

channel**road**



HUAWEI

A better way. Together.



“Partnering along the new Silk Road”

Along a New Silk Road, partnering with Huawei today offers a lot of similarities. A relationship with the global ICT convergence leader is delivering a series of benefits to Huawei partners and alliances, such as a simple engagement model, profitability and vast opportunities in new Enterprise business. Just like the ancient Silk Road, technology and solution innovations are exchanged, long term partnerships established and profitable practices developed, all whilst respecting the various routes to market taken by our Partners’ business models.

ir, Dominique VANHAMME
VP European Channels and Global Competence Center
Enterprise Business Unit

HUAWEI

Worldwide provider of information and communication technology solutions.

Enrich life through communication

Huawei, a privately-owned company headquartered in Shenzhen, China is a leading global information and communications technology (ICT) solutions provider with products and services deployed in over 140 countries. Huawei Enterprise is one of Huawei’s three major business groups and offers comprehensive solutions and services across IP network infrastructure, unified communications and collaboration (UC&C), cloud computing, storage, security, server & data centre.

By putting the customer at the centre of our business, we successfully deliver high quality, innovative solutions in one of the fastest-growing markets in the world. With years of experience in working with the challenges facing organisations on a daily basis, we understand customer needs and are committed to providing wide-ranging and highly efficient ICT solutions and services for enterprise customers – wherever they are. With customers across a wide range of vertical markets, Huawei constantly strives to develop new solutions to generate greater added value for end-users.

However, we cannot do all this alone.

Huawei Enterprise is a 100% channel-centric organisation where our partners play the key essential role in what we do. Our aim is to establish long-term, lasting relationships with our partners so that we can jointly supply our customers with creative, cost-effective solutions that deliver benefits for business today as well as helping them prepare for the future.

CUSTOMERS FIRST

At Huawei, our customers always come first. By listening to and understanding their needs, we are able to develop the very best solutions that offer real, measurable benefits to their business.

INNOVATION

With almost fifty per cent of employees and 10% of turnover invested annually Huawei maintain one of the most extensive and innovative R&D capabilities in the world. Continuous product innovation, development and improvement gives our partners a real opportunity to capture a market driven by the development of new technologies.

COLLABORATION

By working collaboratively and in cooperation with our partners, in good times and in bad, we are able to lay the foundations for a long term, mutually successful business. This cultural working philosophy is deeply rooted in every aspect of our organisation.

"We strive to develop and deliver effective ICT solutions and services that anticipate the wishes of our customers. Our channel partners are an essential part of our approach to the marketplace. Working together, we set a new course with customer-focused innovation and service as the spearheads. We are happy to work with you to meet the challenge of business customers in the constantly changing ICT market."

William Xu
Senior President Huawei
CEO of Huawei Enterprise Business Group



HUAWEI FOR PARTNERS

World-class enterprise partner programme

The ICT industry is changing at an increasingly rapid rate – and with this comes consequences for the partner channel. Margins are under pressure, projects are being signed without the intervention of partners and investments in training and certification for partners are being withdrawn. Huawei operates differently. We apply ourselves to establishing long-term relationships with distributors, integrators and resellers, with a multi-win business model helping them to grow more profitably in a competitive, volatile and fast-evolving ICT market.



channelroad®

Huawei's Enterprise Channel Programme supports partners and rewards them for their dedication.

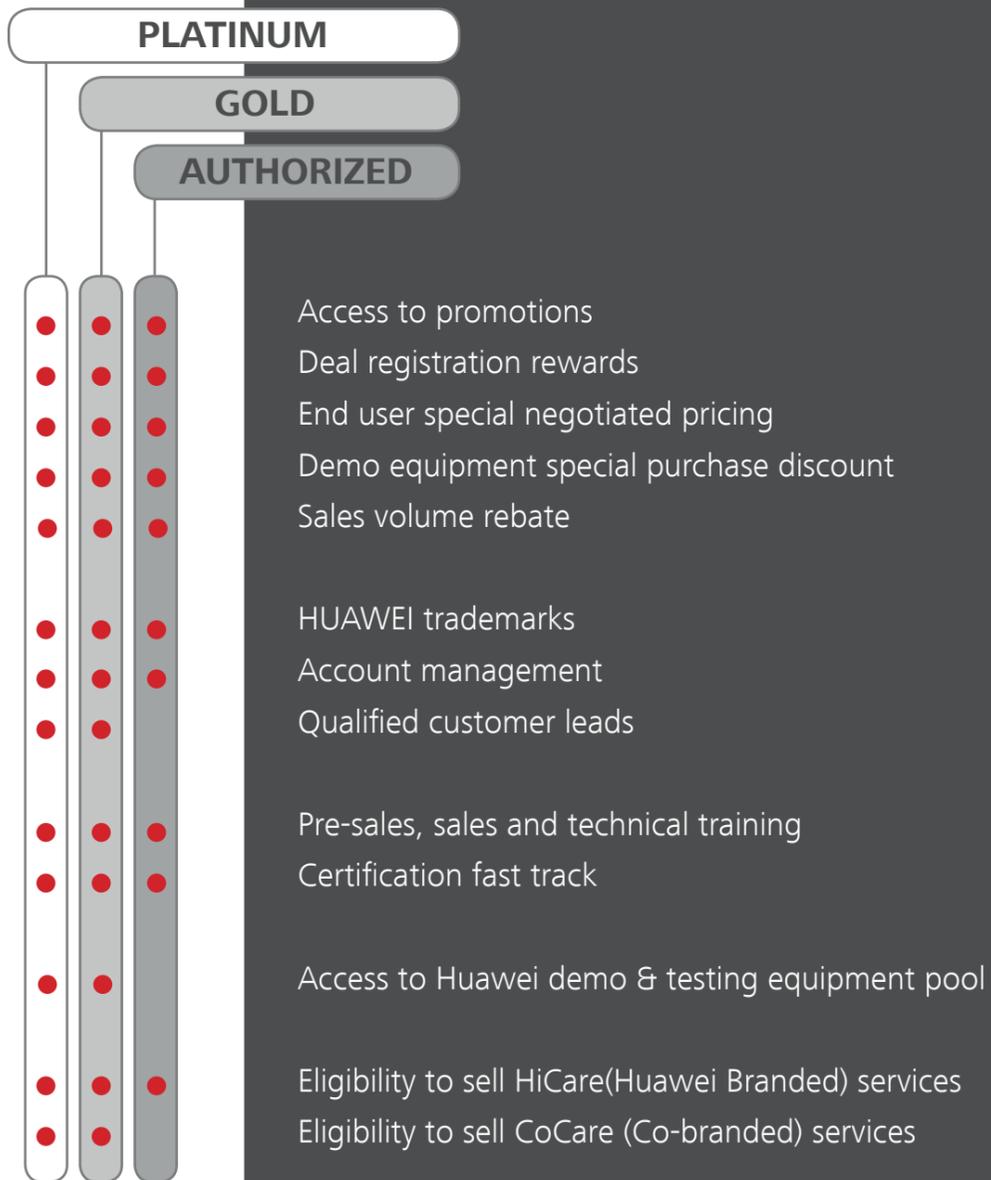
The communications industry is going through a major transformation where ICT convergence, managed services, cloud and the opportunities they can bring, is on every business agenda. Huawei's comprehensive channelroad® is designed to help your whole business maximize both sales growth and profitability in this evolving market. It offers a wide-range of financial, technical, sales and marketing benefits that increase with each partner level. Huawei will help you in driving marketing and business development activities, including customer acquisition, lead generation, training and demonstration equipment with a programme offering:

- the complete product portfolio from the global leader in ICT convergence
- partner incentive programmes
- deal registration
- lead generation
- rebate programme
- demo programme
- pre and post sales resources
- high touch account support
- dedicated Huawei channelroad® portal
- wide range of marketing, sales and service tools and collateral



key benefits for channel partners

Huawei Enterprise has assembled a wide range of attractive benefits, providing everything needed for full partner sales enablement and a rapid road to profitability.



channel services programme

Huawei is committed to help partners develop their skills to provide the best services to customers. We understand this takes time and will not happen overnight. For this reason Huawei has developed a set of support services that can be sold to customers today. Tailored towards market needs and easy to add to your solution offering, these support services are branded as HiCare.

Once partner staff are trained and certified, access is also available to a set of additional back-up support services, referred to as CoCare. These fully support service organizations in building their own customer offerings, all underwritten by Huawei.

certification minimum criteria

Partner status	Resell - HiCare	Purchase - CoCare	Annual target	Sales trained
AUTHORIZED	●	●*	●	●
GOLD	●	1x HCDA + 1x HCDP	●	●
PLATINUM	●	2x HCDA + 1x HCDP + 1x HCIE	●	●

HCDA = Huawei Certified Data Associate
HCDP = Huawei Certified Data Professional
HCIE = Huawei Certified Internetworking Expert

* Authorized Resellers wanting to buy CoCare have to comply to the Gold level certification.

● = required
● = not applicable or not required

Join the Silk Road to channel success.

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