVELOP DDR: Project & Business Development Managers	 DESIGN DDR: Sales Engineers
<ul style="list-style-type: none">• Enterprise Structured Cabling & Industrial Network Infrastructure• Data Center (online add on)• DCIM	<ul style="list-style-type: none">• Enterprise Structured Cabling & Data Center• Industrial Network Infrastructure• DCIM	<ul style="list-style-type: none">• Enterprise Structured Cabling• Data Center• Industrial Network Infrastructure• DCIM



Panduit OneSM Program Benefits

The **Panduit ONESM** Partner Program offers excellent sales support, certification training benefits and competitive incentives for tiered Partners in the program. Below is a brief overview of the benefits that are core to the program.

PARTNER INCENTIVES	SILVER	GOLD	PLATINUM
Annual Volume Incentive (AVI)	✓	✓	✓
Deal and Design Registration (DDR)	✓	✓	✓
Partner Development Fund (PDF)	✓	✓	✓



Sales & Support Benefits

- Assigned Account Manager
- Dedicated Partner Advocate
- Quarterly Business Plan Review
- Panduit Design Reviews
- Panduit Technical Support
- Access to Panduit EBC/CBC

Panduit OneSM Requirements

Below is a brief overview of the requirements that are core to the program.

REQUIREMENTS	SILVER	GOLD	PLATINUM
Signed Terms & Conditions	✓	✓	✓
Annual Revenue Requirements	✓	✓	✓
Joint Business Plan	Optional	✓	✓
Meet Training Requirements of at least one Competency at:	Silver Level	Gold Level	Platinum Level



Signed Terms and Conditions

Sign and adhere to Panduit's terms and conditions of the Panduit ONESM Program to enjoy all of the benefits.

Annual Revenue Requirements

Meet the annual revenue requirement for a specific tier and be rewarded.

Joint Business Plan

Complete a joint annual business plan, which includes sales opportunities, marketing activities and training, to get your business off to the right start.

Training Requirements

Select a training requirement that best fits your business model – you can select more than one!

Why Partner with Panduit

Build your business on a trusted name.

Panduit OneSM Program Benefits

The **Panduit ONESM** Partner Program offers excellent sales support, certification training benefits and competitive incentives for tiered Partners in the program. Below is a brief overview of the benefits that are core to the program.

Join a Market Leader

Panduit is an industry leader in developing innovative technology solutions that meet the rapidly evolving needs of our mutual customers around the world. Our commitment to you is continued leadership supported by significant ongoing investment, dedicated manufacturing facilities, strategic technology alliances, and collaborative research and development with other industry leaders.

Expand Market Reach

Our global value chain, which combines manufacturing, distribution, and service, provides prompt responses to your customer issues, and streamlines procurement and delivery to any destination to help you expand your market potential.

Maximize ROI and Profits

Help your customers optimize their physical and logical infrastructure by offering a full portfolio of lifecycle services combined with the breadth and depth of Panduit products to customize solutions that deliver predictable and measurable results. Help yourself with financial rewards through Panduit incentives.

Everything You Need in One Place

Gain access to The Hub – where you will find the latest tools and resources to help you grow your Panduit business including:

- Incentives: Annual Volume Incentives, Business Plans, Deal and Design Registration, Partner Locator Leads, Enablement Tools & Resources
- Marketing: Development Funds, Marketing Library, Communications, Events
- Training: On-Demand Training, Certified Training Registration, Certificates
- Warranties: Submissions, Certificates

Total Partner Commitment

As an extension of the Panduit organization, we are committed to providing you with the tools and resources you need to build a more profitable and scalable Panduit practice.

WORLDWIDE SUBSIDIARIES & SALES OFFICES

PANDUIT CORP. WORLD HEADQUARTERS
UNITED STATES
Tinley Park, IL

PANDUIT CANADA
Markham, Ontario

PANDUIT EUROPE LTD.
London, UK

PANDUIT SINGAPORE PTE. LTD.
Republic of Singapore

PANDUIT JAPAN
Tokyo, Japan

PANDUIT LATIN AMERICA
Guadalajara, Mexico

PANDUIT AUSTRALIA PTY. LTD.
Victoria, Australia

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