

**TOSHIBA**

# Together Commerce Alliance

PROGRAM GUIDE



**TOGETHER  
COMMERCE**

# 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).

# TABLE OF CONTENTS

Program Overview .....4

How to Apply .....5

Channel Partner Program .....6

ISV Partner Program.....10

Solution Partner Program..... 11

Services Partner Program..... 11

# 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.



## SOLUTION PARTNERS

The Together Commerce Alliance for Solution Partners is focused on building relationships with companies who have a solution that is complimentary to the Toshiba portfolio. It enables Toshiba to recognize different types of partnerships based on how the company engages with Toshiba and the solutions it is developing for the marketplace. All Solution Partners are recognized and promoted through Toshiba's Partner Directory.

### Software Solution Partners

Software Solution Partners are companies that own their own software application and are looking to potentially integrate with one or more of Toshiba's point-of-sale or self-service solutions.

### Ecosystem Software Partners

Toshiba Ecosystem Software Partners are companies that participate in the commercial and technical Ecosystem program through which Toshiba drives innovation and creates value for retailers that use the Toshiba Digital Commerce Platform.

### TCx<sup>®</sup> Sky Software Partners

TCx<sup>®</sup> Sky Platform Partners are companies that develop or own the marketing rights to one or more software applications that can be deployed on TCx Sky, and actively promote the deployment of their solutions on the TCx Sky platform.

### VisualStore Software Partners

VisualStore Software Partners are companies that are authorized to resell VisualStore Suite, Toshiba's omni-channel single core POS platform for hypermarkets, convenience stores, supermarkets, department stores, specialty stores, multi-store chains and store-in-store retail operations.

### storeMate Software Partners

storeMate Software Partners are companies that are authorized to resell storeMate Solution Suite, Toshiba's multifaceted, scalable solution featuring an extensive front and middle office automation platform designed to help retailers link systems seamlessly inside and outside of their stores.

### OEM and Other Solution Partners

Companies who offer hardware, software, or other complimentary solutions for Toshiba point-of-sale and self-service offerings, and recognize Toshiba as their partner.



## SERVICES PARTNERS

The Together Commerce Alliance for Service Partners recognizes the value of companies that influence customer decisions for Toshiba solutions and services. These may be consulting, implementation, integration or financial services, and Authorized Service Partners that support Toshiba customers by delivering Warranty and Maintenance Service on behalf of Toshiba.

### Consultant & Systems Integration Partners

The Together Commerce Alliance for Consultant & Systems Integration Partners is for Consulting and Systems Integration companies, recognizing the knowledge and value they bring to customers in terms of helping them select, design, implement and run the best in-store customer experience solutions, actively promoting Toshiba as a key store experience technology partner.

### Financial Services Partners

The Together Commerce Alliance for Financial Services Partners welcomes Financial Services companies that provide customized financing solutions that enable customers to deploy, maintain and refresh technology solutions underpinned with creative financing solutions.

### Authorized 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.

To support the success of all types of partner relationship, Toshiba may offer sales incentive or demand generation initiatives on a geographic or country basis. Contact your local Toshiba Representative for further information.

# HOW TO APPLY

To express your interest in becoming a member of the Together Commerce Alliance, visit [commerce.toshiba.com](http://commerce.toshiba.com), and select "Partners", then select the Read More link below the Together Commerce Solutions link and scroll to the bottom of the page. An approved Together Commerce Alliance application and/or the appropriate commercial agreement is required to begin using any of the Together Commerce Alliance 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		POINTS
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		POINTS
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
Asia Pacific	\$750,000	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 course must be related to a Hardware or Software Product sold by Toshiba Global Commerce Solutions to an End Customer.
- > The course 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



A BP that provides a link from their website to [commerce.toshiba.com](https://commerce.toshiba.com) 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](https://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 showroom, 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](mailto: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 that the Business Partner remains a member of each Software Partner program.

### Toshiba TEC Sales Collaboration

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 Printers
- > 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>&gt; In-person briefing at the Durham, NC, USA Innovation Studio</li> <li>&gt; 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
- > Execute Account Planning sessions on a quarterly basis 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 Collateral
- > 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



The Together Commerce Alliance for Solutions Partners is focused on building relationships with companies who have a solution that is complimentary to the Toshiba portfolio. It enables Toshiba to recognize different types of partnership based on how the company engages with Toshiba and the solutions it is developing for the marketplace. All Solutions 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 SERVICES 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

\* Invitation based.

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Toshiba Global Commerce Solutions, Inc.  
3901 S. Miami Blvd.  
Durham, NC 27703 | U.S.A.  
[commerce.toshiba.com](http://commerce.toshiba.com)

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