

Yamaha UC Announces New Partner Program

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Yamaha Unified Communications announces a new partner program providing members with access to critical tools, resources and expertise designed to increase business recognition and growth.



“Yamaha is one of the most trusted leaders in audio, bringing decades of experience to solving customer’s communication and collaboration needs, which is vital as the UC market continues to flourish,” the company says. “With this new program available to our UC partners, they will be able to leverage the Yamaha name to differentiate their business from the competition while tapping into the best tools and resources that will help build their knowledge, grow their business quickly, and fast-track their ROI in the growing UC field.”

The Yamaha UC Global Partner program involves 3 partnerships-- Basic, Emerging and Prime. Basic level provides dealer registration, demo program, special discounts, welcome kit, product training, and post-sales technical support. Partners achieving Emerging and Prime levels are recognised as “Club Partners,” and given volume incentive rebates and additional marketing support to increase customer base and sales opportunities including market development funds. With these funds, partners can grow their sales presence and use funds for online and print advertising; social opportunities such as tradeshow, lunch and learns, roundtables and other events, whitepapers or other content assets, webinars, or microsite developments.

The partner program is open for partners in EMEA, as well as N. America and Asia.

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