



D-Link premier programme for chosen few

By Amanda Sachtleben

D-Link says the flexibility of its recently-released premier partner programme may be enough to woo resellers and system integrators from competitors in the long-term.

ANZ marketing director Maurice Famularo says about three New Zealand companies and “a few more” in Australia have been selected to join the programme.

“This is a true partnership where the reseller or integrator gets to determine what they want out of it as well,” says Famularo.

“We want to hit some of our competitors’ resellers. We’re not looking for lots of resellers and some may not be able to fit into the programme.”

Benefits available to premium partners include access to D-Link business development managers, resources to assist with bids and tenders and business development in the networking market for small to medium organisations with around 50 to 250 employees.

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Partners can also expect more marketing support, dedicated account management, demo equipment, discounts, rebates and increased technical training.

Those who qualify must make “a significant proportion” of their revenue from networks, the company says.

The programme has to be sold on its merits and the flexibility of the scheme is a big feature, Famularo says.

However, he adds it is too early to approach big integrators, as D-Link wants to make sure it has a “full bag of tricks” and includes services such as asset management.

Accordingly, it is initially focusing on smaller or niche integrators.

The premier programme joins D-Link’s existing Empower programme, aimed at the wider reseller community and independent retailers.