

To view an interactive and personalised statement of your usage of all the Program benefits, and find out how you could be getting more out of your Membership, log in to the Intel® Reseller Centre (intel.com/reseller) and click on "My Membership".

CATEGORY	BENEFIT	AVAILABILITY		
		Premier	Associate	Registered
Relationship	Intel® Flex+ Rewards	●	●	
	Intel Representative	●	◐	
	Intel® Solutions Summit	●		
	Intel Channel Conference	●	●	
	Intel® Reseller Centre and Newsletters	●*	●	●
	Premier Intel® Channel Rebate	●		
Training	Webinars	●*	●	●
	Technical Solutions Training	●		
	Online Training	●*	●	●
Marketing	Membership Badges	●*	◐	
	Intel® Platform Branding Advantage	●	●	
	Intel Inside® Program*	●	●	
	"Why Buy Premier" Tools	●		
Support	Advance Warranty Replacement	●	●	
	Standard Warranty Replacement	●	●	●
	Priority Tech Support	●	◐	
	Online Channel Partner Technical Support	●	●	●
	Live Chat (28 languages supported)	●	●	◐
	Intel® Technical Notifications	●	●	●

● = Full access to benefit
 ◐ = Access to benefit with some limitations
 *Exclusive Content

For more about all of your Channel Partner Program benefits, visit us online at intel.com/reseller.

To upgrade your membership status, click on "My Membership" then "Upgrade".

How to Contact Channel Support

Go to the Intel® Reseller Centre (intel.com/reseller) and click on support to find all your support resources in one place.



Intel® Flex+

Get more from your membership

...now available in all countries!

+1 Sign Up As a Premier or Associate member of the Intel® Channel Partner Program you deserve to be rewarded for building your business on Intel® technology based solutions.

Now you can maximise your advantages from the products you buy and the channel activities you take part in.

If you haven't already - sign up to start earning Intel® Flex+ points.

+2 Earn Points For things you already do - When you buy through Intel® Authorised Distributors, attend Intel training events and take advantage of Intel- or disti-sponsored promotions, you could be earning Intel Flex+ points for all these things.

+3 Spend Points When you've earned your points you can spend them on Intel® Demonstration Units*, Intel® Sample Products*, shopping vouchers, Intel® Merchandise or even business or leisure travel. Intel Flex+ points do expire so make sure you use them!

* rewards vary by country, please check www.intel.com/reseller for details

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Welcome.
 This guide is provided to help you to access and understand all your exclusive, members-only benefits provided by the Intel® Channel Partner Program. Now also, new for 2009, you can view and manage all aspects of your Membership online, by logging in to the Intel® Reseller Centre (intel.com/reseller) and going to the My Membership area. This personalised area of the site provides a statement of all your purchases and benefits along with everything you need for upgrading and enhancing your account to get the most from your Membership.

2009

Intel® Channel Partner Program Benefits Guide





Relationship

We're with you every step of the way.

Intel® Flex+ Rewards

Earn Intel Flex+ points for select authorised product purchases and for participating in select events and promotions. Points can be redeemed for exciting business and lifestyle rewards. For availability in your country, go to intel.com/reseller.

Your Intel Representative

- Dedicated account manager[^] or Intel representative available via phone.
- Personalised service, professional advice, and custom product/promotions information.

Networking and Training Events

- **Intel® Solutions Summit[^]** brings together Intel executives and Premier Partners for high-level interaction and advanced access to Intel technologies, product roadmaps, and sales strategies.
- **Intel® Channel Conference roadshow** is held twice a year around the world to provide the latest product roadmaps and news on Intel® programs and initiatives, while providing face time with industry experts.

Intel® Reseller Centre Web Site and Newsletter

- Benefits, program news, and product information.
- Check "My Account" to view status and Intel Inside® program funds, and apply to upgrade to the next level: intel.com/reseller.

Premier Intel® Channel Rebate[^]

Premier Partners receive money back after buying qualifying Intel® platform products. For details, including a list of eligible products, log in at intel.com/reseller and click on "Purchasing Information".

[^] Premier Members only



Training

Expert training means expert selling.

Webinars

- Technology experts from Intel and ecosystem partners provide training on selling and supporting Intel technology-based solutions.

Technical Solutions Training

- Small classes provide hands-on experience with the latest Intel technologies, platform integration procedures, and optimisation techniques.

Online Courses

- How to develop stable, superior Intel technology-based solutions with tips on troubleshooting, assembly, platforms integration, and sales strategies.
- Product roadmaps, benchmarking content, technical information, and tools.
- Guidance on creating business plans and developing marketing strategy[^].



Marketing

Essential tools for your business.

- Premier and Associate Partner badges and guidelines: intel.com/cd/channel/reseller/emea/eng/sales/index.htm.
- Get verified to use Intel® platform logo labels: intel.com/go/brandadvantage.
- Join the Intel Inside program for co-op ad reimbursement⁺: intelinside.intel.com.
- Premier Partners enjoy endorsement letters, "Why Buy Premier" campaigns, and the Premier Locator tool[^]; update your profile at premierlocator.intel.com/ipp.



Support

We've got you covered.

Live Channel Support

Our online support services are designed to help your business save time and money with fast, simple and cost-free resources. Whether you need to speak with a technical expert, chat with your local sales and Membership support team, submit a warranty claim online or just ask a question, we've got everything you need in one place.

Go to the Intel® Reseller Centre (intel.com/reseller) and click on "Support" for an extensive resource of information and FAQs, and access to all priority support services for Intel® Channel Partner Program Members, including:

- **Live Chat Support** : Available for all Members for a quick, easy and cost-free resolution to any query.
- **Online Channel Partner Technical Support** : Submit and manage technical support requests online 24x7.
- **Online Channel Warranty Replacement Request Tool** : Submit warranty claims online for a fast and simple replacement.
- **Priority Phone Support** : Log in to the support pages for the full list of Channel Program support numbers.
- **24/7 Technical Support** : Also available for Premier and Associate Members via the dedicated Channel phone number.

Channel Warranty Support Entitlement

Replacement Allocations	Premier	Associate
Advance Warranty Replacement*	10 units	6 units
*Immediate replacement, without waiting for originals to arrive at Intel		
Standard Warranty Replacement*	20 units	20 units
*Replacement via next-day mail after defective product is received.		

Intel® Technical Notifications

Sign up on the Intel® Reseller Centre to receive e-mails with links to new downloads or updates for drivers, BIOS, utilities & firmware.