

OKI RESELLER ADVANTAGE PROGRAM

PROGRAM OVERVIEW

The OKI Reseller Advantage Program promotes the partnership between OKI and the Reseller community in Australia to build a growing and profitable business selling genuine products purchased from OKI's Authorised Distributor Dynamic Supplies.

All Resellers in the program have access to Classic OKI product range. Resellers in the OKI Reseller Advantage Program can access both Financial and Non-Financial Program benefits including:

Financial Program Benefits

- Classic Hardware upfront additional discount.

Non-Financial Program Benefits

- Dedicated Dynamic Supplies and OKI Channel Manager
- Sales and/or Service Training as required
- Customer Demonstration support
- Access to dedicated Reseller and regular Distributor and OKI promotions



Requirements	Reseller	OKI Reseller Advantage	OKI Dealer
Sign Up Agreement	✗	✗	✓
Target	\$0	\$2,000 per year	\$3,000 per quarter
Classic Hardware Access	✓	✓	✓
ES Hardware Access	✗	✗	Upon approval
Pro Series Hardware Access	✗	✗	Upon approval
HW Margin	5%	Up to 18%	Up to 18%
Dedicated OKI Channel Manager	✗	✓	✓
Sales Training as required	✗	✓	✓
Access to OKI Promotions	✗	✓	✓
MPS Program Access	✗	✗	Upon approval
OKI Service Centre Access	✗	✗	Upon approval
Consumable Rebates	✗	✗	✓