



Huawei Technologies Co., Ltd.

# Enterprise Business Group Document

Huawei EBG BD. No. [2017] 019

Approved by: Yan Lida

## Channel Partner Certification Standards and Authorization for Enterprise Business Ex-China V4.0

### I. Purpose

This document is hereby released to promote the development of the channel business and standardize certifications and authorization for channel partners.

### II. Applicability

The enterprise business ex-China

### III. Definitions

Channel partners concerned are those who work with Huawei on the routes-to-market and sell Huawei products, solutions, and services to end customers.

#### 1. Types of channel partners

Channel partners include Tier 1 Channel Partner and Tier 2 Channel Partner.

1) **Tier 1 Channel Partner:** Global Distributor (GD), Regional Distributor (RD), Distributor, Global Partner (GP), Regional Partner (RP), Value-added Partner (VAP) can purchase Huawei products, solutions, and services from Huawei directly.

GD and RD are distributors that run business in multiple countries. Huawei manages them with shortlists. For details, see the *Regulations on Distributors for Enterprise Business Ex-China*.

GP and RP work with Huawei in multiple countries and regions. Huawei manages them with shortlists. For detailed GP policies, see the *Regulations on Defining and Developing Global Partners for Enterprise Business Ex-China*. For detailed RP policies, see the *Regulations on Defining and Developing Regional Partners for Enterprise Business Ex-China*.

2) **Tier 2 Channel Partners** include Gold Partner, Silver Partner, and Authorized Partner. In principle, Tier 2 Channel Partner shall purchase Huawei products, solutions, and services from Distributor.

**\*Note:** According to Huawei's *Channel Partner Registration Process for Enterprise Business*, only channel partners who have registered successfully can apply for certifications of Tier-1 or Tier-2 Channel Partner. Successful registration is a prerequisite for channel partners to obtain Huawei products, solutions and services.

## 2. Product Category

1) The classification of Product Categories is listed at follows:

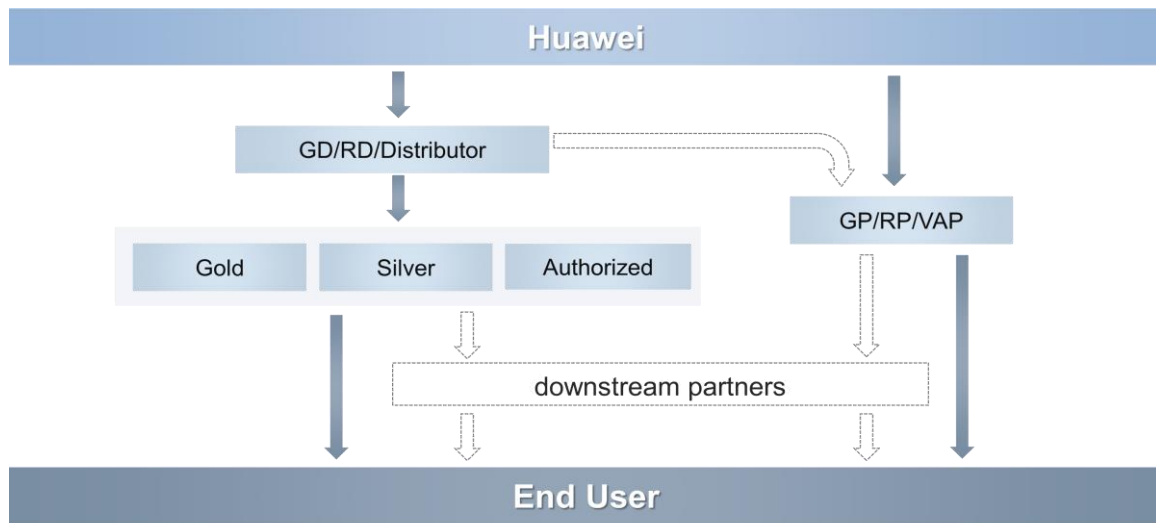
Enterprise Network	Enterprise IT	Fusion Cloud	Enterprise Cloud Communication s	Network Energy	Enterprise Wireless	Professional Services
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2) Principles for the classification of Product Categories for certified channel partners.

- Distributors are authorized by Product Categories. In principle, Distributors cannot place orders at Huawei directly for product families that they are not authorized to sell.
- All partners can sell Huawei brand services. Only partners that have obtained Huawei service certifications (for example, Certified Service Partners [CSPs]) can purchase Huawei collaborative services. For details, see the *Regulations on Enterprise BG Service Partner Business Outside China*.
- The channel partner can only sell the listed and marketable products in its authorized region.

## IV. The Channel System for Huawei Enterprise Business Ex-China

## 1. Channel framework



## 2. Roles of Distributors

- ◆ Is a major partner in a regional market for Huawei enterprise business, and undertakes commercial goals for authorized products.
- ◆ Has strong capabilities comprehensively in funding, staffing, logistics, marketing, technical support, etc. Has experience in selling relevant products and a strong network for next-tier channel partners. Runs business that covers the main markets in the countries it is authorized, and has branches in key cities.
- ◆ Recruits and manages Tier 2 Channel Partners, covers regional markets, assists Huawei in managing and supporting Tier 2 Channel Partners in terms of logistics, financing, pre-sales technical support and post-sales services, commercial and marketing support.
- ◆ May place orders at Huawei directly, but may not sell to end customers without Huawei's permission.
- ◆ Conducts joint branding, marketing and promotion activities with Huawei and help Tier 2 Channel Partners develop markets.
- ◆ Assists Huawei in the implementation of channel incentive programs for Tier 2 Channel Partners.

## 3. Roles of VAPs

- ◆ Is a major partner in a regional market for Huawei enterprise business, and undertakes commercial goals in industries and customers related to Huawei enterprise business.
- ◆ Has strength in funding, staffing, sales capabilities and influence over relevant industries or customer groups. Has a deep understanding of industry business. Has a strong capability in system integration, industry consulting, and technology services.
- ◆ Assists Huawei in developing customers, be responsible for digging opportunities, obtains certifications for Huawei products from the partner, and wins key projects.
- ◆ Is responsible for building industry customer relationship platforms, and provides support in technologies, solutions and branding of Huawei products for industry customers.
- ◆ Sells to end customers directly and may not sell to Tier 2 Channel Partners without Huawei's permission.

#### 4. Roles of Gold and Silver Partners

- ◆ Is responsible for building regional/industry customer relationship platforms, and undertakes goals for Huawei regional/industry sales revenue.
- ◆ Is responsible for providing pre-sales technical and post-sale technical support and branding support for regional/industry customers.

#### 5. Roles of Authorized Partners

- ◆ Is a sales partner certified by Huawei at a primary stage.
- ◆ Is responsible for providing pre-sales technical and post-sale technical support and branding support for regional/industry customers.

### V. Certification Standards

#### 1. Business scale

<b>Channel Partner</b>	<b>Distributor</b>	<b>VAP</b>	<b>Gold</b>	<b>Silver</b>	<b>Authorized</b>
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Type					
<b>Business Scale (USD)</b>	More than 10 millions	More than 5 millions	More than 2 millions	More than 1 million	More than 0.5 million

Note: business scale refers to the annual sales amount it achieves in the countries/regions it is authorized to sell relevant Huawei products.

## 2. Performance thresholds and requirements (in the authorized country/region)

Channel Partner Type	Distributor	VAP	Gold	Silver	Authorized
<b>Sales Performance Threshold (USD)</b>	6 millions	2 millions	0.5 million	0.25 million	Transactions

## 3. Requirements on capabilities and staffing

### 1) Distributor

Capability Type	Requirements
Sales and Technical Capabilities	<ol style="list-style-type: none"> <li>1. More than 3 years of sales experience in relevant authorized products. Sets up sales teams dedicated to Huawei business in regions, and performs the sales, configuration and quotations of Huawei products.</li> <li>2. Technical support teams for relevant authorized products. Undertakes parts of pre-sales and post-sales support for Huawei products.</li> <li>3. Supports next tier channel partners/end customers in (Proof of Concept) POC tests.</li> <li>4. Deep understanding in authorized regional markets.</li> <li>5. The partner has professional capability in run-rate business is preferred.</li> </ol>

<p>Service Capabilities</p>	<ol style="list-style-type: none"> <li>1. Capabilities in providing installation and maintenance services for Huawei products.</li> <li>2. GD and RD shall be able to provide support in pre-sales technologies, logistics and delivery, installation and commissioning and other post-sales requests across regions/countries.</li> </ol>
<p>Personnel (certificate) requirement</p>	<ol style="list-style-type: none"> <li>1. Sales &amp; Pre-sales certificate: 4 sets of certificates (at least one set of certificate for IP and one for IT)</li> <li>2. Dedicated Personnel: 3 people</li> <li>3. Post-sales certificate: CSP three diamonds (any product line)</li> </ol>
<p>Finance qualification</p>	<ol style="list-style-type: none"> <li>1. Gross assets <math>\geq</math> US\$ 1.5 million</li> <li>2. Credit rating at D or above</li> </ol>
<p>Supply platform</p>	<ol style="list-style-type: none"> <li>1. Equipped with relevant order management teams and complete order processing procedures. Huawei online order and visibility system must be used.</li> <li>2. Equipped with relevant logistical/warehouse management teams; Available self-built warehouses or warehouses in a long-term lease that meet the storage requirements for Huawei products; Transportation and distribution capability in China, and Chinese LSPs in long-term partnership.</li> <li>3. Custom clearance capability and international logistical capability; Internal LSPs in long-term partnership. Otherwise, Huawei cannot sign the partner agreement with E/F type trading terms with the partner.</li> </ol>
<p>Support for Tier 2 Channel Partners</p>	<ol style="list-style-type: none"> <li>1. At least 200 activated Tier 2 Channel Partners that run relevant enterprise business.</li> <li>2. Capabilities in providing credit lines to Tier 2 Channel Partners.</li> </ol>

	3. Branches: Effective market coverage in authorized countries/ regions.
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Note: One set of certifications = 1 sales certification + 1 pre-sales certification (of the same product line)

**2) Value-added Partners (VAPs)**

Capability Type	Requirements
Capabilities in Industry Markets	<ol style="list-style-type: none"> <li>1. Good industry and customer coverage, sales capability, and influence.</li> <li>2. Has successful experience in big projects for relevant industries and customers, and shall be a market leader.</li> <li>3. A deep understanding in relevant industries and customers' needs, and the capability in developing comprehensive solutions.</li> </ol>
Sales Capabilities	<ol style="list-style-type: none"> <li>1. Dedicated marketing teams for relevant industries and customers.</li> <li>2. The partner with the capability required for Huawei Demo Lab is preferred.</li> <li>3. The partner short-listed by key customers is preferred.</li> </ol>
Service Capabilities	<ol style="list-style-type: none"> <li>1. Corresponding service teams, capabilities in providing installation and maintenance services for Huawei products.</li> <li>2. For example, the partner shall have at least two Huawei certified post-sales engineers for network energy products.</li> </ol>
Personnel and Certification	<ol style="list-style-type: none"> <li>1. Obtains at least one Huawei specialization certification. Sales, pre-sales, post-sales experts shall not be the same person.</li> <li>2. Post-sales certification: Three diamonds for CSP (for any product line)</li> </ol>

Finance qualification	<ol style="list-style-type: none"> <li>1. Gross assets ≥ US\$ 1 million</li> <li>2. Credit rating at E or above</li> </ol>
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*Note: For detailed requirements on specialization certification, see the Regulations on Specialization Certification for Channel Partners for Enterprise Business.*

**3) Gold, Silver, Authorized Partners**

Capability Type	Gold	Silver	Authorized
Capabilities in Industry Markets	<ol style="list-style-type: none"> <li>1. High market position in the industry or region</li> <li>2. Strong integration capabilities in solutions</li> </ol>	<ol style="list-style-type: none"> <li>1. Strong customer development capabilities</li> <li>2. Integration capabilities in solutions to a certain degree</li> </ol>	
Sales Capabilities	Dedicated personnel commit to fulfill Huawei sales targets, and effectively drive sales teams to achieve targets.	Dedicated personnel commit to fulfill Huawei sales targets, and effectively drive sales teams to achieve targets.	Sales experience in relevant product to a certain degree
Service Capabilities	Service capabilities in installing Huawei products	Service capabilities in installing Huawei products	
Personnel (Certificate) requirement	At least one Huawei specialization certification.	At least one Huawei sales expert (Huawei Certified Specialist[HCS]-Sales Certificate)	

**4. Multinational Corporation (MNC) partners**



**1) GD and RD**

<b>Channel Partner Type</b>	<b>GD</b>	<b>RD</b>
<b>Certification Standards</b>	Performance for all Huawei products reaches more than USD 30 million. Be certified as a distributor in more than two Huawei Regions, and five countries.	Performance for all Huawei products reaches more than USD 15 million. Be certified as a distributor in more than three countries within one Huawei Region.

**2) GP and RP**

<b>Channel Partner Type</b>	<b>GP</b>	<b>RP</b>
Huawei Serviceable Addressable ICT Market	≥ USD 50 million	≥ USD 20 million
Annual Sales Performance	≥ USD 10 million	≥ USD 3 million
Certified Personnel	At least 10 Huawei certified engineers, or two Huawei certified engineers in each country	At least five Huawei certified engineers, or two Huawei certified engineers in each country
Regional Coverage	At least five countries globally	At least three countries in one Huawei Region
Signing Agreements	Signs a Global Frame Agreement (GFA) or a	Signs a Global Frame Agreement (GFA) or a procurement

	procurement agreement.	agreement (for example, a Multinational Agreement).
Solution Capabilities	Is willing to certify, recommend, or integrate Huawei ICT infrastructure equipment, offer it to customers in commercial solutions. The partner’s offerings include but are not limited to technologies, and consulting services.	

**VI. Rules for Channel Partner Authorization**

1. Representative offices initiate applications for distributor certification (including certification renewal), which will be approved by the review team consists of Director of Rep Office Enterprise Business Dept, Director of regional Channel Business Dept, Director of regional Enterprise Business Dept, Director of HQ Partners Business Dept and Director of Partner Strategy and Operations Dept. Tier 1 Channel Partner certification will be approved according to the *Distributor Certification Process and Value-added Partner (VAP) Certification Process*.

2. Directors of enterprise business departments under rep offices review Tier 2 Channel Partner certification in Value-orentated countries. Tier 2 Channel Partner certification in Non-Valued orentated countries will be reviewed by rep offices firstly and by regional departments secondly. Tier 2 Channel Partner certification ex-China will be approved according to the *Tier 2 Channel Partner Certification Process*.

3. Channel authorization management is based on a calendar year. If a partner has been certified before June 30, it has authorization until December 31 in the same year. If a partner has been certified after June 30, it has authorization until December 31 in following year.

4. One partner cannot be certified as a Distributor and a VAP at the same time.

**VII. Channel Certification Renewal, Upgrading and Downgrading**

**1. Tier 1 Channel Partners**

Tier 1 Channel Partners will be reassessed 90 days before certifications expire. If they meet required qualifications for Tier 1 Channel Partner certification, their certifications will be renewed.

## **2. Tier 2 Channel Partners**

Tier 2 Channel Partners will be reassessed 30 days after certifications expire. If they meet required qualifications for Tier 2 Channel Partner certification, their certifications will be renewed. If they meet required qualifications for Tier 1 Channel Partner certification, they can apply for Tier 1 Channel Partner certification.

## **3. Grace Period**

- 1) Channel partners who do not meet certification requirements shall develop improvement plans, application materials include but not limit to relevant BPs for Huawei enterprise, (staffing plan, sales plan, marketing plan, training and certification plan).
- 2) If they complete the plans before certifications expire, their certifications will be renewed. If they haven't completed the plans, they can apply for the grace period from Huawei. If they still cannot meet certification requirements after the grace period, we will downgrade them or terminate cooperation.
- 3) The grace period is no longer than six months.
- 4) If channel partners violate regulations seriously, we may downgrade their certifications. For details, please see the *Regulations on Penalizing the Violations of Channel Partners for Enterprise Business ex-China*.

## **VIII. Exceptions and Deviations**

None

## **IX. Effectiveness**

The Partners Business Dept is responsible for any changes to and maintenance of this



policy. This policy takes effect from the date of release and becomes invalid after a new policy is released.

## X. Contact

If you have any questions about this policy, please feel free to contact the Partners Business Dept.

## XI. Documents Replaced

No.	Document Name	Document No.	Reason
1	Channel Partner Certification Standards and Authorization for Enterprise Business Ex-China V3.0	[2017] 002	Updated

## XII. References

No.	Document Name
1	<i>Distributor Certification Process</i>
2	<i>Value-added Partner Certification Process</i>
3	<i>Tier 2 Channel Partner Certification and Renewal Process</i>
4	<i>Channel Registration Process</i>
5	<i>CSP Certification Standards and Regulations for Enterprise Business Outside China</i>

## XIII. Attachments

None

Enterprise BG  
28,12, 2017

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Report to: None

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Send To: Partners Business Dept, Global Sales Dept, Marketing & Solution Sales Dept, Enterprise Technical Service Dept, Finance Mgmt Dept, Contract & Negotiation Dept,



Quality & Operations Dept, Enterprise Business Transformation & IT Dept, Enterprise Supply Director, Legal Affairs Dept, Inspection Dept, and the Enterprise Business Dept of each region

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Copy to: Staff Team (ST) members of the Enterprise BG

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Enterprise Business Group, Huawei Technologies Co., Ltd.

28,12, 2017 (one copy distributed and printed)

**Document Preparation/Modification Record**

<b>Version</b>	<b>Prepared/Modified By</b>	<b>Preparation/Modification Date</b>	<b>Content/Reason for Modification</b>
V4.0	Zheng Guo/00188612	2017/12/15	Updated the document.
V3.0	Wen Xiaocui/90004886	2016/12/30	Updated the document.
V2.0	Wen Xiaocui/90004886	2015/11/30	Updated the document.
V1.0	Chen Jiannan/00398571	2014/12/20	First Version