

**TOSHIBA**

# Together Commerce Alliance

PROGRAM GUIDE



# WELCOME TO THE TOGETHER COMMERCE ALLIANCE PROGRAM

The Together Commerce Alliance Program is Toshiba Global Commerce Solutions' (Toshiba) strategic partnership program designed specifically for companies that have established a commercial relationship with Toshiba to influence, market, sell and support Toshiba's leading portfolio of solutions and services.

Toshiba is a partner-driven business. Our success is built upon our network of outstanding partners with whom we are committed to a mutually beneficial relationship grounded in a shared goal of innovation, growth, and profitable commercial success.

Toshiba commits resources to improve our partners' skills, knowledge, market penetration and commercial success through the provision of creative education, skills development, and co-marketing opportunities.

Toshiba core values of 'Commitment to People' and 'Commitment to the Future' defines our partnering strategy.

- We will play fairly.
- We will be open and treat our partners with respect.
- We will act responsibly in our joint business activities.
- We will develop technologies and solutions for a global market with a spirit of innovation to help shape the future and our joint success.
- We will partner, Together.

For more information or if you have questions, please contact the Together Commerce Alliance Team at [partners@toshibagcs.com](mailto:partners@toshibagcs.com).

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# PROGRAM OVERVIEW

## CHANNEL SALES PARTNERS

The Together Commerce Alliance for Channel Sales Partners is a tier-based program for Business Partner companies that are authorized to distribute or resell the Toshiba's solutions and services portfolio, rewarding the most committed and successful partners with greater recognition, rewards, and growth opportunities.



### SILVER PARTNER

Business Partners that are approved to market solutions and services from Toshiba and have a signed Toshiba's Business Partner Agreement, or that purchase Toshiba products through an authorized Toshiba Distributor.



### DIAMOND PARTNER

Business Partners that achieve the highest levels of commercial success and skills through education in Toshiba solutions and services. These Partners are experts in their market segments and demonstrate success through multiple customer references and significant Toshiba revenue contribution.



### GOLD PARTNER

Business Partners that achieve higher levels of commercial success and skills through education in Toshiba solutions and services. These Partners are successful in their market segments and demonstrate success through customer references and consistent Toshiba revenue achievement.



## ISV PARTNERS

Toshiba recognizes the value in working jointly with our Independent Software Vendors (ISVs). The Together Commerce Alliance for ISV Partners is designed to create and maintain long lasting relationships, allowing us to jointly grow profitable revenue and enter new segments together. All ISV Partners are recognized and promoted through Toshiba's Partner Directory.

### INDEPENDENT SOFTWARE VENDORS (ISVs)

Independent Software Vendors are companies that develop or own the marketing rights to one or more point-of-sale or self-service software applications, have a validated deployment with a point-of-sale or self-service hardware solution, and promote Toshiba as their partner.

## HOW TO APPLY

To express your interest in becoming a member of the Together Commerce Alliance for ISV Partners, visit [commerce.toshiba.com/isv-program](https://commerce.toshiba.com/isv-program), and scroll to the bottom of the page to complete the form. An approved Together Commerce

Alliance ISV Partner application and/or the appropriate ISV Partner agreement is required to begin using any of the Together Commerce Alliance ISV Partner emblems.

## TOSHIBA MARKETPLACE PARTNERS

The Toshiba Together Commerce Alliance Marketplace Partner Program is a dynamic initiative designed to connect innovative partners with Toshiba’s ecosystem, enabling the delivery of cutting-edge retail solutions. This program provides partners with enhanced visibility, valuable resources, and access to a global network of retailers. By fostering collaboration, it empowers partners to showcase their expertise, integrate seamlessly with Toshiba’s offerings,



### SELECT PARTNER

The Select Tier of Toshiba’s Marketplace Partner Program is for partners offering niche solutions that complement Toshiba Global Commerce Solutions. Partners must demonstrate successful implementations and growing market demand. This tier allows partners to independently sell and support their solutions while aligning with Toshiba’s trusted brand to drive growth and meet evolving customer needs.



### ELITE PARTNER

The Elite Tier of Toshiba’s Marketplace Partner Program is for partners delivering essential solutions that complement Toshiba offerings. To qualify, partners need ten successful implementations, and five positive customer references. This tier offers premium visibility and access to Toshiba’s ecosystem, empowering partners to drive innovation and strengthen their market leadership.



### PREMIER PARTNER

The Premier Tier of Toshiba’s Marketplace is an exclusive, invitation-only category for top retail solution providers. Partners must have 15 successful implementations and Strategic Account engagements, delivering solutions that integrate with Toshiba’s ELERA Platform. This tier offers unmatched access to Toshiba’s ecosystem, establishing partners as leaders in retail technology and innovation.

## HOW TO APPLY

To express your interest in becoming a member of the Together Commerce Alliance for Marketplace Partners, visit the Together Commerce Alliance page, scroll to the bottom of the page to complete the form, and select the “Marketplace Partner” option for your application. An approved Together Commerce Alliance Toshiba Marketplace Partner application and agreement is required to begin using any of the Together Commerce Alliance Together Marketplace Partner emblems.

# ACHIEVING GOLD CHANNEL PARTNER STATUS

To earn Gold Partner status, Channel Sales Partners must meet the following expectations:



- > Obtain 8 Alliance Points overall within the calendar year, including:
- > Meeting the Minimum Annual Revenue Attainment requirement
- > Maintaining a minimum of 5 Skills Points

REVENUE		
Achieve \$50K in annual revenue with TGCS		1
SKILLS		
Send one individual to geo-specific sales education conference		1
Send one individual to geo-specific technical education conference (where available)		2
Complete an online Toshiba Academy Product Sales Course		1
Complete an online Toshiba Academy Product Technical Course		2
Complete an online Toshiba Academy Service Training Course		1
OTHER		
Submit one customer reference from a client using Toshiba offerings.		1
Toshiba selects customer reference submission for development, publication and promotion		2
Have a 'Go to Toshiba' link on company website		1
Maintain a Demonstration Center or Showroom for the purposes of showcasing Toshiba offerings		2
Be a contracted Authorized Warranty Service Provider		2
Participate in one of Toshiba's Software Solution Partner programs (per program)		1
Toshiba TEC sales collaboration		1
COUNTRY	MINIMUM ANNUAL REVENUE ATTAINMENT	MINIMUM REVENUE POINTS
All Countries	\$50,000	1



# ACHIEVING DIAMOND CHANNEL PARTNER STATUS

To earn Diamond Partner status, Channel Sales Partners must meet the following expectations:

- > Obtain 30 Alliance Points overall within the calendar year, including:
- > Meeting the Minimum Annual Revenue Attainment requirement
- > Maintaining a minimum of 12 Skills Points



REVENUE		
Achieve \$50K in annual revenue with TGCS		1
SKILLS		
Send one individual to geo-specific sales education conference		1
Send one individual to geo-specific technical education conference (where available)		2
Complete an online Toshiba Academy Product Sales Course		1
Complete an online Toshiba Academy Product Technical Course		2
Complete an online Toshiba Academy Service Training Course		1
OTHER		
Submit one customer reference from a client using Toshiba offerings.		1
Toshiba selects customer reference submission for development, publication and promotion		2
Have a 'Go to Toshiba' link on company website		1
Maintain a Demonstration Center or Showroom for the purposes of showcasing Toshiba offerings		2
Be a contracted Authorized Warranty Service Provider		2
Participate in one of Toshiba's Software Solution Partner programs (per program)		1
Toshiba TEC sales collaboration		1
COUNTRY	MINIMUM ANNUAL REVENUE ATTAINMENT	MINIMUM REVENUE POINTS
All Countries	\$50,000	15
Canada and South Africa	\$250,000	5
Europe and Central Eastern Europe	\$750,000	15
Middle East & Africa (ex. South Africa)	\$750,000	15
Latin America	\$750,000	15
United States	\$750,000	15

# ALLIANCE POINTS CATEGORY DETAILS

## REVENUE

Points for revenue will be calculated at one point for every \$50,000 in Toshiba revenue. To achieve Gold or Diamond level status, the minimum annual revenue attainment level must be achieved. Refer to the table in the Gold and Diamond status pages of this program guide for requirements by geography and/or country.

\* revenue points will be reviewed annually.

## SKILLS

### Sales or technical education conference

BPs receive one (1) point for each employee who attends a Toshiba sponsored sales conference and two (2) points for attending a technical conference. To be eligible, the employee must attend the entire event and complete the post-event evaluation or certification documents. Proof of attendance may be different for each event or geography. Contact your Toshiba Channel Sales Representative for details.

\* Skills points are valid for a period of one (1) year from the date of attendance. Points associated with an employee that no longer works for the company are invalid from the date the employee leaves their employment.

### Education courses

For education courses to count toward your Together Commerce Alliance Program level, the following must apply:

- > The courses must be taken in the Toshiba Academy
- > The courses must be related to a Hardware or Software Product sold by Toshiba Global Commerce Solutions to an End Customer.
- > The Courses must be completed successfully, and the end-of-course assessment passed.

Education courses may be found in the Toshiba Academy via the link in the Toshiba Commerce Partner Portal.

## OTHER

### Customer Reference

Customer References play an important part of building both Toshiba and our Partners credibility in the marketplace. To recognize this, Toshiba will award BPs one (1) point for each customer reference nomination submitted. If Toshiba selects the submission, Toshiba will award BPs an additional two (2) points for each reference selected, then work with the partner to develop a customer case study reference and publicize via its various communications channels.

The nominated customer must agree to be a public reference for Toshiba and must have Toshiba point-of-sale or Self Service solutions installed in their store(s) no more than 18 months prior to the date of the submission of the customer reference.

\* Customer reference points are valid for two (2) years from the date of the reference submission.

The Customer Reference nomination forms can be found on the homepage of the Toshiba Commerce Partner Portal.

### Link back to Toshiba Website

#### GO TO TOSHIBA

A BP that provides a link from their website to commerce.toshiba.com

#### GO TO TOSHIBA

using the web button can earn one point toward their Together Commerce

Alliance Program level. Two sizes and colors are available from your Toshiba representative.

If appropriate, your link may also go directly to a product page within the commerce.toshiba.com website.

Example: If you mostly sell point-of-sale hardware, your link may go to the landing page for that specific product.

\* Point is valid for the duration of the link remaining live on the Business Partner's web page.

### Demonstration Center or Showroom

A Business Partner that has a demonstration center or show- room, with two (2) or more Toshiba systems on display, can earn one point toward their Together Commerce Alliance Program level. Photographic proof of the display area is required and should be sent to the Together Commerce Alliance Team at partners@toshibagcs.com.

\*The points will be valid for a period of one (1) year from the date of publication of the reference and must be revalidated annually.

### Together Commerce Alliance Authorized Service Provider

Business Partners that meet the requirements and have signed the necessary contracts to offer warranty service to customers may be awarded Authorized Service Partner status in the Together Commerce Alliance.

Business Partners with this designation may earn two (2) points toward their Gold or Diamond level status. Toshiba will validate eligibility with the Warranty Services team prior to awarding points to the Business Partner.

\* Points remain valid for the duration of the Business Partner's contract as an Authorized Warranty Service Provider.



### Software Solution Partner Program Participation

Business Partners that participate in any of Toshiba's Software Solution Partner programs will earn one (1) point for each program that they participate in. For example, a Channel Sales Partner who is also an Independent Software Vendor will earn an additional point in the Together Commerce Alliance.

\*Points remain valid for the duration of the Business Partner's contract as an Authorized Warranty Service Provider.

### Software Solution Partner Program Participation

As recognition for the sale of products and solutions from other Toshiba TEC companies, Business Partners will earn one (1) point each for selling the following products to their end-user customers. Sales may be direct or through lead-pass opportunities coordinated with the Toshiba TEC organization:

- > Multi-function Printer
- > Barcode Printers
- > Digital Engagement Services

\*Proof of sale will be requested by Toshiba. Point(s) will be valid for a period of one year from the date of sale.

BENEFITS	SILVER	GOLD	DIAMOND
Use of Together Commerce Alliance Partner Emblem	✓	✓	✓
Access Product Sales, Marketing, Technical and Competitive Resources via the Toshiba Commerce Partner Portal	✓	✓	✓
Online Access to Pre-Sales Support via Service Request Tool	✓	✓	✓
Access the Toshiba Academy for Online Education	✓	✓	✓
Free use of the Toshiba Customer Innovation Studio for briefings with joint clients <sup>1</sup> : <ul style="list-style-type: none"> <li>In-person briefing at the Durham, NC, USA Innovation Studio</li> <li>Enhanced global virtual conference experience using Toshiba's advanced studio resources</li> </ul>	✓	✓	✓
Discounted Demonstration Hardware / Software Program	✓	✓	✓
Participate in geo-specific Sales Incentive Programs <sup>2</sup>	✓	✓	✓
Participate in geo-specific Demand Generation Programs <sup>2</sup>	✓	✓	✓
Collaboration at conferences and events	✓	✓	✓
Enhanced recognition at conferences and events for Gold & Diamond Partner attendees <sup>2</sup>			✓
Access to Marketing on Demand site for on-demand printing, digital marketing assets and co-branded sales material <sup>3</sup>	✓	✓	✓
Receive a Gold or Diamond Business Partner Recognition Plaque		✓	✓
Listed in our online Partner Directory with link to Partner Website		✓	✓
Receive 50% discount of the registration fee for local Toshiba Partner Sales / Technical Event for two staff members <sup>4</sup>		✓	✓
Receive 100% discount of the registration fee for local Toshiba Partner Sales / Technical Event for two staff members <sup>3</sup>			✓
Potential inclusion in a virtual or hybrid event, sales or technical conference <sup>1</sup>			✓
Potential inclusion in Toshiba's Virtual HQ Experience			✓

<sup>1</sup>Reservation based on availability.<sup>2</sup>Where announced or available in your country/region<sup>3</sup>Contact your Channel Sales Representative for details concerning how to access this collateral<sup>4</sup>Availability, reimbursement value and process may vary by geography. Please contact your Channel Sales Representative for further details.

# TOGETHER COMMERCE ALLIANCE FOR ISV PARTNERS

Toshiba recognizes the value in working jointly with our Independent Software Vendors (ISVs). The Together Commerce Alliance for ISV Partners is designed to create and maintain long lasting relationships, allowing us to jointly grow profitable revenue and enter new segments together. All ISV Partners are recognized and promoted through Toshiba's Partner Directory.



## Requirements to become a Together Commerce Alliance ISV Partner

- > Your company's primary focus must be software at the front or back of the store
- > Test & validate your SW solution on Toshiba HW
- > Agree to an Annual Business Plan with a go-to-market strategy with your Toshiba ISV Representative
- > Promote Toshiba on your vendor page or in your partner directory with the approved Toshiba logo
- > Collaborate with Toshiba on joint marketing activities set out in a mutually agreed marketing plan
- > Continuous communication and mutual lead sharing with your Toshiba ISV Representative

## Benefits of being a Together Commerce Alliance Solutions Partner

- > Generate market interest for your Software
- > Use of Together Commerce Alliance Partner Emblem
- > Listed on Toshiba's Partner Page as a Together Commerce Alliance ISV Partner
- > Potential to showcase your solution with Toshiba at events and conferences
- > Evaluation hardware to test your solution
- > Toshiba hardware for demonstration, development, and lab systems
- > Technical support and porting assistance
- > Collaboration with Toshiba in joint marketing activities, social media, and digital campaigns
- > Toshiba Promotional Gear and Branded Collareral
- > Lead Generation Activities— participation in Toshiba Webinars, Marketing Campaigns, Partner Briefs, eMail Marketing
- > Toshiba Partner Portal Access
- > Marketing on Demand Site Access
- > Partner Datasheet describing the joint Toshiba/ISV Solution
- > Participation in geo-specific ISV Sales Incentive programs<sup>1</sup>
- > Possible use of Toshiba resources for ISV User/Partner Conferences
- > Use of the Toshiba Commerce Innovation Studio for briefings with joint clients<sup>2</sup>
- > Enhanced global virtual conference experience using Toshiba's advanced studio resources
- > ISVs who refer a new client to Toshiba that also results in a press release could have their software featured in the Toshiba Innovation studio or regional or virtual briefing center.

<sup>1</sup>Where announced or available in your country/region

<sup>2</sup>Reservation based on availability

# TOGETHER COMMERCE ALLIANCE FOR SOLUTIONS PARTNERS

Toshiba recognizes the value in working jointly with our Independent Software Vendors (ISVs). The Together Commerce Alliance for ISV Partners is designed to create and maintain long lasting relationships, allowing us to jointly grow profitable revenue and enter new segments together. All ISV Partners are recognized and promoted through Toshiba's Partner Directory.



## Requirements to become a Together Commerce Alliance Solutions Partner

- > Solutions Partners must participate in one of the program categories within the Solutions Partners program and follow each program appointment criteria.
- > Solutions Partners should be willing to enter into a commercial agreement enabling Toshiba to resell their solutions, where appropriate.
- > Solutions Partners must provide details concerning where their solution is installed in a live Toshiba customer environment with Toshiba products.
- > All partners must agree to list their solution in Toshiba's Partner Directory

## Benefits of being a Together Commerce Alliance Solutions Partner

- > Differentiate your solution from others in the industry
- > Leverage your status as a Together Commerce Alliance Solutions Partner by using the Solution Partner emblem
- > Gain exposure to customers as a validated Solutions Partner through being listed in Toshiba's Partner Directory.
- > Depending on which sub-Solution Partner Program you participate in, receive additional program-related benefits per the program design description
- > Opportunity to participate in Toshiba sales and technical conferences \*
- > Opportunity to participate in Toshiba trade events \*
- > Opportunity to network with Toshiba executives, sales teams and BPs to showcase your solutions \*

\* Invitation based.

# TOGETHER COMMERCE ALLIANCE FOR SERVICE PARTNERS

The Together Commerce Alliance for Authorized Service Partners recognizes the value Authorized Service Partners bring to Toshiba customers by delivering Warranty and Maintenance Service on behalf of Toshiba. It is for companies that have signed Toshiba's Authorized Warranty Service Provider Agreement.

## Requirements to become a Together Commerce Alliance Consulting & Systems Integration Partner

- > Be recognized as a global or regional Consulting and / or Systems Integration specialist in the retail industry
- > Be engaged in retail consulting activities and be actively promoting Toshiba technologies as part of solution design recommendations to customers
- > Be willing to engage with Toshiba Global Services in a prime or sub-contractor relationship to support the delivery of customer projects

## Requirements to become a Together Commerce Authorized Service Partner

- > Be eligible to sell Toshiba Products and have sold products to customers to whom you will be providing Warranty Service.
- > Have a signed Authorized Warranty Service Provider Agreement (AWSP)

## Requirements to become a Together Commerce Alliance Financial Services Partner

- > Be a company providing Financial Services products in support of technology acquisition activities

## Benefits of being a Together Commerce Alliance Services Partner

- > Differentiate your company and from others in the industry
- > Leverage your status as a Together Commerce Alliance Services Partner by using Toshiba Services Partner emblem.
- > Gain exposure to customers as a Services Partner through being listed in Toshiba's Partner Directory.
- > Opportunity to participate in Toshiba sales and technical conferences \*
- > Opportunity to participate in Toshiba trade events \*
- > Earn an additional two (2) points toward Gold and Diamond status for Channel Sales Partners

# TOGETHER COMMERCE ALLIANCE FOR MARKETPLACE PARTNERS

Toshiba values the innovation and collaboration of our Marketplace Partners. The Together Commerce Alliance Marketplace Partner Program is designed to build strong, lasting partnerships that drive mutual growth and success. By joining, partners gain access to Toshiba's ecosystem, enabling the delivery of cutting-edge retail solutions and expansion into new markets. All Marketplace Partners are showcased and promoted through Toshiba's Partner Directory, highlighting their expertise and commitment to meeting the evolving needs of the retail industry.

## Requirements to become a Together Commerce Marketplace Partner

- **Select Tier:** Partners whose primary integration is with Toshiba hardware and/or provide their own hardware for Toshiba solutions
- **Elite Tier:** Partners whose solutions integrate with Toshiba's legacy software solutions (e.g., ACE, Visual Store) or with Toshiba's TCx SDK to enable their software to run on Toshiba's Self-Checkout solutions.
- **Premier Tiers:** Partners whose solutions integrate with Toshiba's ELERA Commerce Platform or whose services engage to implement Toshiba's ELERA Commerce Platform. Innovation partners utilizing the ELERA IOT platform will also participate at the Premier level.

BENEFITS	SELECT	ELITE	PREMIER
Use of Together Commerce Alliance Partner Emblem	✓	✓	✓
Access Product Sales, Marketing, Technical and Competitive Resources via the Toshiba Commerce Partner Portal	✓	✓	✓
Access the Toshiba Academy for Online Education	✓	✓	✓
Free use of the Toshiba Customer Innovation Studio for briefings with joint clients <sup>1</sup> : •In-person briefing at the Durham, NC, USA Innovation Studio •Enhanced global virtual conference experience using Toshiba's advanced studio resources		✓	✓
Eligible for collaboration at Trade Shows and Conferences – at the discretion of Toshiba	✓	✓	✓
Eligible for participation in Toshiba events (User Group, Sales Summit, etc) – at the discretion of Toshiba		✓	✓
Eligible for Toshiba assistance in events (including partner events)		✓	✓
Marketplace listing of your logo and solution with link to Partner website		✓	✓
Press release – partner issued with approval by Toshiba		✓	✓
Access to Marketing on Demand site for on-demand printing, digital marketing assets and co-branded sales material <sup>3</sup>	✓	✓	✓
Receive a Gold or Diamond Business Partner Recognition Plaque	✓	✓	✓
Invitation and discounts to in-person Toshiba Partner Education Events (Sales/Technical training)		✓	✓

