

LaCie PROgram+ Worldwide Reseller Channel Program

Profitability, Support, Visibility



LaCie creates external storage solutions, color monitors, and accessories that help professionals and everyday users easily manage their digital lives.

LaCie PROgram+ is the new worldwide channel program dedicated to independent resellers, VARs, and corporate dealers. It's aimed at supporting and increasing sales of added-value products (Solutions). It is made up of one mandatory qualification level – LaCie Reseller+ – and three specialized levels: LaCie Corner, LaCie Storage Partner, and LaCie Color Partner.

By joining LaCie PROgram+, you have the advantage of being able to sell our superior line-up of superbly designed and high-quality products. Partners will not only be able to expand business and benefits, close more sales, and increase earning potential, but also to access sales and marketing and increase their visibility on LaCie's Web site. Please see below the detailed requirements and benefits of each qualification level of the program.



Requirements

Focus	High-end Consumer	Professional	Professional	Professional
Minimum sales over past 12 months	✓	✓	✓	✓
Minimum Color / Solutions sales			✓	✓
Minimum activity	6 out of past 12 calendar months	6 out of past 12 calendar months	6 out of past 12 calendar months	6 out of past 12 calendar months
Respect pricing policy	✓	✓	✓	✓
Implement co-marketing plan	✓	✓	✓	✓
Attend periodical technical tradeshow		✓	✓	✓

Benefits

Dedicated price list	✓	✓	✓	✓
Product launch special offer		✓	✓	✓
Demo unit pricing			✓	
Semi-annual back rebate			✓	✓
Price protection	✓			
Allocation priority	✓	✓	✓	✓
Dedicated account manager	✓	✓	✓	✓
Hotline priority for Solutions	✓	✓	✓	✓
Product training	✓	✓	✓	✓
Catalog and marketing materials	✓	✓	✓	✓
POS tools	✓	✓		
Product dummies	✓	✓		
Lead generation	✓	✓	✓	✓
Dealer locator	✓	✓	✓	✓

LaCie may terminate the PROgram+ at any time in the event the agreed comarketing conditions above are not met anymore. LaCie and the Reseller may terminate the PROgram+ for convenience at any time, by giving a 1-month notice period in writing. Listing in the PROgram+ database and the PROgram+ preferential status shall be confirmed by written notice sent by the competent LaCie sub. While reasonable efforts have been made in the preparation of this document to assure its accuracy, LaCie assumes no liability resulting from errors or omissions in this document, or from the use of the information contained herein.

LaCie PROgram+ Worldwide Reseller Channel Program Product Families



LaCie Storage Solutions Family

LaCie Little Big Disk Quadra	LaCie Network Space
LaCie d2 Quadra Hard Disk*	LaCie Ethernet Disk mini
LaCie Big Disk Extreme+ Dual	LaCie Ethernet Disk mini - Home Edition
LaCie Big Disk Extreme+ Triple	LaCie Ethernet Big Disk
LaCie Big Disk Quadra	LaCie Ethernet Disk
LaCie 2big Dual	LaCie SAFE Mobile Hard Drive
LaCie 2big Triple	LaCie SAFE Mobile Hard Drive with Encryption
LaCie 2big Network	LaCie SAFE Hard Disk
LaCie 2big Quadra	LaCie d2 SAFE Hard Drive
LaCie 4big Quadra	LaCie Biggest S2S
LaCie 5big Network	

LaCie Color Solutions Family

LaCie 300 Series	LaCie 700 Series
LaCie 526	LaCie blue eye pro

LaCie Extreme Design Family

LaCie Hub	LaCie Rugged All-Terrain Hard Disk
LaCie USB Speakers	LaCie Brick Desktop Hard Drive
LaCie USB Key Max	LaCie Golden Disk
LaCie Skwarim	LaCie Hard Disk, Design by Neil Poulton
LaCie Little Disk, Design by Sam Hecht	LaCinema Rugged

Product families listing may vary depending on the geographic zone. LaCie reserves the right to modify the list of products included in product families. While reasonable efforts have been made in the preparation of this document to assure its accuracy, LaCie assumes no liability resulting from errors or omissions in this document, or from the use of the information contained herein. *No rebate on this product family

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Join Now!



Please fill in the form below and submit it by fax or email to your local LaCie subsidiary (see LaCie subsidiaries contact details on page 4). A LaCie sales representative will process your request and contact you shortly.

Customer information

Company name Contact

LaCie Customer Code Distributor Customer Code

Address

City State/Province Zip/Postal code Country

Reseller Type Reseller VAR Corporate Dealer Number of stores

Total sales Total employees Web site

Main brands

LaCie PROgram + qualification level

LaCie Reseller+ LaCie Storage Partner LaCie Color Partner LaCie Corner

Comarketing plan proposal (minimum six activities)

Communication

- LaCie logos on letterhead, business cards, orders confirmation, and invoices
- Joint advertisement campaign
- Dedicated box with three LaCie product lines on enduser email
- Dedicated box with three LaCie product lines on enduser catalog and/or flyer

Store

- LaCie qualification logos on street window or office entrance
- LaCie flyer and/or catalog on display
- LaCie Consumer Product display
- Dedicated and personalized shelf space
- Display three LaCie products on LaCie's official product stand
- Dedicated floor space for LaCie Corner format (2m x 2m open space)

Web and/or online store

- LaCie logos on Web site homepage
- Dedicated LaCie search page
- Minimum presence of 12 LaCie product lines or 36 SKU

Demo / showroom

- LaCie flyer and/or catalog on display
- Display three LaCie working Solutions
- LaCie Solutions product display

Events

- Dedicated LaCie floor space during tradeshow
- Use of LaCie LCD monitor and storage device during shows
- Joint enduser open house or vertical event

Other

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Contact and Title Signature and Date

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LaCie PROgram+

Worldwide Reseller Channel Program

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