



## The Zyxel Ally Programme (ZAP) is designed to provide you with the tools and support you need to grow your business in an increasingly competitive market.

Being a member of ZAP gives you access to a whole host of exclusive resources and benefits:

- **Up to 9% Discount on ZAP Products!**  
We realise the most important thing for our Partners is to have a growing and profitable Business.
- **Discounted Demo Products**  
Buy selected Zyxel products at up to 30% discount to use to demonstrate Zyxel products and solutions to your customers.
- **Loads of Resources**  
View and download marketing materials, sales cheat sheets, collateral and even technical datasheets (if you so wish!).
- **Exclusive Promotions**  
Partners will have exclusive access to Channel Promotions by being a member of ZAP!
- **Deal Registration**  
Need some extra support in a competitive situation? Register your deal in the portal to receive additional discount.
- **Plus**, a whole load of extras, you can even Meet your Local & European Zyxel Teams and put a face to the name at the end of the phone!
- **Events & Training**  
Get priority access to register for the latest Zyxel training, events and webinars.

# How does ZAP work?

Our Partner Programme has three levels of partnership: All VAR's immediately become Zyxel Allies on acceptance into the programme, and then you can progress to Silver and then Gold status by selling Zyxel products.



## REQUIREMENTS

	Ally	Silver	Gold
Revenue Threshold		£10,000	£40,000
Sales & Solutions Training	Basic Online Sales & Solutions Module	1x Advanced Online Sales & Solutions Module	1x Advanced Online Sales & Solutions Module
Technical Education Programme		1x Online ZCNE Certification	2x Online ZCNE Certifications

## BENEFITS

Discounts on ZAP Products		5%	9%
Up to 30% Discount on Demo Kit	✓	✓	✓
Deal Registration Access	✓	✓	✓
Technical Training Vouchers	1 x 50% Discount on ZCNE Training Voucher	1x Free ZCNE Training Voucher	2x Free ZCNE Training Vouchers
Enhanced Service Levels Time to Response/ Time to Solve	6BH / 24BH	4BH / 16BH	2BH / 10BH
Regional Account Manager		✓	✓
Configuration Services*		1x Free ConfigService	1x Free ConfigService OR Virtual WiFi Site-Survey
Next Business Day Replacement			NBD Services included for all ZAP Products
Gold Partner Technology Update			✓

\*excluding premium config service

To retain your ZAP partner status you must complete the specified training and meet the revenue requirement before December 31st each calendar year.

**JOIN THE ZYXEL ALLY PROGRAMME TODAY - [www.partner.zyxel.eu](http://www.partner.zyxel.eu)**