Global Management One

Partner Program Guide

NTT Communications

Transform. Transcend.

Transform your business potential.

Transcend your expectations.

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Key Topics

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WELCOME MESSAGE

Welcome Message

Purpose of this guide

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We are very happy to have your interest in our **Global Management One (GMOne) Partner Program**. This **Program** is an essential component of NTT Communications' and Global Management One managed services continued growth and market penetration. We have designed this Program to support and strengthen our partner's business and win the leader market position together.

The **Program** is an innovative NTT Communications business approach, for the first time allowing Partners to sell GMOne managed services to their customers. With this Program, we wanted to meet today's Partners' needs, helping them to be ready for tomorrow with simplicity, predictability, and profitability throughout.

We want to make sure, that **GMOne Partner Program** provides everything you might need to be successful in the IT marketplace. Every day, we put all our efforts to deliver industry leading solution as well as all necessary tools to help our Partners build their position and grown their business. As we believe in a strong commitment and hard work, we have prepared various benefits to reward our Partners for the skills, expertise and support.

We are honored to be working with you!

Taichi Hiramatsu
Vice President, Managed Services
NTT Communications Corporation

NTT Communications

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PURPOSE OF THIS GUIDE

This guide has been created to assist both, our existing Partners and the ones interested in learning more about NTT Communications solutions, Global Management One (GMOne) managed services and **GMOne Partner Program**.

GMOne Partner Program was very carefully designed to provide Partners with anything they might need to be successful in constantly changing business environment.

Potential Partners will find in this guide an overview of what we can including incentives and benefits as well as what we would be expecting from them.

MARKET DRIVERS

In the digital age of rapidly and constantly changing business environment, more than ever before, organizations must have flexible approach and ability to react quickly to the new requirements in order to ensure business competitiveness and growth. The implementation of the newest technologies seems to be the core driver for the leading organizations.

Many Customers however, even though they need to leverage the latest ICT solutions, may not understand emerging technologies well enough and this is why top ICT providers need to be up-to-date with the Customers' challenges and new technologies. This often requires them to work with multiple vendors at the same time.

Understanding challenges that Partners are facing on the daily bases, we want to make sure, that while working with NTT Communications, they have access to the newest, edge-leading technologies, supporting tools as well as transparent and profitable partner frameworks.

WHY NTT COMMUNICATIONS?

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Global Management One

NTT Communications is a global leader in cloud, network and data services. We use our secure infrastructure, innovative vision and rich history of success to offer best-in-class solutions across multiple categories.

With our industry leading technology and forward-thinking ideas, we are the ultimate partner for end-to-end information and communications technology (ICT) solution needs.

Partnering with us means you will have more industry-leading technologies to add to your portfolio and diversify yourself from other market players.

We have established a strong reputation not only in Asia, but worldwide! And we want our Partner to walk this path to success with us whether we offer cloud solutions, managed services, big data or the next market trends.

43 Countries

120 Cities

21.000+ Employees

140+ Data Centers

As a **Global Management One Partner**, you can offer your customers one-stop, best-in-class, end-to-end ICT solutions tailored to their individual business needs.

Flexible to meet the business requirements.
Our solutions are carefully designed to fit into customer's strategy with flexible contracting and billing.

Committed to assist your success.
Our teams are passionate to assist our Clients and Partners in journey to excellence.

Seamless delivery of complex technologies
Everyday we do our best to deliver seamlessly the complex technologies to our Clients

Japanese precision and quality
We aim to be the most steady and solid infrastructure provider in Asia to back your front-end solution.

THE RISE OF MANAGED SERVICES

Welcome Message

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Global Management One

As customers look to achieve predictable costs, reduce network complexity, decrease service adoption risk, and improve time to market, the managed services will continue outpace IT industry growth.

In the rapidly changing business environment, where customers are facing complexity of their IT investments, challenges in predicting and ensuring undisrupted performance and increased efficiency, managed services are the answer to maximize their investment and minimize risk.

According to Ovum, by 2020 the global managed services market is expected to be valued at **$297 billion** with **9.9% CAGR** growth, and today the fastest growing segment is Asia-Pacific region.

GLOBAL MANAGEMENT ONE

250+
Certified
Engineers

6
Global
Service
Desks

150+
Customers

2000+
Service
Staff

Global Management One (GMOne) offers one-stop, seamless IT managed services for your entire IT ecosystem. Benefiting from our global presence, we can provide remote infrastructure management (RIM) service and service desk functionality, worldwide. The services are available from an integrated platform that extends to IT systems in cloud environments, data centers and customer's premises.

GMOne service covers all IT layers, starting from infrastructure through business application up to business service layer. It provides managed services for WAN and LAN management, cloud infrastructure, databases, middleware, core business applications and end-user compute services. Our portfolio of services is based on standardized building blocks and industry best practices for IT service management (ITIL). Based on customer's requirements, the offering may range from out-tasking services to fully out-sourced one.

(@) **More about Global Management One**   (▶) **More about Global Management One**

GMOne Partner Program Overview

Key Topics

- ➤ What is the GMOne Partner Program?
- ➤ Who is it for?
- ➤ How it works?
- ➤ Benefits of GMOne Partner Program

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What is GMOne Partner Program?

Who is it for?

How it works?

Benefits of GMOne Partner Program

GMONE PARTNER PROGRAM

The **GMOne Partner Program** is a key part of our sales force and our primary route to the market. This is a scheme providing business Partners with knowledge, benefits and incentives in return for selling NTT Communications managed services to the End Customers. The Program is an innovative NTT Communications business approach, allowing Partners for the first time to sell GMOne services to their customers.

While creating the Program, we wanted to meet today's Partners needs, helping them to be ready for the future with simplicity, predictability and profitability throughout.

GMOne Partner Program is a multi-tier, progression-based program offering Partners outstanding financial benefits while arming Partners with a vast array of free and unlimited support tools, from special pricing and technical training to marketing collateral and demand generation.

The **GMOne Partner Program** supports several types of businesses such as:

➤ Solution Providers, System Integrators, Value-Add Resellers and Cloud Resellers

In general, each path and tier reward Partner's sales performance, certification commitment, and marketing collaboration. The higher Partner rise, the more he gets! But regardless the level Partner will reach, we will make sure that they are always perfectly positioned to offer their clients the most reliable, user-friendly and cost-effective solutions on the market, based on proven award-winning technologies.

All Partners must meet the same high standards in the areas of market knowledge, vision, integrity and customer satisfaction that NTT sets for itself.

What is GMOne Partner Program?

Who is it for?

How it works?

Benefits of GMOne Partner Program

TOGETHER WE ARE INVINCIBLE

Partnering with NTT Communications will give you access to many industry-leading technologies to add to your portfolio. Together we can create a strong answer to customers challenges.

We welcome all types of partners that can bring a valuable experience, know-how and market knowledge to work with us on local and global scale.
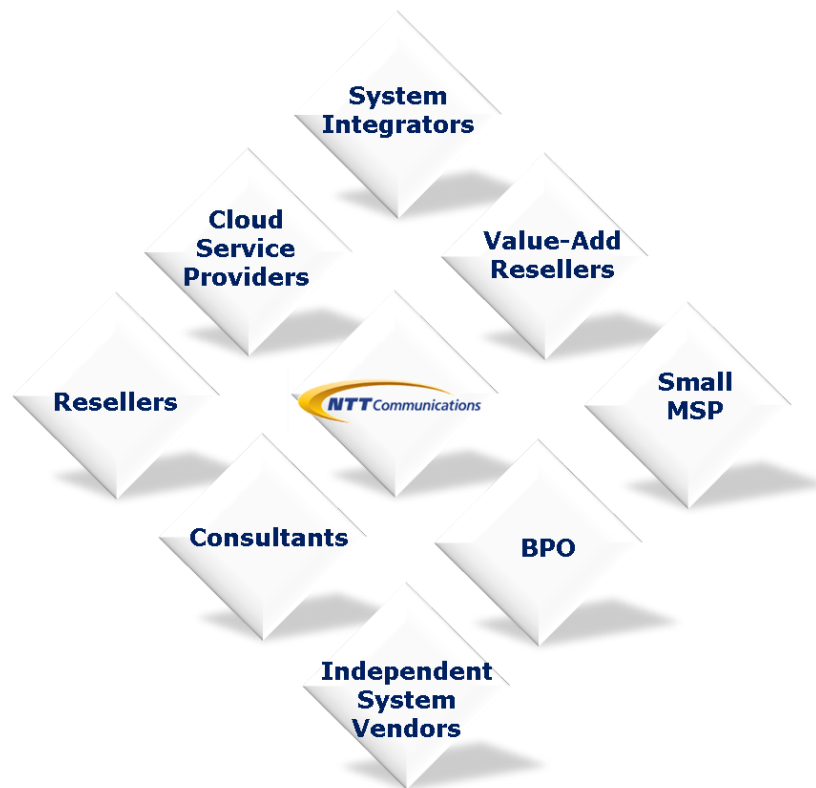
Whether you are a reseller, system integrator, service provider or technology partner, through our partner program we offer you high-impact solutions and sales benefits that open the door to new markets and customers. Just a few examples of possible collaboration:

➢ Offer Global Management One to your Customers

➢ Bundle Global Management One with your own solution

➢ Offer Global Management One on the top of yours professional services

System Integrators

Cloud Service Providers

Value-Add Resellers

Resellers

NTT Communications

Small MSP

Consultants

BPO

Independent System Vendors

BECOME A PART OF A GLOBAL NETWORK TODAY!

What is GMOne Partner Program?

Who is it for?

How it works?

Benefits of GMOne Partner Program

WHAT WE BRING TO THE TABLE

◇ Through our leadership and long-lasting global market position we bring business stability.

◇ Through our extended business network across the regions, we connect diverse and valuable stakeholders and leverage the business potential.

◇ Through our expertise, we help to implement scalable solutions that deliver results.

WHAT OUR PARTNERS BRING TO THE TABLE

◇ Through knowledge and experience, our Partners become a trusted advisors to customers.

◇ Through people and local presence, Partners provide skilled sales power helping customers addressing their daily business challenges.

◇ Through technical resources, our Partners help provide the best-fit solutions to our customers.

What is GMOne Partner Program?

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Benefits of GMOne Partner Program

BENEFITS OF GMONE PARTNER PROGRAM

➢**Marketing collateral***: Communicate effectively your value*

NTT Com marketing collateral helps you all way along in the sales process, increasing brand recognition, generating demand and facilitating sales by providing valuable information about GMOne solutions, case studies, newly embodied technologies. Various types of collateral are available to support and enhance your sales activities for different targets and purposes.

➢ **Pre-Sales support**: *Cultivate new sales opportunities*

NTT Com offers a variety of sales assistance to help you identify new sales opportunities and transform them into revenue-generating streams. Dedicated sales support representatives can assist you with pre- and post-sales activities, and provide direction in prospecting and cultivating new sales opportunities. Access sales support by email, phone or through the GMOne Partner Portal providing you with convenient and continuous help.

➢ **Training:** *Sharpen your expertise with GMOne Academy*

Specially designed certifications and training will equip you with strategic sales and technical knowledge. Online sales and technical materials, sales manuals, e-learning courses, White Papers, e-books and case studies are accessible to you worldwide. In-house sales and technical training sessions are also available. This flexibility provides you the ability to seek training at the convenience of you and your team.

➢ **NTT Brand**: *Build confidence in your brand*

NTT brand can be a powerful tool to boost the image and recognition of your business. By using NTT and GMOne logo alongside your own branding, you demonstrate your partnership with a recognized global technology leader.

What is GMOne Partner Program?

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Benefits of GMOne Partner Program

BENEFITS OF GMONE PARTNER PROGRAM

➢ **Access to demos:** "*hands-on experience*"

NTT Com provides access to demos to help you become more knowledgeable about the offerings before presenting them to customers.

➢ **Marketing funds:** *Invest to boost demand*

Marketing initiatives can be costly, but are indispensable for continued business growth. For eligible Business Partners, NTT Com's marketing fund (MDF) is offered to offset the cost. With NTT Com's support, you can launch advertising campaigns and create marketing materials such as product brochures, organize business events to promote GMOne alongside your business. There are a number of different options available to effectively impress your brand on customers.

➢ **Top Executives support:** *Expand your insight*

NTT Com Executive Meetings provide you with an opportunity to tap into key strategy and insights through consultations with NTT Com top management.

Program Structure

Key Topics

➢ Program Structure
➢ Resell Path
➢ Cooperation Path

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GMONE PARTNER PROGRAM STRUCTURE

Program Structure

Resell Path

Cooperation Path

The **GMOne Partner Program** uses a common structure for all types of Business to ensure its simplicity and transparency.

Based on the business model, Partners can find the best Path and Tier for them to enroll in. Each Path and Tier has a different level of commitment, investment in GMOne and the return on that investment. Partners gain benefits based on the tier they are in.

The program is designed so that Partners can understand what NTT Communications expects from them and what benefits they can gain from the cooperation. A partner portal provides all Partners with access to the information and resources necessary to be successful while providing Global Management One.

PATHS & TIERS

Paths

Paths determine the Partner's commitment toward GMOne partnership.

Partners in each Path must meet certain requirements to participate in the Program.

The GMOne Partner Program consists of two Paths:

➢ Resell

➢ Cooperation

Tiers

Tiers express partner's progression in the Resell Path. The higher tier Partner is in, the higher support and benefits will receive.

Resell Path consists of three tiers:
➢ Leader
➢ Professional
➢ Expert

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GMONE PARTNER PROGRAM STRUCTURE

Program Structure

Resell Path

Cooperation Path

The tiered structure for the Resell Path enables Partners to understand their program level, associated benefits, and path of advancement.

Partner tiers are based on their revenue contribution to NTT via resell of Global Management One services, which is based on a 12-month, Annual Contract Value (ACV) target. ACV is the annualized net new and add on revenue that is shared as part of your agreement with NTT.

GMOne Partner Program

Paths

| Resell Path | Cooperation Path |

Tiers

Leader	Strategic Excellence
Professional	Consultancy Excellence
Expert	Global Excellence

RESELL PATH AND TIERS

Program Structure

Resell Path

Cooperation Path

EXPERT is a the entry tier in the Reseller Path. It is dedicated to the small and medium size organizations, that would like to sell GMOne services to customers, however do not have much experience in selling (managed) services yet.

As an Expert Partner you can extend your expertise, increase coverage and help meet the market demand for managed services in specific industries and customer segments.

Partner is expected to obtain a basic knowledge about the solution via "partner-only" available online training and materials. Partner will be provided with some level of pre-sales support on the leads.

Expert commitment is based on the number of annual GMOne projects, to ensure that NTT Com will allocate sufficient resources for the deployment, enablement and ongoing management of the offered service.

PROFESSIONAL is the medium tier in the Resell Path. It is dedicated to the organizations that are strongly interested in extending their expertise by managed services and would like to offer GMOne services to their customers and have a solid experience in implementing advanced IT technologies.

Partner's involvement will include selling, market knowledge, and developing solutions using GMOne managed services. Partner with Professional status is expected to obtain GMOne sales and technical certifications via GMOne Academy.

Professional tier commitment is based on the annual GMOne sales revenue. Considering Partner's experience, Partner is expected to be able to do most of the pre-sales support on his own with only high-level support form the NTT Com.

LEADER as the highest tier in the Resell Path is dedicated to the market leaders with extensive IT knowledge and experience, strong customer portfolio and willingness to become a market leader in GMOne managed services.

Partner is expected to obtain GMOne sales and technical certification within first 3 months.

Leader commitment is based on the annual GMOne sales revenue. Partner with the Leader status is expected to be able to do the pre-sales support on his own with only high-level support from the NTT Com.

Program Structure

Resell Path

Cooperation Path

REQUIREMENTS

To become a GMOne Partner in the Resell Path, a candidate company must meet certain requirements. NTT Com want to ensure, that all necessary resources and support will be available to Partners. To know more about the requirements, please contact us at gmone_partners@ntt.com .

BUSINESS PLAN

We want Partners to be successful with GMOne services, and therefore we require Partners to present an annual business plan.

A dedicated NTT Com's Channel Account Manager (CAM) will support Partners in creating a powerful strategy to win the market.

FORECASTING

To ensure Partners are moving forward and receive all necessary support, we require Partners to create a monthly forecast report.

A dedicated NTT Com's Channel Account Manager (CAM) will coordinate the projects resources between Partner and NTT Com teams based on regular sales updates .

JOINT MARKETING PLAN

Marketing plan is an essential element of successful sales strategy. We require Partners to create a joint marketing plan with NTT Com.

A dedicated marketing team will support Partners in developing successful marketing strategy to gain the right market position with managed services.

REVENUE

Partner tiers are based on revenue contribution to NTT via resell of Global Management One services, which is a 12-month, Annual Contract Value (ACV) target. Partner must meet minimum sell-in commitments for their tier every year.

TRAINING

Depends on the tier enrollment, Partners, to ensure the good knowledge of GMOne services and solution selling skills, are required to undertake a certification.

Also, under the GMOne Academy, pre-sales, sales and engineers will be asked to conduct self-paced training for Global Management One Services.

RESELL PATH BENEFITS

Program Structure

Resell Path

Cooperation Path

The **Resell Path** benefits overview per tier.

Category	Benefits	Leader	Professional	Expert
Marketing Support	GMOne GTM package	√	√	√
	GMOne Program logo	√	√	√
	Access to demos	√	√	√
	Joint business development initiatives	√	√	
	Eligibility to Marketing funds*	√	√	
Sales Knowledge Base	Special Incentive Programs	√	√	√
	Partner Deal Registration (PDR)	√	√	√
	Pre-sales support	√	√	√
	Dedicated sales support resources	√	√	
	Sales tools	√	√	
	Access to leads	√		
GMOne Academy	Sales certifications	√	√	
	Technical certifications	√	√	
	Training certifications	√		
	Online training	√	√	√
	Training materials	√	√	√
Technical Knowledge Base	Access to Road Map	√		
	Access to technical resources	√	√	
Additional Support	GMOne newsletters	√	√	√
	Partner Directory	√	√	√
	GMOne Partner Days	√	√	
	NTT Com Executive Meetings	√		
	Joint business planning	√		

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COOPERATION PATH

Program Structure

Resell Path

Cooperation Path

➤ **Cooperation Path**

This Path was designed for the Partners that would prefer to work with us on the case by case bases, and due to the nature of their business and solutions, without annual financial commitments.

Cooperation Path consists of the following:

➤ **Strategic Excellence**

Strategic Excellence is designed for a big market players who would like to offer the customer complete end-to-end solution bundling their own solutions with GMOne services. This also includes cooperation based on the White Label partnership, where GMOne services will be bundled with Partner's solution, under Partner's brand name.

➤ **Consultancy Excellence**

Consultancy Excellence is dedicated for organizations, that believe in the excellence of GMOne and have customers who are interested in NTT Com, GMOne services or generally in managed services, however do not have necessary knowledge or technical experience in a field of managed services, and are only interested in introducing the customer to us (referral).

➤ **Global Excellence**

Global Excellence is designed for the Partners with a global presence and willing to work with GMOne on the global scale (more than one country). The conditions and benefits are discussed individually with each Partner.

GMOne Academy

Key Topics

➢ GMOne Academy
➢ Benefits
➢ Certification

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GMOne Academy

Benefits

Certification

ABOUT GMONE ACADEMY

Knowledge is a key factor to any successful business. The **GMOne Academy** role is to help Partners win bigger deals, meet higher close rates and shorter pre-sales cycles by providing them with a high quality sales, technical training & certifications. It will also help Partners to transform their business from product based sales to solution sales!

We want our Partners to gain an excellence in NTT Communications solutions and services. The courses and training materials will focus on helping Partners gaining insights on how to position, sell and deploy our solutions in challenging marketplace and learn how to create solutions to meet the needs of customers. The **GMOne Academy** will help Partners to become experts in new generation managed services offered by NTT Com and help them to become a trusted advisor and preferred solution provider to their customers.

Key Benefits

• Differentiate business by gaining in-depth expertise in NTT Communications solutions

• Improve sales and technical skills in selling NTT Communications solutions

• Learn to position a winning business solutions based on best in class managed service platform

• Boost credentials with official NTT Com Certifications

• Get more confident in managed services and solution selling

The **GMOne Academy** has been established to provide channel Partners with a comprehensive knowledge about market insights, sales, marketing and technology of GMOne managed services as well as establish professional platform to exchange the business know-how between Partners.

The **GMOne Academy** will provide online courses, training materials, sales scripts and certifications so Partners could reach higher level in GMOne Partner Program, and gaining access to additional benefits, such as increased margins.

HOW CAN YOU BENEFIT?

GMOne Academy

Benefits

Certification

Sales people in order to be successful in the field, not only need to be able to build long-term trusted relations with the customers, but also become their advisors. The only way to do this, is to ensure, they have an adequate knowledge of available and provided technologies. Also technical support must be up-to-date with the newest technologies, in order to be able to translate between customer business challenges and technologies.

Through **GMOne Academy** pre-sales, sales and engineers can:

➢ Undertake courses necessary to acquire sales and technical certifications

➢ Easily get access to e-learning sales and technical courses from where they want and when they want

➢ Continually increase knowledge about managed services

➢ Differentiate their business by presenting strong knowledge about NTT Com solutions

GMONE ACADEMY STRUCTURE

GMOne Academy provides the knowledge in the following forms:

➢ Certifications

   ➢ GMOne Certified Sales Expert

   ➢ GMOne Certified Engineer

➢ Sales e-learning courses

➢ Technical e-learning courses

➢ Training materials

GMOne Academy			
Pre-Sales			
Field Sales	Certifications	On-line training	Training materials
Technical			
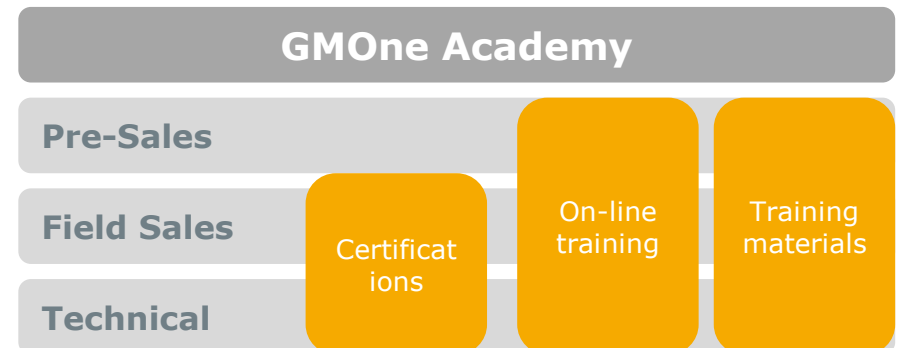
GMONE CERTIFICATIONS

GMOne Academy

Benefits

Certification

To ensure, that top partners have adequate knowledge about NTT Com and GMOne managed services, we have designed a special certification courses.

➢ **Sales certification course**

• **GMOne Certified Sales Expert**

Two-days, class-based training at no costs. This sales course is designed to provide sales professionals on how to best position GMOne services and to give them background knowledge to engage potential customers and answer their questions. The sales training covers GMOne service portfolio, functionality, GMOne positioning, GMOne USP, sales processes including how to offer and quote. The course also covers sales arguments in more detail, offers deeper competitive analysis and service demonstration. Role plays, exercises, available support options and main benefits of partnership with NTT Com are also presented during the course. At the end, participants will be required to pass an exam in order to obtain certification.

➢ **Technical certification course**

• **GMOne Certified Engineer**
Two-days, class-based training at no costs. This technical course is dedicated to System Engineers, Project Managers and Service Managers to provide them with comprehensive knowledge of GMOne services, delivery & operation processes, managed service platform overview, SLA and definition of the escalation processes. Participants will learn what information they need to get from the Customer in order to set up the infrastructure and lead smooth transition; as well as how Global Service Desk (GSD) works and what information they need from customer to conduct agreed scope of work. The course is delivered as a lecture and hands-on exercises. At the end, participants will be required to pass an exam in order to obtain certification.

ONBORDING

Key Topics

- ➤ How to join
- ➤ Enablement program
- ➤ Process overview

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ONBOARDING

How to join?

Enablement Program

Process overview

GMOne Partner Program was designed to be simple to understand, transparent and easy to participate in.

To become a GMOne Partner please apply via Partner website www.ntt.com/en/partnerprogram/gmone or email us at gmone_partners@ntt.com

After receiving your inquiry, we will send you a full application form and the enrollment process will start. The application acceptance is a subject to program's terms and conditions as well as assessment. Once the application process is be completed successfully, a welcome letter will be sent.

ENABLEMENT

At **NTT Communications**, we understand how important it is to have the right start! We also understand, that training, even though is extremely important, is not enough for Partners to be successful in the field. This is why we have designed a **12-weeks Enablement Program** for our Partners.

With this program, we want Partners to quickly understand the **Global Management One**, get up to speed with marketing and sales tools and build a confidence when meeting the Client about managed services.

The 12-weeks Enablement Program covers:

➢ Creating Business Plan

➢ Product Enablement

➢ Sales enablement

➢ Shadowing as needed

➢ Follow-up with quarterly review

It has never been easier and so powerful before!
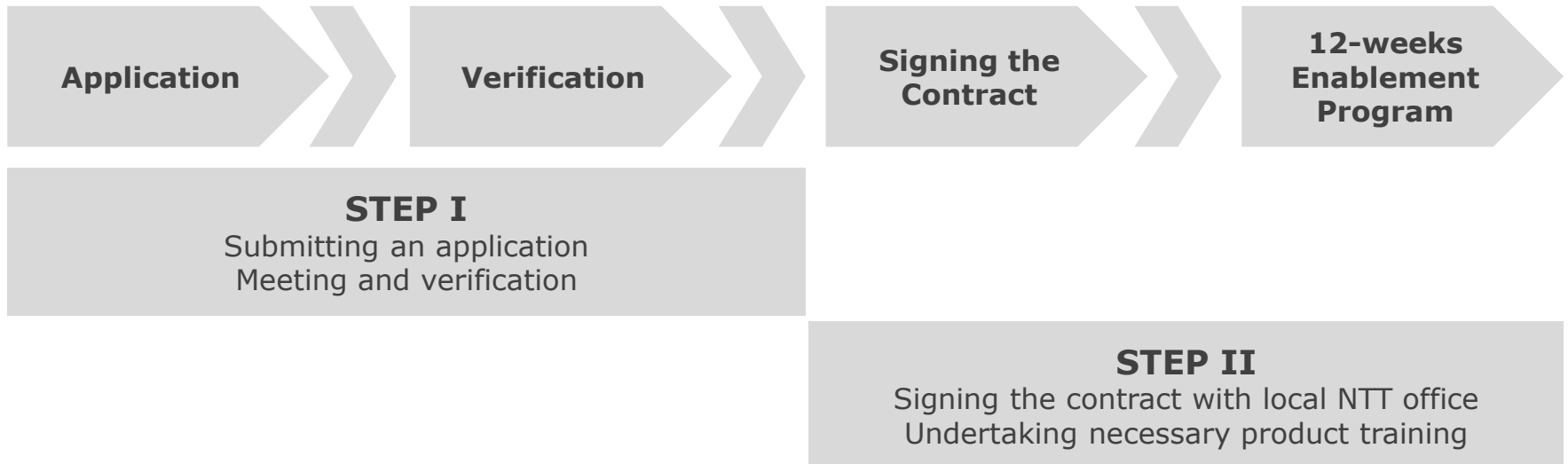
THE PROCESS

How to join

Enablement Program

Process overview

GMOne Partner Program goal is to be simple but powerful! It is very important for us that we know, who we are working with and that we understand each other well, therefore we put a lot of attention to our selection process. Once we receive the participation inquiry, we will set up an introductory meeting to learn about your expectations and experience. Based on the discussion we might ask potential partner to conduct the Proof of Concept (PoC).

After the verification process is completed successfully, a partnership agreement will be created. Upon signing the agreement by both sides, we will jointly create an action plan including business plan and go-to-market strategy (GTM).

This is a high-level example of the process leading to become a GMOne Partner.

Application → **Verification** → **Signing the Contract** → **12-weeks Enablement Program**

STEP I
Submitting an application
Meeting and verification

STEP II
Signing the contract with local NTT office
Undertaking necessary product training

APPENDIX

Key Topics

➢ Resources
➢ Acronyms

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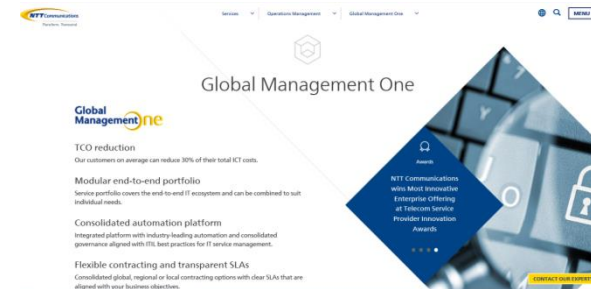# *RESOURCES*

Resources

Acronyms

GMOne Partner Program Website

www.ntt.com/en/partnerprogram/gmone

Global Management One Website

www.ntt.com/gmone

GMOne Video Resources

www.youtube.com

Email

gmone_partners@ntt.com

ACRONYMS USED IN THIS DOCUMENT

Resources

Acronyms

ACV Annual Contract Value
BDF Business Development Fund
CAM Channel Account Manger
CIO Chief Information Officer
GMOne Global Management One
GSD Global Service Desk
GTM Go-to-Market
ICT Information Communications Technology
ITIL Information Technology Infrastructure Library
IaaS Infrastructure as a Service

MDF Marketing Development Fund
MSP Managed Service Provider
NTT Com NTT Communications
POC Proof of Concept
RIM Remote Infrastructure Management
SI System Integrator
SMB Small and Medium Businesses
SP Solution Provider

Join us today!

www.ntt.com/en/partnerprogram/gmone