



# LOGITECH PARTNER CONNECT PROGRAM GUIDE

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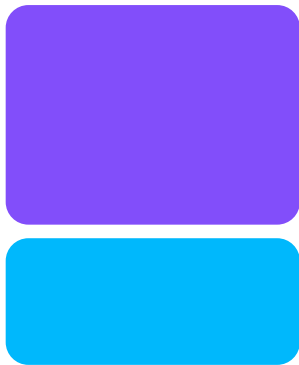
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# WELCOME TO THE PARTNER CONNECT PROGRAM

Logitech, a leader in technologies that bring people together, welcomes you and your company to the Logitech Partner Connect Program. Together, we will address expanding market opportunities and customer needs in collaboration, desktop productivity, and work-from-anywhere enablement.

Logitech designed our new partner program with you, our partner, in mind. For the first time, all of Logitech's business products and go-to-market models are under one partner program. You will now have access to all of Logitech's market-leading B2B products and services. We've made it easier than ever to sell and support our products.

The new program gives you choices for how you want to work with Logitech. Our track-based framework allows you to choose how you want to partner based on your commitment, capabilities, and collaboration.



Logitech is a partner-centric company. We believe the best way to reach and support our shared customers is through partners like you. We are committed to working with our partners to uncover new opportunities and expand existing customer relationships through innovative products, value-add services, and superior experiences.

**This guide is the starting point for our journey together.**





## ABOUT THIS GUIDE

The Logitech Partner Connect Program Guide provides our partners with all the information needed to understand the requirements, resources, and benefits of being a Logitech reseller partner. This guide is a complement to the Logitech Partner Agreement. Additional information about specific program elements, policies, and processes is available for your review in the [partner portal](#). Any questions about the Logitech Partner Connect Program or its related policies are addressable through your Logitech channel account manager (CAM) or via email at [partnerprogram@logitech.com](mailto:partnerprogram@logitech.com).

## EFFECTIVE PERIOD

This Logitech Partner Connect Program Guide reflects the partner program structure, operations, and functions as of October 1, 2023. This guide will remain in effect until superseded or amended. Logitech will continue to refine this Program Guide and provide partners with notice of changes.



## PARTNER TYPES

The Logitech Partner Connect Program is designed for our partners selling to business and institutional customers. Logitech works with:

- Value-added resellers
- Systems integrators
- Managed service providers
- Technology services brokers
- Referral influencers

All Logitech product and service sales are through an indirect resale model. Partners, regardless of their type, are resellers of Logitech products.

# PARTNER TRACKS

The Logitech Partner Connect Program is built on tracks that are designed to give partners a choice in how they work with Logitech. The tracks vary based on a partner's productivity in sales and revenue generation, competency in product knowledge and technical capabilities, and commitment to Logitech. Tracks give you choice in your Logitech experience.

## Three-Track System

The Logitech Partner Connect Program has three tracks from which to choose:

1

### Premier

An open track that allows partners to participate at a base level of commitment and performance.

2

### Elite

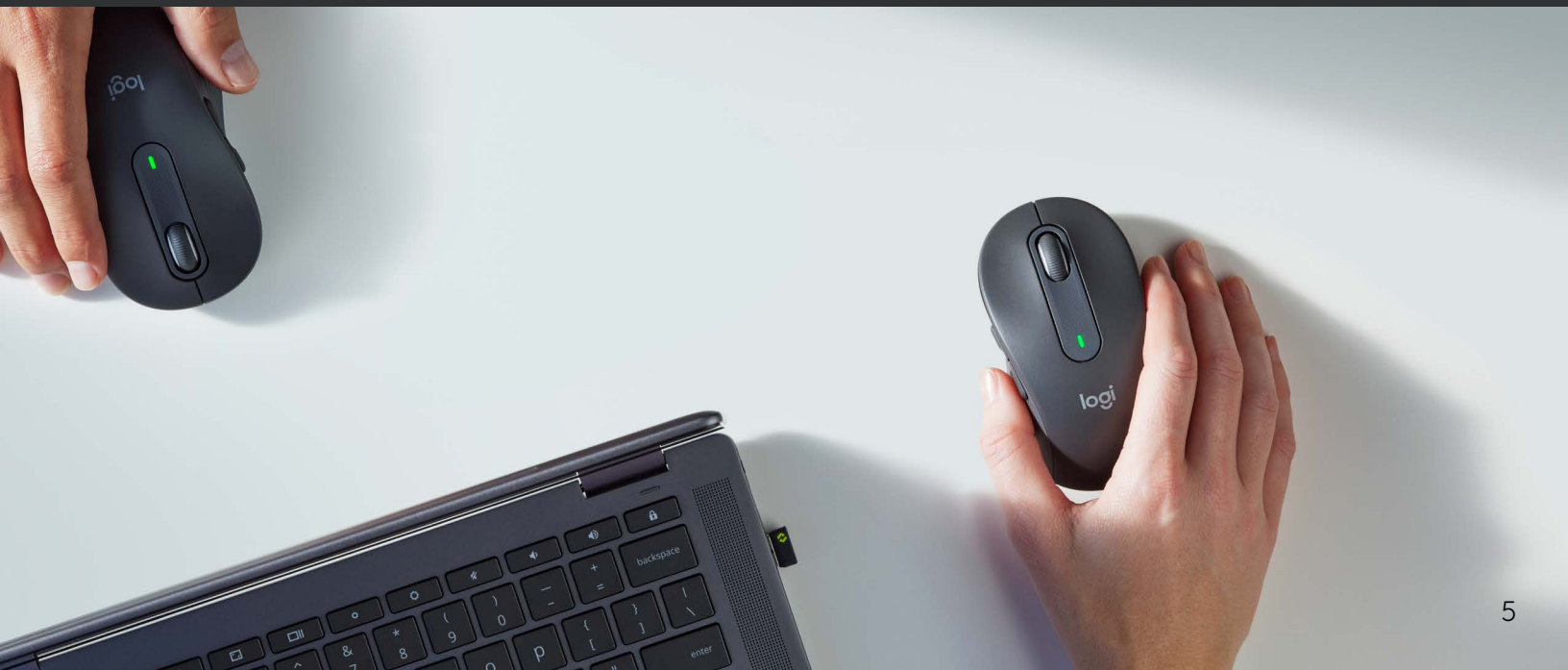
A track for more engaged partners that invest in Logitech performance, skills capabilities, and collaboration engagement.

3

### Principal

An exclusive track for high-performance, highly committed partners that comes with access to more resources and support.

Participation in these tracks is not a Logitech decision but rather your choice. If you qualify for a track based on revenue and the other requirements, you may choose to participate. However, if you decide you don't want to make certain commitments/investments, you may choose to participate in a track with fewer requirements. It's all about what makes sense for your business.

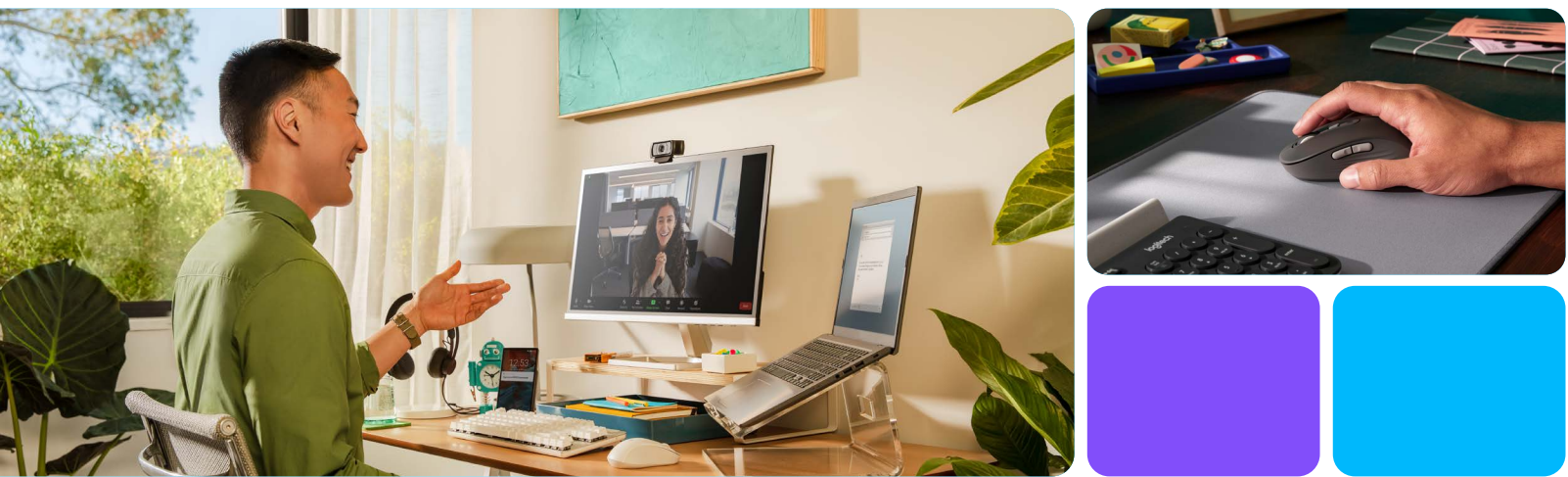


## Track Selection & Assignment

Track selection happens at the beginning of each Logitech fiscal year (April 1). Logitech will notify partners of their eligibility to participate in the three tracks.

For the launch of the new program, Logitech will automatically assign partners to a track that best aligns with their qualifications. Partners will have 60 days to request a track reassignment. Logitech will automatically grant track reassignments to partners requesting placement in a track with lower eligibility requirements.

Logitech will only grant reassignment to tracks with higher requirements upon request by the partner and upon verification that the partner meets the eligibility requirements. Logitech is the sole arbiter of track placements during the transition process and reserves the right to place partners unilaterally.



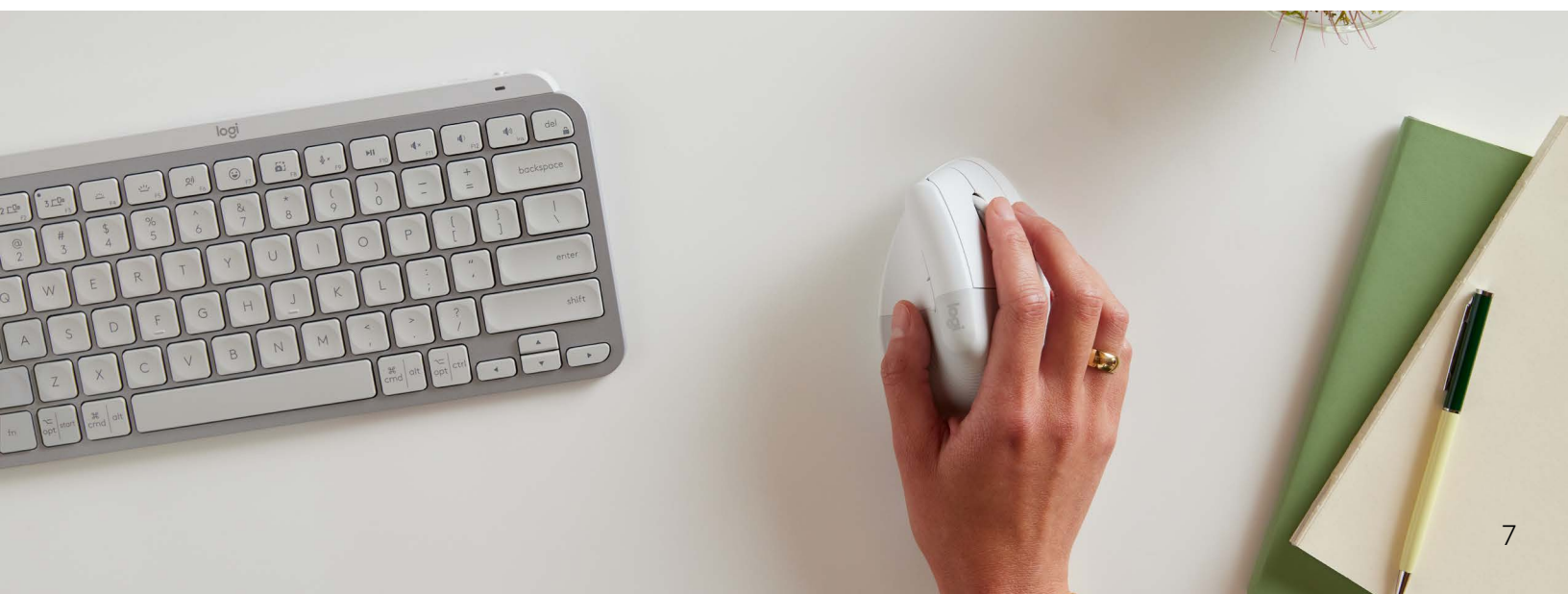
Beginning April 1, 2024, Partners will have 30 days to choose a track. Partners that do not choose a track will be assigned to the lowest track. Once a track is selected, partners will operate in that track through the end of the Logitech fiscal year (March 31). Logitech reserves the right to downgrade a partner's track at any time if they do not provide compliant POS data.



# PARTNER BENEFITS

Logitech provides partners in each track with benefits that align with their business models, capabilities, and productivity. Our systems of monetary incentives and nonmonetary benefits give partners an opportunity to earn revenue and profit through the sale of Logitech products on their own terms.

BENEFITS	PREMIER	ELITE	PRINCIPAL
Base Product Discount	●	●	●
Portal Access (Training / Marketing)	●	●	●
Partner Locator		●	● ●
Promotions (SPIF)	Application	●	● ●
Deal Registration	●	●	●
Marketing Dev Funding (MDF)	Application	Project Based	Project Based
LEAP (Growth Incentive Rebate)	●	● ●	● ● ●
Marketing Support	Self Serve	● ●	● ● ●
Sales Collaboration / Support	Disti / Help Desk	●	● ●
NFR (Not For Resale) Program	●	● ●	● ● ●
Specializations (Certification)	Application	● ●	● ● ●
Partner Management		● ●	● ● ●
Partner Advisory Board		By Invite	By Invite



## Standard Product Discounts

All partners receive standard discounts on Logitech products and services. The discounts on the manufacturer's suggested retail price may vary by track and category. The standard discounts are automatic for all Logitech partner sales. Discounts are applied before the application of any VAT, government fees, or other duties.

## Partner Portal Access

All partners have access to the [Logitech partner portal](#). The credentials will give you access to information, resources, and tools that enable our partnership.

## Marketing Materials

All partners have access to Logitech's vast array of marketing materials. Housed in the partner portal, these marketing resources aid partners in promoting Logitech products and solutions, driving demand, and generating revenue.

## Training Materials

All partners have access to Logitech training materials and resources. Logitech has an extensive library of product training and solution-building guides.

## Partner Locator Listing

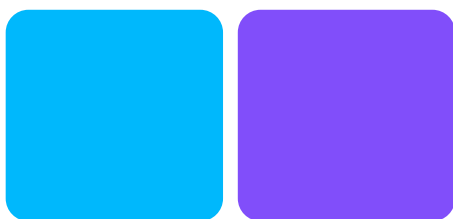
Eligible partners will have listings in the Logitech Partner Locator, which helps customers easily identify qualified Logitech partners to support their needs for Logitech products and services. The Partner Locator includes links to a partner's website, enabling customers to contact them directly for additional information.





## Promotions Participation

Partners may be eligible to participate in periodic sales promotions, such as special discounts on exclusive products and services, rebate programs, Sales Performance Incentive Funds (SPIFs), and other limited-term incentives.



## Deal Registration Eligibility

Partners are eligible for deal registration, which rewards partners for uncovering and closing sales opportunities with new customers. Through deal registration, partners receive certain opportunity protections and pricing incentives to aid the sales process. See the Deal Registration guidelines in the partner portal for eligibility and requirements.

## Market Development Funding (MDF)

Partners may be eligible for MDF for use in the development of business capabilities and sales opportunities. MDF is granted through an application process for approved uses. Top track partners may be eligible for accrued MDF funds. See the MDF guidelines in the [partner portal](#) for more details.

## Logitech Exclusive Accelerator Program (LEAP)

The Logitech Exclusive Accelerator Program (LEAP) is a growth incentive rebate. Participating partners must meet revenue goals as prescribed by Logitech and provide compliant POS reporting to receive LEAP incentives.

If a reseller meets the goal, it will receive a rebate based on a percentage of all sales for that quarter. The rebate rate (percentage of gross sales per quarter) increases progressively for higher levels of revenue generation. See LEAP terms and conditions for participation eligibility and requirements.



## Sales Collaboration Support

Partners may be eligible for sales support, in which Logitech account managers will collaborate and support the development and winning of strategic and high-value accounts. Sales collaboration is done in conjunction with joint business planning and account mapping exercises.

## Global Deal Desk

The Global Deal Desk is limited to multi-region and global deals only. Partners have access to the Logitech Global Deal Desk in developing complex sales that require additional support. Through the Global Deal Desk, eligible partners with qualifying opportunities can get support for product identification, quoting, and fulfillment coordination.

## Not for Resale Demo Units (NFR) Program

All partner tracks are eligible to purchase Logitech products for sales demonstration and internal use purposes at a discount. NFR purchases are limited to a maximum value per quarter. See [NFR policy](#) for more details.



## Specializations

The Logitech Partner Program offers partners the opportunity to be certified with Specializations that recognize their unique capabilities and value propositions. Through Specializations, Logitech partners can easily convey their unique identifiers to customers to differentiate them from competitors. See the [Video Collaboration Specialization policy](#) for qualifying business and technical requirements.

## Partner Management

Partners have assigned CAMs to coordinate and facilitate go-to-market activities between Logitech and the partner. CAMs are the first line of collaboration between Logitech and partners and act as guides for ensuring program compliance and maximizing benefits.

## Partner Advisory Board Participation

The Partner Advisory Board is a forum for executive-level information exchange and strategic collaboration that meets at least twice per year, once virtually and once live.

Select partners are eligible, and after nomination from the Channel Account Manager (CAM) partners will receive invitations to participate in Logitech's partner advisory board (PAB).

Partners are not obligated to serve on the PAB, but are required to contribute if they accept a seat. Members will receive a separate guide about the PAB's mission, processes, and expectations.

# PROGRAM REQUIREMENTS

While Logitech gives you a choice in which track to participate in, your company must meet the qualification requirements. The following are the eligibility requirements for each track.

REQUIREMENTS	PREMIER	ELITE	PRINCIPAL
Partner Agreements	●	●	●
Minimal Annual Revenue	●	●	●
Business Basics Training	●	●	●
Joint Business Planning		●	●
Product/ Tech Certification		●	●
Sales Data (POS) Submissions	● *	●	●
Brand Alignment	●	●	●
Marketing Plan	● *	●	●
Qtry Sales Milestones			●
Quarterly Business Reviews			●

\*Required to participate in any Rebate or MDF incentive where applicable

## Minimum Annual Revenue

Each track has a minimum annual revenue requirement which varies by Logitech-defined geographic region. Revenue is calculated based on total net value (MSRP less discounts and other pre-sales incentives) of Logitech product and service sales during the Logitech fiscal year. Logitech’s regional management teams will provide partners with thresholds for local and regional markets. Partners may also find guidance on revenue thresholds in the [partner portal](#).

## Partner Agreement

To achieve authorization to resell Logitech products under the Logitech Partner Connect Program, a partner must sign the Logitech Partner Agreement. The agreement prescribes the legal relationship, operational parameters, limitations, and requirements of the partner relative to Logitech. No partner can participate in the Logitech Partner Connect Program without signing the agreement.

## Business Basics Training

All partners must complete the Logitech onboarding/business basics training program. The business basics training program provides partners with foundational knowledge regarding what it takes to be a productive partner in a frictionless go-to-market process.

## Joint Business Planning

All Elite and Principal partners (and, in some markets, Premier partners) are required to complete a joint business plan with their CAMs on an annual basis. Partners must submit their annual plans no later than 45 days from the beginning of the Logitech fiscal year, which is April 1, or after program onboarding has been completed. Partners that fail to submit a joint business plan may lose eligibility for certain benefits. Logitech provides partners with a best practices guide for creating and maximizing the benefits of joint business planning.

## Sales Data Submission (POS)

Partners must submit compliant end customer point-of-sale data weekly, as prescribed by the Sales Data Submission policy that can be found in the [partner portal](#). Questions about this policy may be directed to: [channelcenterofexcellence@logitech.com](mailto:channelcenterofexcellence@logitech.com)



## Brand Alignment

Partners must display their affiliation with Logitech on their public websites. Partners must follow Logitech brand protocol and should list Logitech as a technology partner, plus the Logitech products and services they sell, as well as any complementary services offered in support of Logitech products to maximize SEO.

Partners that do not adequately comply with the brand alignment requirement are ineligible for market development funding and partner purchasing program benefits. Brand alignment compliance policies and a best practices guide are available in the partner portal.

## Marketing Plans

Partners should work jointly with their Logitech CAM to submit a quarterly marketing plan that contains details on campaigns the partner will undertake to develop customer demand and sales opportunities. Plans should detail activities and objectives (anticipated outcomes) to qualify for MDF reimbursement. The marketing plan must align with the annual business plan and follow guidelines in accordance with Logitech's global MDF program.

## Quarterly Sales Milestones

Partners must meet quarterly sales milestones as Logitech prescribes to be eligible for rebate incentives and to participate in the program. The sales milestones are a means of ensuring that partners are on pace to meet their minimum annual revenue requirements. Partners that do not meet milestones for two consecutive quarters may be downgraded.

## Quarterly Business Reviews

Partners are expected to participate in quarterly business reviews with their Logitech channel account managers (CAMs). They must also submit performance documentation based on their business plans and sales performance at least one week prior to the quarterly business review meeting.



# TRAINING & SKILLS DEVELOPMENT RESOURCES

Logitech offers all partners access to an array of self-service training and enablement resources designed to help them better understand the features and functions of our products, the value-add use cases for Logitech's offerings, and the how-tos of solution-building with complementary products. The Logitech partner portal provides all the tutorials, technical references, and solution guides.

# CHANGE IN TRACK STATUS

Logitech partners may select or change their track at the beginning of each Logitech fiscal year. Partners may select any track as long as they meet the minimum eligibility requirements. Partners failing to meet the minimum requirements for their current track will be able to select another track for which they're eligible at the onset of the new fiscal year. If a partner fails to select a track, Logitech will automatically assign it to the track for which it is best aligned.

All track changes happen at the beginning of the Logitech fiscal year and must be completed no later than 30 days following the beginning of the fiscal year. There may be exceptions to these terms, including if a partner does not meet POS reporting requirements for a quarter. Partners may be demoted at any time at Logitech's discretion.

# CHANGES TO THE PROGRAM GUIDE

Logitech reserves the right to change the Partner Program guide and policies at its discretion. Logitech will update this guide and distribute it to partners through the Logitech partner portal. Logitech will provide partners with no less than 30 days' notice of material program changes via the Partner Portal and email.





## ABOUT LOGITECH

Logitech helps all people pursue their passions and is committed to doing so in a way that is good for people and the planet. We design hardware and software solutions that help businesses thrive and bring people together when working, creating, gaming, and streaming. Brands of Logitech include **Logitech**, **Logitech G**, **ASTRO Gaming**, **Streamlabs**, **Blue Microphones**, and **Ultimate Ears**. Founded in 1981, and headquartered in Lausanne, Switzerland, Logitech International is a Swiss public company listed on the SIX Swiss Exchange (LOGN) and on the Nasdaq Global Select Market (LOGI). Find Logitech at [www.logitech.com](http://www.logitech.com), the [company blog](#), or [@logitech](#).

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