



KONICA MINOLTA

PROCESS FOR PARTNER CERTIFICATION AND SUPPORTING DOCUMENTS

01.04.2020

V 1.1

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TABLE OF CONTENTS

Partner certification and supporting document procedure	2
Levels of Partner Certifications	2
Partner Certificates - validity and duration	4
Certification and MAF documents	4
1. Certification confirmation	6
2. Competence confirmation	6
3. Sales MAF	7
4. Sales and Service MAF	8
5. Other documents	9
6. Tender support procedure	9
7. Partner program certifications	10



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PARTNER CERTIFICATION AND SUPPORTING DOCUMENT PROCEDURE

Purpose of this document is to ensure transparency for current and future partners about the certification rules and processes by Konica Minolta Serbia ("KM"). Certification is performed with the view to inform any interested third parties on level of cooperation achieved between KM and its partners, as well as capabilities and skills of business partners in relation to KM products and services. The certification procedure is not intended to affect in any way the independence of KM partners and their ability to decide which business operations will they undertake, with which market participants/consumers they want to cooperate and under which terms and conditions.

KM shall decide on issuing required certificates, upon rules and procedures outlined herein, but also based on other circumstances that may be relevant for each particular applicant.

LEVELS OF PARTNER CERTIFICATIONS

SALES PARTNERS

SALES PARTNER FOR CONSUMABLES

- Description of partner that fits to this category:

This type of partner is usually a company that is trading with consumables but occasionally needs MAF for sales on public tenders. This type of partner can be supported only by Sales MAF.

- Requirements:
 - Exact name of partner company
 - Yearly purchase from Distributor of Elite partner in min. value of 5.000 EUR

SALES PARTNER FOR HW AND CONSUMABLES

- Description of partner that fits to this category:

This type of partner is a company that has competence (finished exam at KM) to sell HW as well as consumables, but does not have required competence to provide services on KM machines. KM is willing to provide MAF on request based on fulfilled exams.

- Requirements:
 - Exact name of partner company
 - Minimum yearly purchase from Distributor or Elite partner in value of 5.000 EUR
 - Compass KM Essentials for named sales person
 - Contract for service provision with authorized KM Distributor or Elite partner

- Open possibility for special deals regarding HW upon request

- Official partner level logo

Possibility to use KM logo under defined conditions



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SALES AND SERVICE PARTNERS

ADVANCED PARTNER FOR SALES AND SERVICE

- Description of partner that fits to this category:

This type of partner is usually a company that has some experience with KM and is ready to invest in further certification of sales and service staff. This type of partner has competence to sell and service office KM machines. KM is willing to provide MAF on request based on fulfilled exams.

- Requirements:

- Exact name of partner company
- Minimum yearly purchase from Distributor or Elite partner in value of 20.000 EUR
- Compass KM essential trainings for one named sales person
- Basic Office product training for one named technician
- Outward associate training for one named technician

- Benefits:

- Open possibility for special deals regarding HW upon request
 - Official partner level logo
 - Possibility to use KM logo under defined conditions
 - Showroom support - special pricing for demo products in showroom, under defined conditions
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PREMIUM PARTNER FOR SALES AND SERVICE

- Description of partner that fits to this category:

This type of partner is company that has long relationship and experience with KM. They already invested in certification of sales and service staff and have results from previous period. This type of partner has broad competences to sell and service office KM machines. KM is willing to provide MAF on request based on fulfilled exams.

- Requirements:

- Exact name of partner company
- Minimum yearly purchase from Distributor or Elite partner in value of 100.000 EUR
- Compass KM essential trainings for one named sales person
- Basic Office product training for one named technician
- Outward associate training for two named technicians
- Showroom equipped with basic and advanced office BW and COL products

- Additional requirements for PP KM machines:

- Outward Professional training for PP for one named technician

- Benefits:

- Official partner level logo
 - Possibility to use KM logo under defined conditions
-



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- Showroom support - special pricing for demo products in showroom, under defined conditions

ELITE PARTNER FOR SALES AND SERVICE

- Description of partner that fits to this category:

This type of partner is company that has long relationship and experience with KM. They already invested in certification of sales and service staff and have results from previous period. This type of partner has broad competences to sell and service office KM machines. KM is willing to provide MAF on request based on fulfilled exams.

- Requirements:
 - Exact name of partner company
 - Minimum yearly purchase from KM in value of 500.000 EUR
 - Compass KM essential trainings for two named sales person
 - Basic Office product training for three named technician
 - Outward associate training for three named technicians
 - Showroom equipped with basic and advanced office BW and COL products
- Additional requirements for PP KM machines:
 - Outward Professional training for PP for one named technician
- Benefits:
 - Official partner level logo
 - Possibility to use KM logo under defined conditions
 - Showroom support - special pricing for demo products in showroom, under defined conditions

PARTNER CERTIFICATES - VALIDITY AND DURATION

- Each partner certification is valid during one fiscal year
- Sales and service certifications are valid for the person and for the company together
- In case the person is no longer working for the company the certification will be withdrawn from the person.
- The certification for the company will be withdrawn in case they do not fulfill the requirements described above.
- In case a new certification process will be lunched the old certifications will be not valid anymore.
- In case the partner activities are detrimental to Konica Minolta brand, the certification can be withdrawn during the year. This can be after a consultation with partner without a successful agreement.

CERTIFICATION AND MAF DOCUMENTS

As a benefit of cooperation with Konica Minolta, partners and other resellers are able to receive different supporting documents allowing Partners to use them for the different purposes such as participation on public tenders and procurements, straightening commercial offers or using as a marketing asset for different purposes.



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There are five different documents possible to get from Konica Minolta and those are:

- Certification Confirmation
- Competence Confirmation
- Sales Manufacturer Authorization Form (Sales MAF)
- Sales and Service Manufacturer Authorization Form (Sales and Service MAF)
- Other documents

Necessary time to produce the document from the moment Konica Minolta received request is five working days. Purpose of this documents are usually to certify the knowledge, competences and trainings, the employee of the particular partner has finished with Konica Minolta. For avoidance of doubt, Konica Minolta does not undertake any responsibility to any third party for failure of KM partners to perform any of their obligations to such third parties relating to delivery of KM products, provision of services on KM products, or any other obligations that may be related to issued certification and MAF documents.



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1. CERTIFICATION CONFIRMATION

1. DESCRIPTION

Certification confirmation is the document confirming one of the possible partner statuses:

- Sales Partner for Consumables
- Sales partner for Hardware and Consumables
- Advanced Partner for Sales and Service
- Premium Partner for Sales and Service
- Elite Partner for Sales and Service

It is possible only to confirm the currently active partnership level based on the requirements and process as follows. The document is consisting of the exact name of partner and exact data on active partnership level and duration as well as the clause that the document is issued upon the partner's request. The document can be issued only to partner with active partnership level and only for that exact purpose defined in request for issuing the document.

2. REQUIREMENTS

- Official list of partners per category with fulfilled minimum requirements. This list should be provided on the beginning of fiscal year and is valid for fiscal year for which is provided. This is official document that should be signed and stamped by Konica Minolta.

3. PROCESS

1. Partner is submitting the request to Konica Minolta
2. Konica Minolta is checking the status and approving/rejecting the document
3. Konica Minolta is informing the Partner that document is:
 - a. Rejected
 - b. Ready to pick up
4. Konica Minolta is distributing the hard copy to Partner

4. OUTCOME

Document confirming annual partner status with exact information on partner status level.

2. COMPETENCE CONFIRMATION

1. DESCRIPTION

Competence confirmation is the document confirming the present certification status of the individuals employed in partner companies regardless the requesting company status. The document is consisting the data on each individual in company with the current type of certification and date of issuing.

The document can be issued to partner with active partnership level and also to company in process of getting this status.



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2. REQUIREMENTS

- Written request with list of individuals for which the Competence Confirmation is needed.

3. PROCESS

5. Partner is submitting the request to Konica Minolta
6. Konica Minolta is checking the status of individuals and approving/rejecting the document
7. Konica Minolta is informing the Partner that document is:
 - a. Rejected
 - b. Ready to pick up
8. Konica Minolta is distributing the hard copy to Partner

4. OUTCOME

Document confirming the certification status of the requested individuals.

3. SALES MAF

1. DESCRIPTION

Sales MAF is a document frequently requested by customers purchasing goods in public procurement procedures. Through this document customers request a confirmation that a certain entity is authorized to offer equipment produced by Konica Minolta on a specific tender. Since each purchaser of Konica Minolta equipment is entitled to further resell such equipment, in accordance with applicable law, MAF shall be issued to any reselling company that is requesting such document for exact tender or public bid. Konica Minolta will issue a Sales MAF on request to all partners without a consideration based on finished exams to any particular tenders, and will reject such request only to partners whose previous behavior has been detrimental to Konica Minolta brand, either through failure to perform obligations arising out of previous tenders, or in any other way. MAF includes the details on tender or public bid, exact name of the company requesting the document, confirmation that company is authorized to offer the Konica Minolta goods on specific tender or public bid and clause that the document is valid only for that tender or public bid.

2. REQUIREMENTS

- Official tender documentation for which is MAF requested.
- Text for MAF authorization (exact name, address of customer, tender number, exact name, address and VAT number of partner)

3. PROCESS

1. Reselling company is submitting the request to Konica Minolta
2. Konica Minolta is checking the material and approving/rejecting the document
3. Konica Minolta is informing the Reselling company that document is:
 - a. Rejected
 - b. Ready to pick up
4. Konica Minolta is distributing the hard copy to Reselling company



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4. OUTCOME

Document authorizing requesting company to participate in public procurement/public bid. For avoidance of doubt, KM hereby confirms that Sales MAF is issued purely to satisfy requirements of the customers requesting such documents, and the procedure of issuing Sales MAF's is not intended to limit in any way the right of any other entities, which are entitled, to the extent permitted by the law and specific regulations and rules of tenders, to further resell KM equipment on any public tenders, or in any other way, even without obtaining MAF from KM.

4. SALES AND SERVICE MAF

1. DESCRIPTION

Sales and Service MAF is authorizing named company to offer sales and maintenance services to customers that are requesting this kind of service for Konica Minolta devices. Document is available only for Elite Partner for Sales and Service, Advanced Partner for Sales and Service and Premium Partner for Sales and Service with valid status and all valid requirements. It is consisting the details on tender or public bid, exact name of the company requesting tender, confirmation that that company is authorized and capable to provide requested service and clause the document is valid only for that tender or public bid.

2. REQUIREMENTS

- Official list of partners per category with fulfilled minimum requirements. This list should be provided on the beginning of fiscal year and is valid for fiscal year for which is provided. This is official document that should be signed and stamped by Konica Minolta.
- Monthly report regarding partner's unit and turnover sales (HW and consumables)
- Official tender documentation for which is MAF requested
- Text for MAF authorization (exact name, address of customer, tender number, exact name, address and VAT number of partner)

3. PROCESS

1. Partner is submitting the request to Konica Minolta
2. Konica Minolta is checking the Partner status and Partners sales and service staff according to Certification Requirements, estimating on a general level the capability of the partner and its staff to fulfill obligations under relevant tender/public bid and approving/rejecting the document
3. Konica Minolta is informing the Partner that document is:
 - a. Rejected
 - b. Ready to pick up
4. Konica Minolta is distributing the hard copy to Partner

4. OUTCOME

Document confirming that, to the best of Konica Minolta's knowledge, Partner company has a knowledge and resources and fulfilling all requesting terms to service and maintain the equipment subject of the public procurement/public bid.



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5. OTHER DOCUMENTS

Other kind of documents, specific confirmations and different kind of official letters are subject of ad hoc assessment and will be issued or rejected based on the internal Konica Minolta procedure and without obligation to justify any decision made for the specific case.

6. TENDER SUPPORT PROCEDURE

1. DESCRIPTION

As another benefit of the partnering with Konica Minolta, the Partner can request and acquire financial support on public bids and tenders. Depends on nature of tender (Procurement of goods only, procurement of goods and maintenance, OPS agreement, etc.) the levels and nature of support are different. Tender support can be requested by all Konica Minolta partners and approved based on the specific situation in tender and relevancy of the submitted documents. Financial support (price discount) can be approved only for the devices, it is not possible for the spare parts and consumables.

2. REQUIREMENTS

In order to be able to offer competitive support, Konica Minolta have to receive full data set on tender consisting of:

- Full tender documentation
- Detailed information on customer (nature of customer, monthly consumption on equipment that is the subject of procurement, relationship with partner and other resellers, forecast on future procurements)
- Specification of equipment and competition models
- Justification of support request (written explanation why certain support level is necessary)

3. PROCESS

9. Partner is submitting the Tender Support Request with all requested documentation to Konica Minolta and Distributor or Elite Partner
10. Konica Minolta is checking the status and approving/rejecting the support
11. Konica Minolta is informing the Partner that support is:
 - a. Rejected
 - b. Approved
12. Konica Minolta is confirming the pricing to Distributor or Elite partner
13. Distributor or Elite partner is communicating the pricing to Partner. Konica Minolta has no any impact on Distributor and Elite Partner pricing policy.

4. OUTCOME

Support for the requested project is approved.



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7. PARTNER PROGRAM CERTIFICATIONS

1. PURPOSE OF CERTIFICATION

Certification is warranty that to the best of KM's knowledge, partner company develops the knowledge, experience, and skills to perform specific operations that fit into KONICA MINOLTA standards that are the same worldwide. Once when an employee in a partnership company completes a course of study, receives a certificate earned by passing an exam level that is accredited by Konica Minolta organization.

We have two basic types certificates –Technical – OUTWARD and Sales - Compass

Technical Certification required Outward certificates

2. TYPES OF CERTIFICATIONS

OUTWARD CERTIFICATIONS

The OUTWARD certification program is composed of five levels that build on each other. The first and second levels from the basic tracks, the third to fifth levels are divided into market segment - related specific technology tracks (Color, Production Printing, Network, Office Solutions).

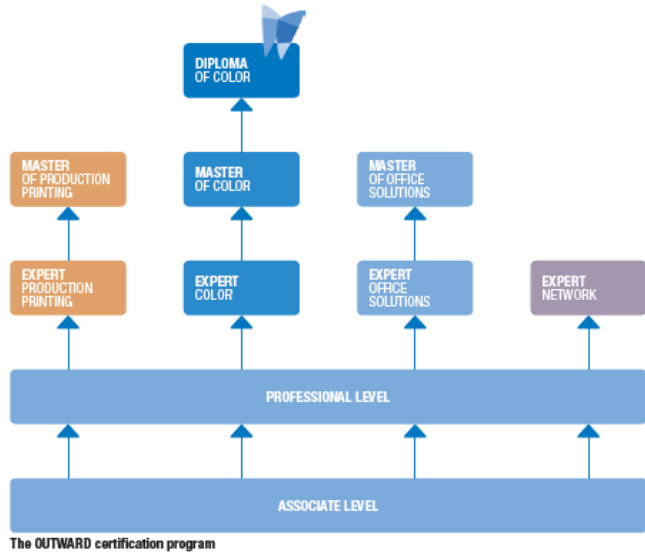
The "Master of Color", "Master of Office Solutions" and the "Master of Production Printing" are three of the high-end qualification levels.



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The highest OUTWARD certification level is the "Diploma of Color". A three-day hands-on assessment for the Diploma marks the pinnacle of this professional education system.

Apart from the hands-on Diploma assessment, qualification levels consist of multiple eLearning courses (see inlay), many with engaging animations. There is a qualification test (final exam) for each of the content modules within a certification level. After successfully finishing an entire level, students will receive a high quality certificate and its appropriate badge



COMPASS CERTIFICATION

Sales – Compass Certifications provide exactly the knowledge for sales person which they need to do their jobs professionally. It is especially suited for novices but and professionals can improve knowledge with different type of modules, interactive and multimedia based and make profound knowledge transfer an enjoyable activity

