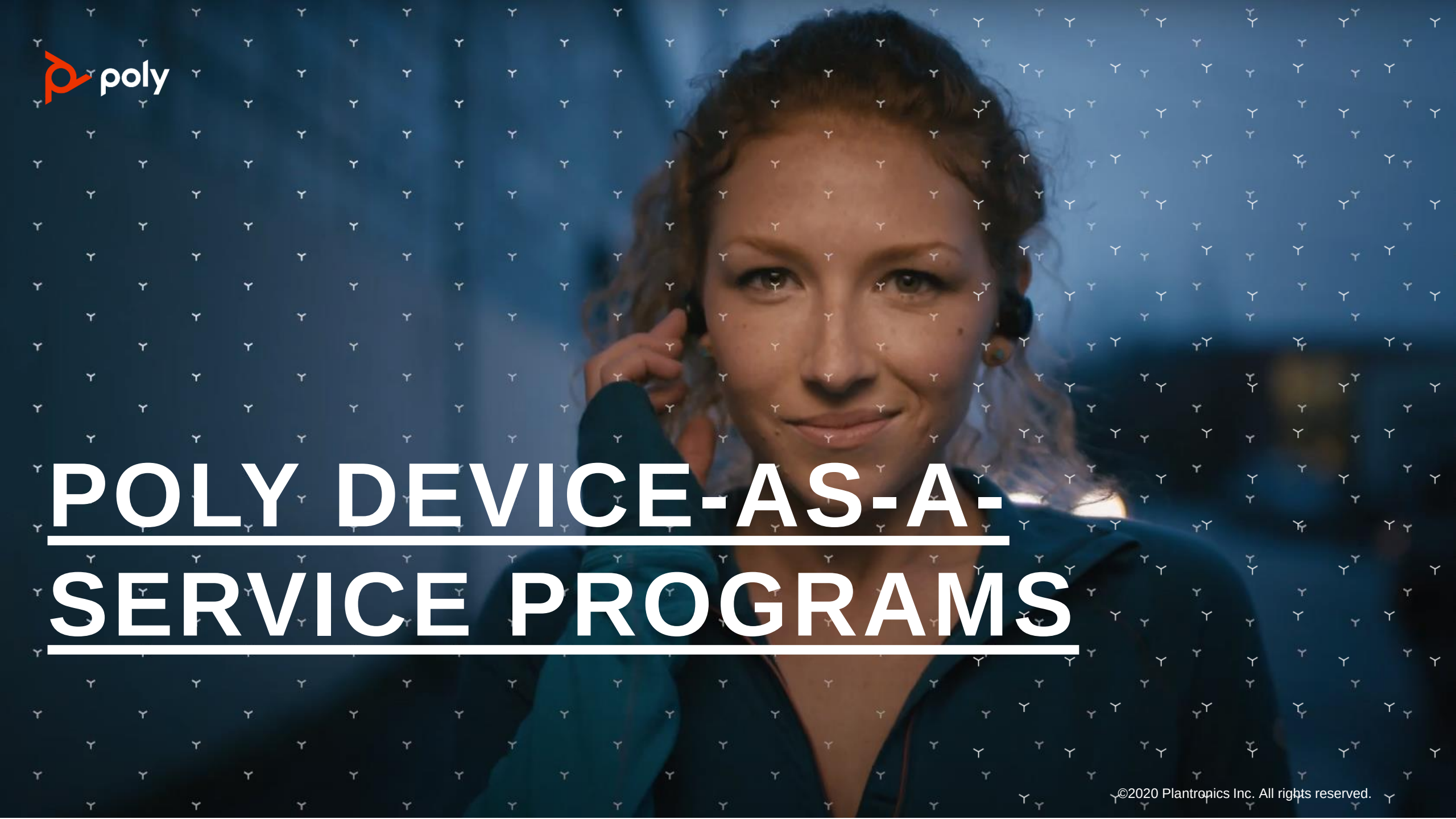

POLY DEVICE-AS-A-SERVICE PROGRAMS

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GAME CHANGER: DEVICE AS A SERVICE “DAAS”

- **Pure rental to ITSP Partner** (not on your books)—we rent to you, you rent (or bundle) to your EU
- **No term**—return in 6 months if client cancels
- **7-year advance replacement**—phones
- 3-year advance replacement—headsets
- ~2.85% of cost per month phones (varies)
- ~4.5% of cost per month headset (varies)
- Invest your cash on growth instead of phones
- Convert phones into profit center vs loss leader
- Offer tech refresh to your clients to renew
- Approximately $100K/year CAPEX value to qualify

poly

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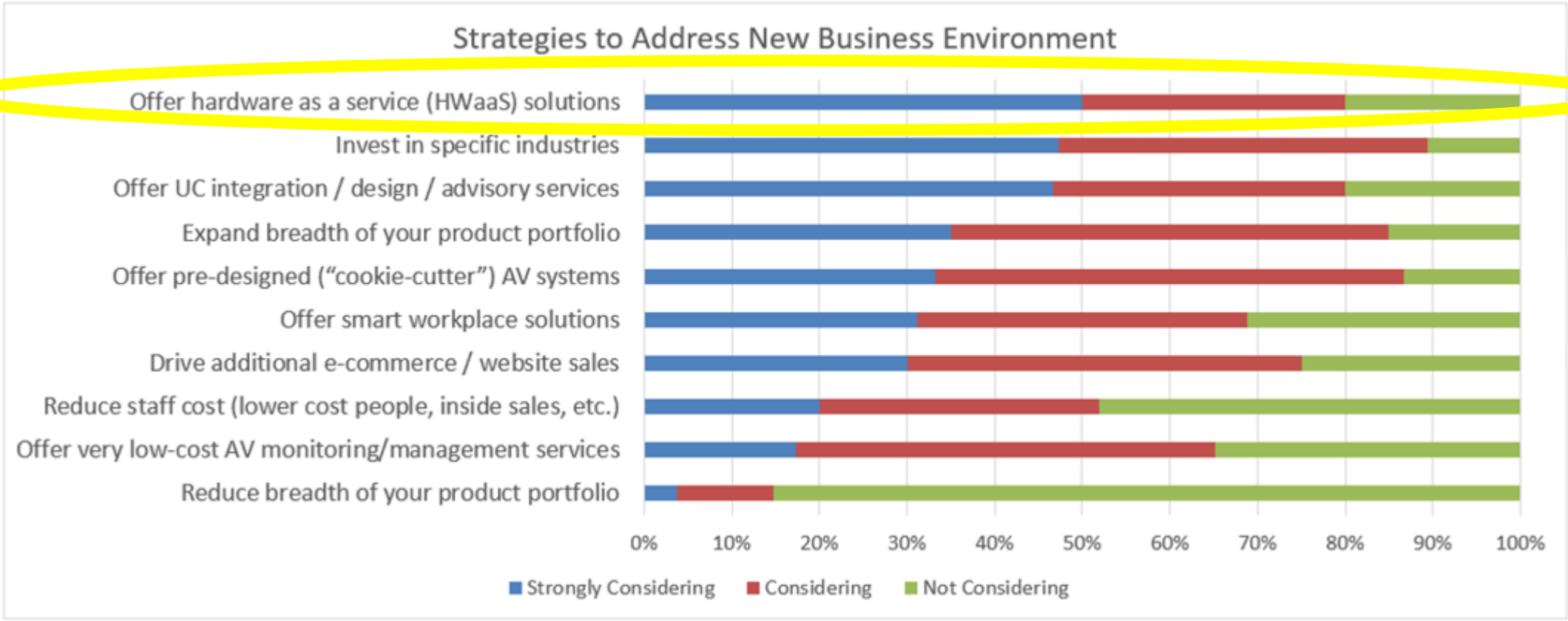
PANDEMIC DRIVES MORE INTEREST IN DAAS

Oct 2020 Recon Research survey on New Business Sales Strategies identifies HWaaS as #1 strategy



Cash-constrained businesses are looking for ways to improve cash flow and reduce CAPEX.

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COMPARE:
PURCHASE VS DAAS

Scenerio 1:

- $100 phone purchase
- $110 sales price
- **$10 profit**
- Order-to-cash=60+ days
- **Big deals create cash crunch**

Scenerio 2:

- $100 phone rental
- ~$2.85/month
- $5 rental to EU
- ~$2.15 profit/month
- **$77.40 profit month 36th**
- **No cash flow stress**

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DAAS FOR PHONE AND HEADSETS

Pure rental to our Poly Partner

No term

Break/spills/drops warranty

~1,200 units/year minimum

DaaS for Phones

- VVX 250
- Color | GigE | 2USB
- Approx $3.13/month
- 7-year Advance Warranty

DaaS for Headsets

- EncorePro 320 USB
- Binaural USB
- Approx $1.99/month
- 3-year Advance Warranty

= $5.12 PER MONTH

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GET STARTED WITH DAAS TODAY

1. Qualify for 1K+ units/year
2. Contact your Poly Account Manager
3. Introduction made to 3rd party Finance Partner
4. Submit financial statements
5. Sign rental agreement
6. Sign Poly Agreement for 7 warranties
7. Inform your Poly Distribution Partner
8. Revamp your product offering
9. **START SELLING**

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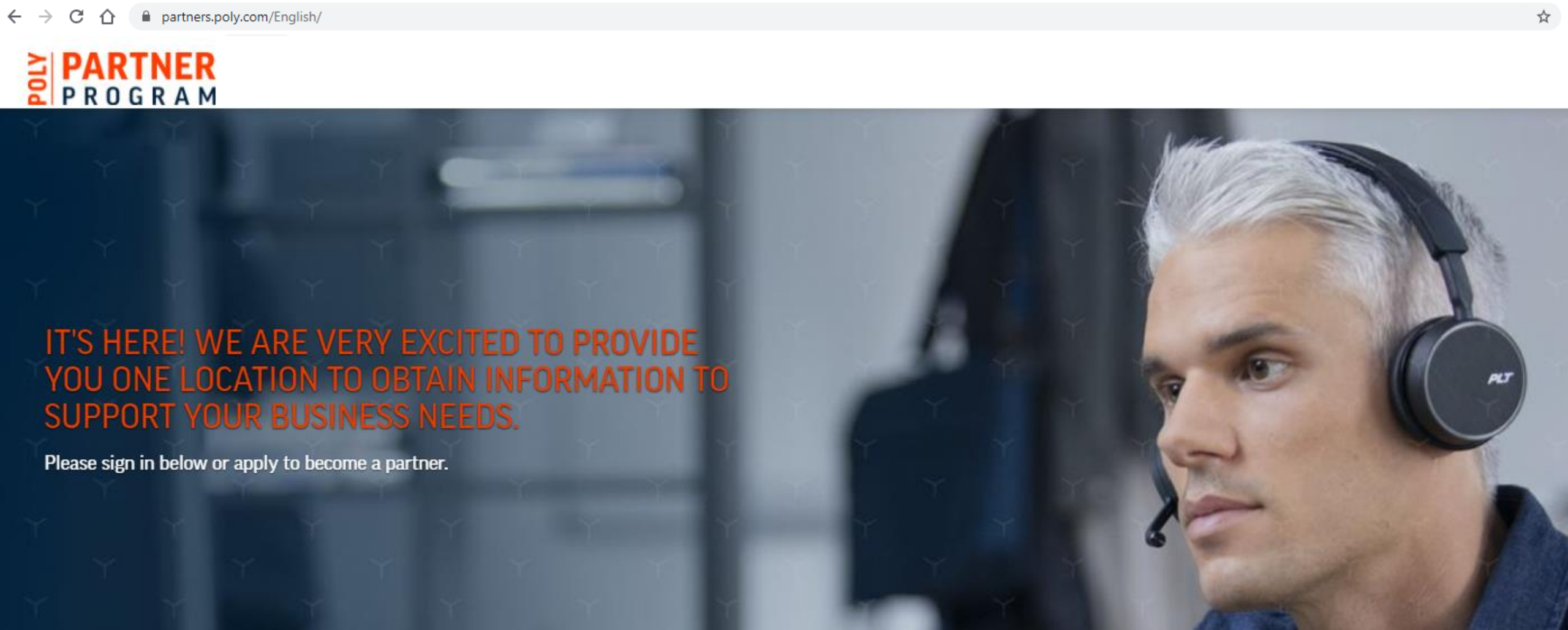
POLY INVESTS IN PARTNERS

- ✓ Poly is 100% Channel – we only win when our partners win
- ✓ We invest in our partners through programs, promotions, sharing best practices, and investing marketing dollars to grow Partner revenue
- ✓ Our team is your “Phone a Friend” at Poly – we’ll help you with answers, recommendations, deal discounts, and investments



PARTNER BENEFITS

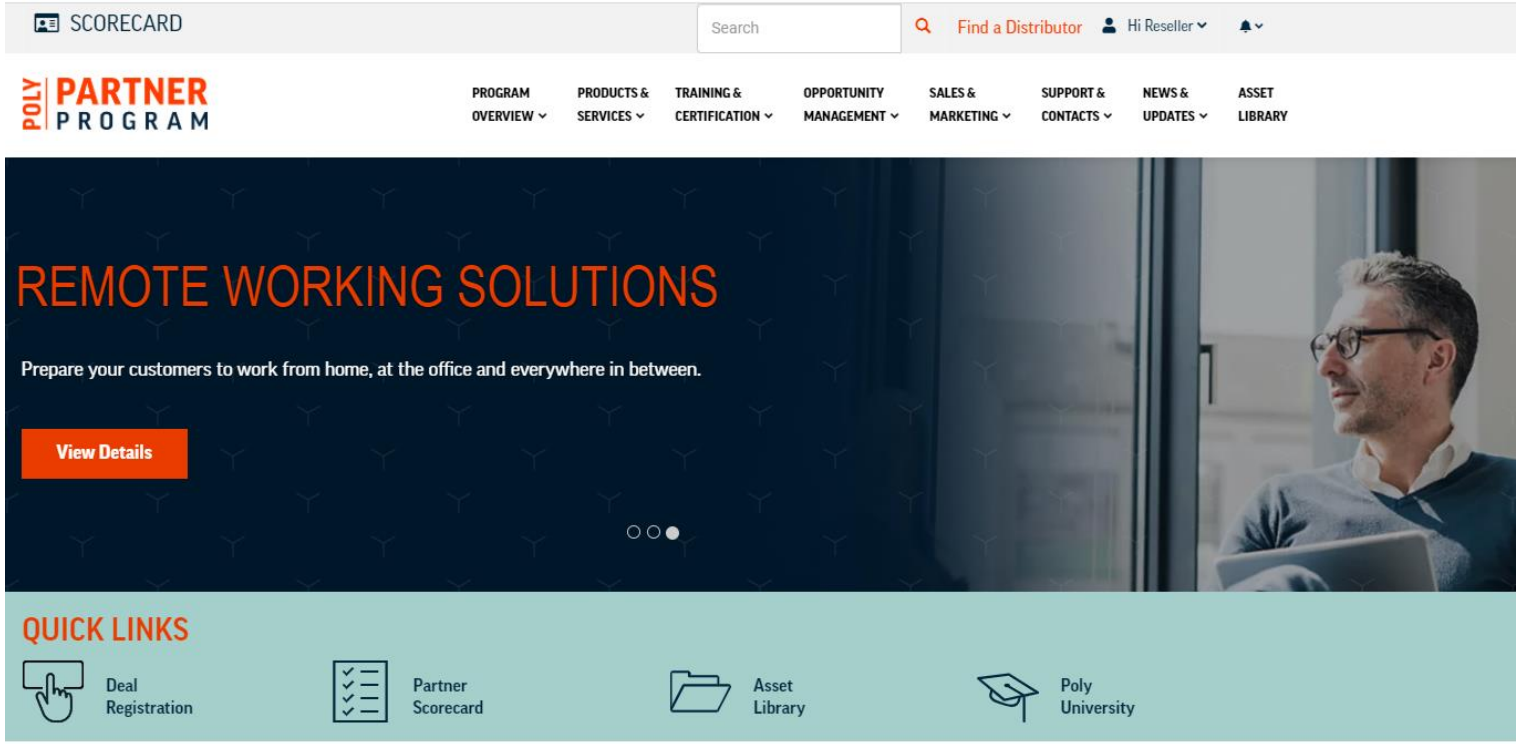
Dedicated Sales Rep & Sales Engineer

Partner Portal – full of great resources

- ***Poly University***
- ***Asset Library***
- ***Sales Playbooks***
- ***Product Overviews***
- ***Promotions***
- ***Campaigns***
- ***Deal Registration***

Tiered Benefits – you grow, we all win

Marketing Development Funds



WELCOME RESELLER AMER!

poly | REGISTERED PARTNER

poly

PARTNER PROMOS

PROMOS TO HELP YOU SELL!

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PROMOS

POLY PROMOS HELP YOU SELL

POLY END CUSTOMER REBATE

- 5 min - 200 max phones
- 5 min – 200 max headsets
- Purchase upfront or 24 month (or greater) rental/lease/service
- Check from Poly to Customer
- Replace any competitive working business class phone
  - AND Polycom EoL
- Phones not returned to Poly
- Expires on Dec 31, 2020
- Headsets are now included!

Poly Model Name	2020 Rebate (Jan 1- July 31)
VVX D230 Base + Handset	$10
VVX D230 Additional Handset	$5
VVX 250	$15
VVX 350	$20
VVX 450	$40
VVX 250 + Blackwire 3325	$30
VVX 350 + Blackwire 5220	$40
VVX 450 + Blackwire 8225	$70
VVX 450 + Savi 8220	$75
Trio 8300	$50
Trio 8500	$50
Trio 8800	$75
Trio C60	$50
EagleEye Mine with Mount Kit	$15
EagleEye Cube USB	$75

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POLY BUY BACK

- Poly Program to Buy Back Client's Old Gear
- Get quotes at: https://polycom.network-value.com
- Double-Dip with Rebate Program!
- Fully vetted Polycom Partner
- Any Tech Gear
  - Routers & Switches
  - PBX's & handsets
  - Laptops & Printers
- No limits on quantities

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COMBINE PROMOS = DOUBLE DIP

- Combine Polycom Rebate + Buy Back
- Example:
  - Rebate on 200 new VVX 450 @ $40 ea = $8,000
  - Buy Back 200 Yealink T46G @ $30 ea = $6,000
  - NET to Customer = $14,000 cash back after install

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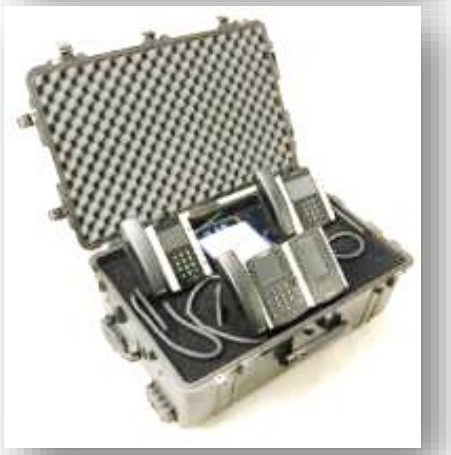
POLY SPECIAL DISCOUNTS

- 1,000 or more phones
- Discounts based on deal size & brand recognition
- Approved during quoting process

- Deal Reg is now available for Open Sip Desktop phones
- Minimum is $20k to register the deal
  - Up to 8% discount
- Headsets qualify – minimum of 50 units
  - Up to 10% discount



- Free Lab Units (limited quantities)
- Up to 65% off MSRP for Demo & Internal Use Devices
  - Set up a demo room at your offices
  - Have all models in your lab
  - Use what you sell
  - Demo Acoustic Fence & Video at live at shows

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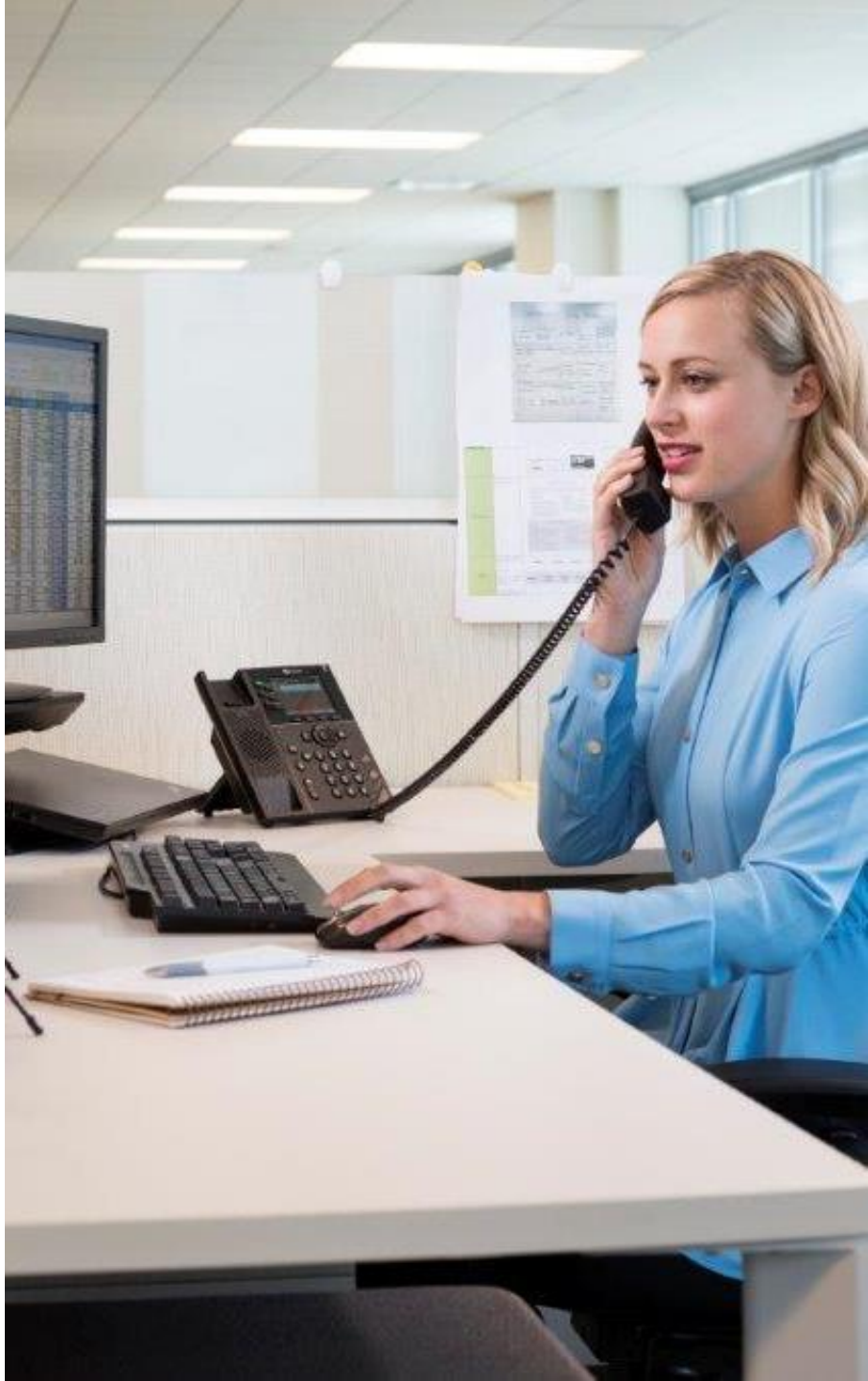
MEET

THE POLY ITSP BIZ DEV TEAM



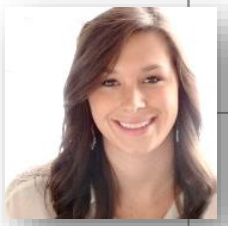
ITSP BIZ DEV TEAM - USA

Shawn Puddester,
VP Global ITSP Sales

Darren Knapp,
Director, Global ITSP Sales

WESTERN REGION
Mikeal Rios,
Sales Manager
Mikeal.Rios@poly.com
(512) 681-4214

NORTH EAST REGION
Veronica Moriarty, Sales Manager
Veronica.Moriarty@poly.com
(978) 292-5010



CENTRAL REGION
Karissa Hulsey,
Sales Manager
Karissa.Hulsey@poly.com
(512) 681-4085

KEY DEV ACCOUNTS
Anne Meidlinger
Anne.Meidlinger@poly.com
(831) 420-3030

SOUTH EAST REGION
Lee Marlow, Sales Manager
Lee.Marlow@poly.com
(512) 681-4161

SOLUTIONS ARCHITECT
Skip Maryland
Skip.Maryland@poly.com
(404) 953-5873

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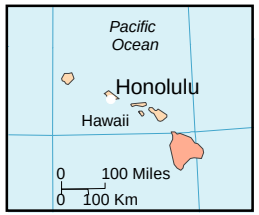
POLY ITSP REGIONAL MAP 2020



W	MIKEAL R.	WEST
C	KARISSA H.	CENTRAL
NE	VERONICA M.	NORTHEAST
SE	LEE M.	SOUTHEAST

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