https://en.canon-me.com/partner-programme/

**CHANNEL PARTNER**

Great work requires collaboration. At Faxonics Technologies Pvt Ltd, we understand the importance of working together to build great things. That is why our channel partners are key players in our delivery of innovation and expertise.

Together with our worldwide network of channel partners, we work to develop valuable industry-tailored solutions that are regionally accessible. Each of our channel partners plays a critical role in empowering consumers—from developing new technologies to implementing them. Through these partnerships, we enable organisations to push beyond industry expectations and perform at their best.

**Faxonics PARTNERCONNECT**

FTPL has united its entire channel into a new partner programme that empowers our channel partners to offer you more value and expand your impact. We’ve kept the strengths of previous partner programmes and added a number of new design features that bring together all of the benefits and resources essential to progress—along with a focus on delivering new levels of excellence and opportunity.

Faxonics has used direct partner feedback to design a new partner programme, a core element of its strategy to grow its B2B channel business. Faxonics's unrivalled portfolio and unique expertise, this revitalised programme will support partners explore new opportunities for growth. Faxonics said, “By listening closely to partners we have revamped our partner programme to best fit partner needs in this challenging and evolving marketplace. Recognising that every business has different plans for growth, our programme offers a tailored approach so we can adapt the way we work with each partner to meet shared goals.”

The programme benefits are categorised across five areas. Together, they provide partners with the support, tools, insight and an ecosystem to win in partnership with Faxonics:

**Diversify**
Faxonics will help partners grow their business. First, market sizing and segmentation insight will aid partners to quantify opportunities, while maximising coverage and penetration.

**Collaborate**
The cornerstone of the Faxonics partner programme is true partnership. Building on positive partner feedback regarding Faxonics’s account management culture, Faxonics has invested heavily in headcount, training and tools to demonstrate its ongoing commitment to this central principle of collaboration. Joint business planning is a fundamental element of this. Driven by dedicated account specialists the business plans turn a shared commitment to business development into agreed goals and actions, enabling partners to unlock the benefits available to them and grow with Faxonics.

**Expand**
The updated programme reinforces Faxonics’s commitment to helping partners stand out from their competition and generate demand. Faxonics will empower partners with market insights and propositions to optimise traction in target customer segments, and campaign tools to generate a higher volume and quality of leads.

**Win**
Through a new Partner Learning Hub, partners will have access to training and resources designed to help their sales teams to be more effective in closing business. These resources are structured in three parts: building knowledge of Faxonics’s product portfolio and its value proposition; supporting sales conversations; and specialist market tracks, which drill down into more detail on the way customers in those sectors think and buy.

**Streamline**
Finally, Faxonics will support partners with tools and services to help them manage and deploy their end user service offering as effectively and efficiently as possible – simultaneously reducing administrative burden and costs, whilst improving customer satisfaction.