



Interested in becoming an EFI Partner?

Partnership with EFI is based on a history of Mutual Trust and Profitability

EFI's commitment to partners is reflected in a 26-year history of cooperation and mutual trust, in the sponsorship and support of our top executive management, and in recognition and awards from the partner community and industry press. From the earliest stages of product development, through solution marketing, sale, and implementation, to service and support, EFI Partners are essential to delivering lasting value for customers worldwide which drives a mutually beneficial partnership model that promotes continued success in the markets served.

EFI's Commitment to Partners

EFI is committed to helping partners differentiate their business for competitive advantage, maximize their range of opportunities, and accelerate their marketing, sales, and service cycles to reduce time-to-profit.

Our objectives are to help partners:

- Solve customers' business issues with award-winning solutions and services that they can sell and support.
- Deliver a superior customer experience with access to resources, training, and tools that help them build a strong reputation as a trusted EFI Partner.
- Enjoy predictable revenue streams through sales of ink and services contracts (annuity).

Rewarding Success

EFI wants to reward partners for their efforts, so EFI proudly offers a strong portfolio of products, attractive profit margins and margin on Ink and Services Contracts for an annuity revenue stream.

In addition to account protection and neutral compensation with the EFI direct sales teams, EFI provides partners with the solutions, training, tools and support needed to drive growth and profitability for their respective companies.

Partner Expectations

What does it take to become an EFI Partner? Commitment. As our business partners, we ask EFI Partners to:

- Actively market and promote EFI products.
- Meet or exceed quarterly revenue targets.
- Participate in EFI Sales Training (where applicable).
- Participate in EFI Service Training & Testing (when applicable).
- Attend quarterly reviews with their EFI Channel Manager.
- Follow EFI pricing guidelines.
- Keep Accounts Payable in good standing.
- Maintain good standing with EFI.

EFI Preferred Partner Program

The EFI Preferred Partner Program was developed to support EFI's business strategy to extend our product sales reach and increase customer satisfaction via expansion of our global channel network.

Partnership Options

Leveraging our channel partners worldwide, we strive to work together in order to:

- Drive new sales of solutions from EFI;
- Gain entry to markets EFI does not to support directly; and
- Ensure consistent delivery and support per customer expectations.

Under the Preferred Partner Program, we recognize Referral Partners and Channel Partners (Sales, Stock and Service).

Referral Partners

Sales

- **Receives referral fee by product line**
- **May have the option to resell ink, where applicable**
- **Payout commission rate differs for existing and new customers**

Services

- **Has no involvement in services**
- **EFI handles pre- and post-sales activity**

Stocking Inventory

- **Has no stocking requirement**

Channel Partners (Sales, Stock, Service)

Sales

- **Resells software, printers, and/or inks, where applicable**
- **Has defined territory**
- **Has defined product line**

Services

- **Performs all service activity, including installation and/or implementation**
- **Has certified field service engineer (FSE) and/or qualified implementation specialist**

Stocking Inventory

- **Maintains inventory of parts and consumables, where applicable**

Please Note: Partner designations vary by region and some partners may be assigned a hybrid combination based on local business requirements.

Program Lifecycle

Regardless of the partner type assigned, the Preferred Partner Program will actively guide EFI Partners through these three stages of the program lifecycle, strengthening our partnership each step of the way.

Opportunity for Growth

- Engage: With EFI and apply the resources to drive business growth and market leadership
- Empower: Leverage programs to build your business and keep your application competitive
- Expand: Reach new markets, launch new products, take your business to the next level.

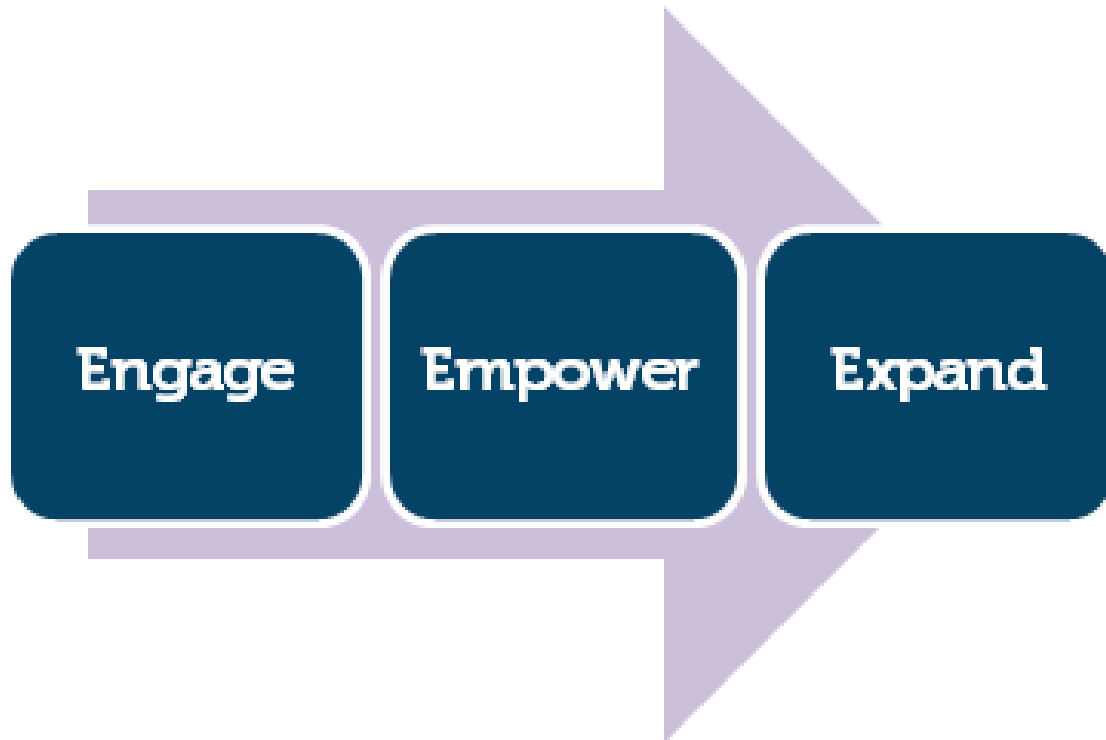
Getting Started

Becoming an EFI Partner is a simple process.

Visit: <https://www.efi.com/marketing/inkjet-printing-and-proofing/events/become-a-partner/> to get started.

Once registered, current partners can participate in our 30-60-90 Day On-Board Program and gain immediate access to the EFI Sales Portal containing resources, tools, and other benefits to support your business goals and advance your EFI partnership.

At EFI, we never forget our partners' contribution to our business success and we hope you will consider partnering with us.



Benefits & Rewards

	EFI Partners
Your EFI Team	Available
EFI Channel Sales Development Manager	✓
EFI Field & Channel Marketing Team	✓
EFI Product Marketing Team	✓
Your Benefits	Available
EFI Sales Portal: Access the latest sales presentations, marketing collateral, technical briefs, case studies & more!	✓
EFI Sales Academy: Watch e-learning courses designed to help you become more knowledgeable about the solutions you sell.	✓
Online Lead Registration: Register your qualified leads online after you complete your Discovery. Our CRM system will time and date stamp your submission and note you as the Partner of record.	✓
Product Demonstrations & Print Samples: Schedule a remote demonstration or an onsite visit to one of our EFI Customer Experience Center locations. ¹ Order print sample kits. ²	✓
EFI VIP Events: Bring your customers to our VIP events located at our EFI Customer Experience Center locations worldwide (scheduled quarterly). ¹	✓
EFI Sales Meetings: Attend our 1-day sales meetings, typically held pre-tradeshows (available throughout year at show-site). ¹	✓
EFI Sales Training: Attend sales training sessions (in-person or via webex) to stay up-to-date on EFI products, sales tips and strategies. ¹	✓
Inside EFI Solutions Newsletter: Get the latest news from EFI, including technological advancements, product updates, new sales collateral, and regional industry events (issued monthly).	✓
EFI Worldwide Sales & Marketing Conference, in conjunction with EFI CONNECT (Annual Users' Conference): Attend educational sessions, receive hands-on experience, discuss industry trends, and network with peers. ^{1,2}	✓

¹Travel costs are not included.

²Additional fee applies.

EFI fuels success.

From Fiery to superwide inkjet, from the lowest cost per label to the most automated business processes, EFI offers everything your company needs to succeed. Email PartnerProgram@efi.com or call +1 412-690-3145 for more information.



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