



Partnering Made Personal



Allied Telesis Introduction

We're a global leader in connectivity solutions with a vision to deliver zero Total Cost of Ownership via smart management tools that make networking easy for enterprise, government, education and critical infrastructure organisations.

Our broad solution portfolio is ideally suited to build easy-to-use networking solutions that lower costs and reduce business risk.

Established
1987

Patents
160+

Revenue
\$260 Million (annual)

Clients
6,900+

Staff Numbers
1600+



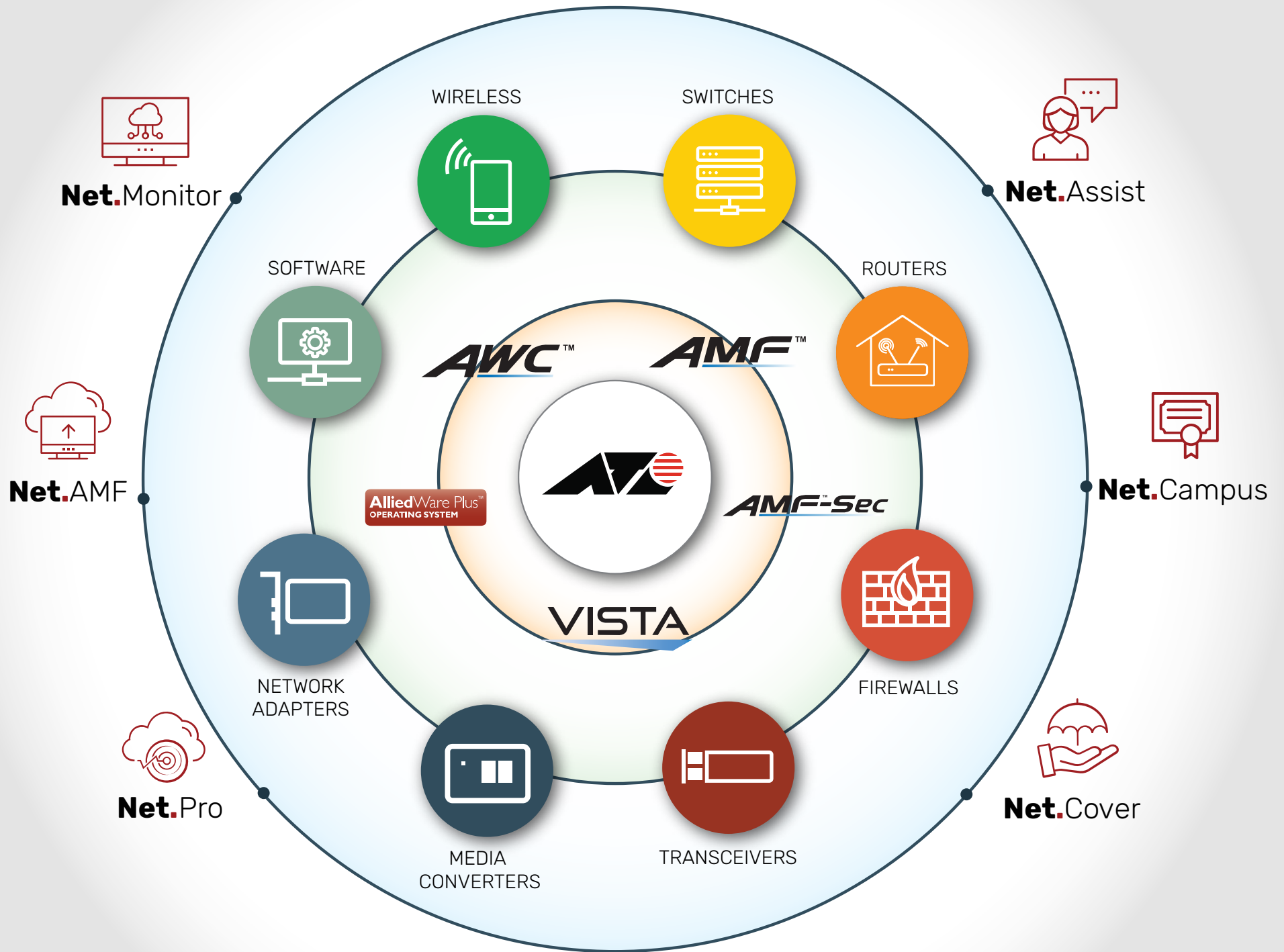


What We Do

We provide a wide range of solutions, including hardware, software and services that form a comprehensive end-to-end suite:

- + Campus and Industrial Switching
- + Wireless Access Points
- + Firewalls and Routers
- + Network Interface Cards and Media Converters
- + Single Pane of Glass Management

To support our solutions-based offering we offer a global professional services organisation to enable our customers to focus on their core business, not the operation of their network.



Net.Monitor

Net.Assist

Net.AMF

Net.Campus

Net.Pro

Net.Cover

WIRELESS

SWITCHES

SOFTWARE

ROUTERS

NETWORK ADAPTERS

FIREWALLS

MEDIA CONVERTERS

TRANSCEIVERS

AWC™

AMF™

AMF™-Sec

VISTA

AlliedWare Plus™
OPERATING SYSTEM



“

Our account manager and indeed the wider company demonstrates what true partnering can look like, regular contact and not just around the next sale. Any requests for information or assistance are dealt with quickly and professionally.

”

G4S Fire and Security
PLATINUM PARTNER



We take partnering seriously.
100% of our revenue flows
through our Channel Community
and we focus every day on
supporting this growth.

What Partnership Means to Us

For us, Partnering is about more than call centers, portals and programs. Sure, we have those things too, but we work closely with all our Partners to understand their go to market strategies and support them in building innovative and differentiated solutions that align with their objectives – not just ours.

We then focus on being as easy to do business with for our Partner community as possible.

Partner Program Benefits





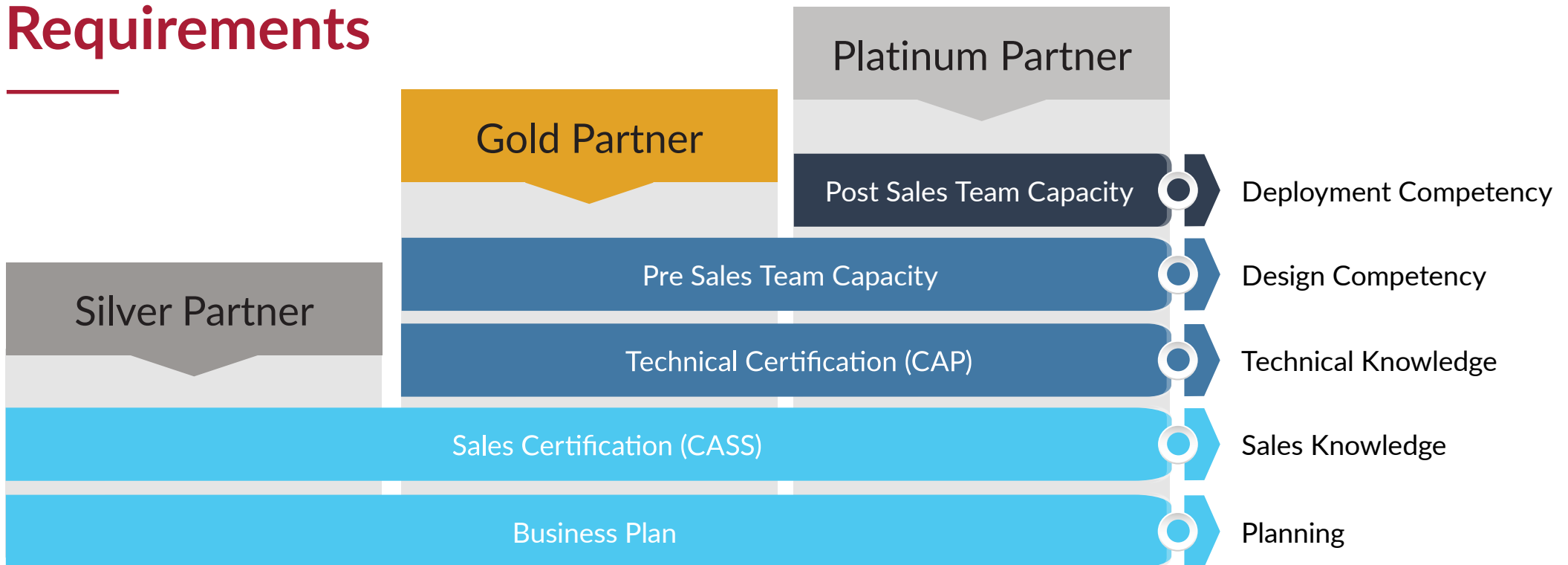


A productive working relationship is vital for the smooth delivery of our projects. Allied Telesis has proven capability in delivering great products backed by excellent support. A very viable alternative to the bigger players.



ExcelRedstone
PLATINUM PARTNER

Partner Program Requirements





“

The relationship with our Account Manager is what sets our Allied Telesis Partnership apart as they really understand our business and where they fit in.

”

Object Matrix
SILVER PARTNER

How We Enable Your Growth

Ask any Allied Telesis partner what they value most from our relationship and before they mention the great products, outstanding post-sales support or even the margin opportunity they always say the same thing – the 121 relationship with our Account Team.

We keep our eco system of Partners small enough that we can take the time to understand the business of each one, jointly identify how best we can help their growth and invest in making it happen. Being an Allied Telesis Partner means more than a logo – it means being part of our community where success is something we work for together.



Getting Started with Allied Telesis

01

Discuss your Business growth plans with Allied Telesis to identify areas of mutual opportunity.

02

Complete the Associate Partner Program Application Form.

03

In conjunction with Partner Account Management Team complete Business Plan, including:

- + Sales enablement
- + Marketing
- + Training program





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