

My Partner
MCS CHANNEL PROGRAM



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WHO WE ARE?

Since 2006, Mideast Communication Systems had the knowhow to become the leading regional IT Solutions Provider by delivering a competitive portfolio of security solutions and reliable services to the market. MCS has a preceding role as a leading value-added distributor in introducing new trends to the market in Cyber Security, Risk & Vulnerability Management Web and Mail Security to the Market and launching new Concept in Products Distribution.

MCS has successfully leveraged its track record and expertise to expand its business in Africa. In 2020, MCS has inaugurated its permanent office in Nairobi to manage MCS operations in 10 Eastern and central African countries. MCS plans to cover most of the African countries with on-ground presence by 2023.

WHY PARTNER WITH MCS?

Our ability to help our partners adapt and capitalize on the rapidly changing network & security market is foundational to our success. MCS is always committed to delivering competitive value and differentiation for our partners. We are keen to support our partners to win new business and grow profitability.



MCS CHANNEL PROGRAM (MY PARTNER)

Our partner program is designed with our partners' core requirements in mind. MY PARTNER provides MCS partners with access to sales and marketing resources, partner sales and technical training, deal registration, technical support, credit facilities, funded joint events and incentive programs—all they need to attract new customers and build business.

Our program enables our partners to differentiate their unique value as trusted security advisors to their customers via our partnership levels. These tiers deliver a margin advantage to partners who commit to and invest in MCS programs. The cornerstones of our program are five business lines: Security intelligence, Security Infrastructure, Network infrastructure, End Point Protection, Data center infrastructure & virtualization.

A graphic of a document or brochure titled "My Partner MCS CHANNEL PROGRAM". The text "My Partner" is in a blue script font, "MCS" is in a bold black sans-serif font, and "CHANNEL PROGRAM" is in a black sans-serif font, all arranged diagonally on a white background.

TRAINING & SUPPORT

We offer the most technologically advanced products on the market; we avail all of the tools needed to be able sell and develop efficient business.
We avail for our partners teams the following;

- TRAINING CALENDAR**

Consistent weekly training session on the latest technologies and products integrations.
- FOCUS SESSION**

Session upon partner request basically to cover a certain technical topic concerning MCS products portfolio.
- CHALLENGE ME**

Technical simulation and role play on a certain product/technology/integration upon Partner request, in order to grant the highest understanding, our Partner team start challenging our technical instructors in a very interesting beneficial session.
- POC SHADOW**

At MCS we fully enable our reseller technical team to be able to perform a complete POCs performance.



REWARDS

At MCS we support our resellers to take their business to the next level by presenting various incentives and rebates specifically designed to boost your sales figures. Depending on your level in the program, you'll gain advantages such as leads, co-marketing events enable you to customize the optimal sales and promotion strategies for your particular business.



BUSINESS DEVELOPMENT

Through MCS valuable sales, presales and technical teams, we are committed to ensure our reseller teams are fully aligned and empowered in IT market via a focused planning and accounts mapping in addition to other channel tools and processes in order to avail the highest and maximum business benefit

MY CHANNEL

A dedicated channel resources 24/7 to avail full accessibility and support to our resellers in terms of technical, sales or financial aspects

ACCOUNT MAPPING & PLANNING

Full business alignment and engagement with our strategic partners, sharing accounts and opportunities, it's a comprehensive investment toward a sufficient business development.

CHANNEL FAST TRACK

A very committed SLAs to ensure a seamless and smooth orders processing and support



TIERS & BENEFITS

With MCS Partner Channel Program our partners will level up following a basic parameter, in each level our reseller will be able to benefit from My Partner tools and facilities;

MCS Partner Channel Program has a four-tier structure - that supports you in realizing growth in your business and investing with MCS over time.

- ELIGIBILITY**
- Only applied on orders above 20K USD
 - Demo units eligibility upon availability

- FINANCIAL FACILITY**
- incentive Program
 - Rebate
 - Funded Marketing Activity

- ENABLEMENT**
- Free Tech/Sales Enablement Seats
 - Tailored Product/Solution Sessions
 - POC Shadow Engineer

- SLA**
- Guaranteed Response Time
 - Dedication Channel Manager

- ACCESS TO RESOURCES**
- Demo Units
 - PMO
 - PreSales Support

BENEFITS	AUTHORIZED PARTNER	SILVER PARTNER	GOLD PARTNER	PLATINUM PARTNER
2% discount on first order [★]	✓	✓	✓	✓
Free Tech/Sales Trainings	✓	✓	✓	✓
Incentive Programs Eligibly	✓	✓	✓	✓
Rebate Program Eligibly		✓	✓	✓
Channel Fast Track			✓	✓
Tailored Focus-Sessions			✓	✓
Dedicated Channel Manager			✓	✓
POC Shadow				✓
Access To PMO				✓
Discounted Demo kits				✓

“Conditional discount, to confirm please refer to MCS channel team”

REQUIREMENTS AND LEVELING-UP

REQUIREMENTS	AUTHORIZED PARTNER [*]	SILVER PARTNER	GOLD PARTNER	PLATINUM PARTNER
REVENUE [*]	—	OVER 200K USD	OVER 1M USD	OVER 5M USD
PIPELINE	—	—	OVER 2M USD	OVER 10M USD

* Revenue is calculated on annual basis

* Authorized Partner is an entry phase that is mandatory to be leveled up within 6 months

TECHNOLOGY PROVIDERS











26A Ibn Malka St, off Mostafa Kamel Axis -
behind Mobil Gas Station, First Settlement , New Cairo, Egypt

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www.mcsholding.com

