

Huawei Technologies Co., Ltd.

# Enterprise Business Group Document

Huawei EBG BD. No. [2017] 017

Approved by: Yan Lida

## Ecosystem Partner Policy Outline for Enterprise Business Ex-China V2.0

### I. Overview

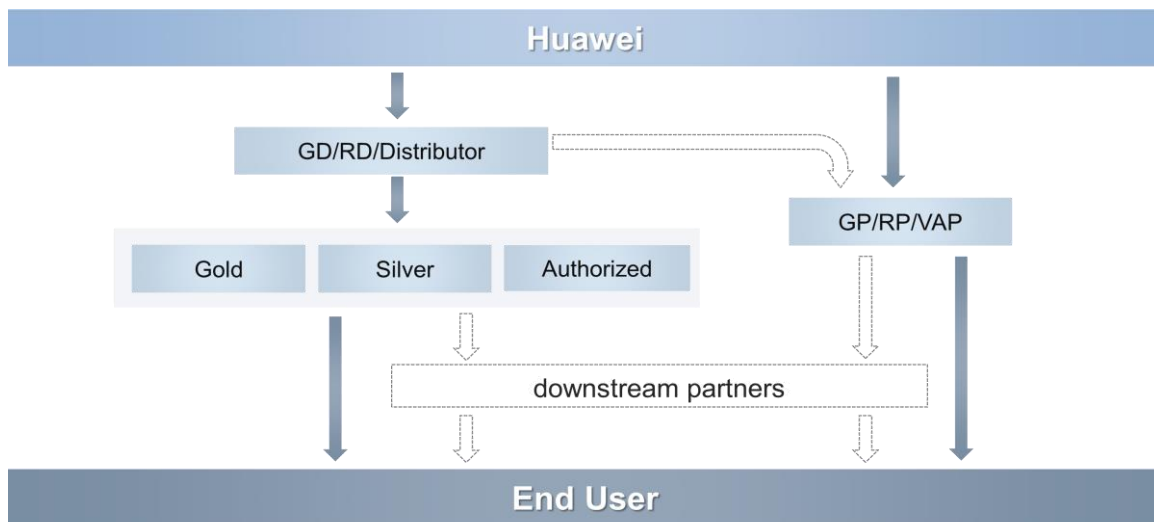
Huawei adheres to the Being Integrated Strategy unwaveringly for the enterprise business, and deploys partner policies that are fair, just and transparent. Huawei is open and collaborative with partners, and shares benefits with them. Together, we strive to build a sound ecosystem and achieve multi-win situations.

Huawei's partner ecosystem consists of six types of partners, including Sales Partner, Solution Partner, Service Partner, Investment and Financing Partner, Talent Alliance, and Social Partner.



## II. Sales Partner

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



Sales Partner is also named as Channel Partner in policy documents. There are Tier-1 Channel Partner, and Tier-2 Channel Partner.

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

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

For details, see *Channel Partner Certification Standards and Authorization for Enterprise Business Ex-China*.

## III. Solution Partner

Solution Partners are partners who develop or deploy joint solutions with Huawei or Huawei's ecosystem partners

**Types of Solution Partners:**

**ISV:** Independent Software Vendor;

**IHV:** Independent Hardware Vendor;

**Consulting**

**SI:** System Integrator

For details, see *Huawei Solution Partner Program Guideline*.

**Solution partners are classified** into Advanced/Preferred/Certified by capacity and contribution.



**IV. Service Partners**

Certified Service Partner (CSP) is a certification that testifies Channel Partner's capabilities in Huawei enterprise business, which not only measures the Channel Partner's service qualification, and also serves as a basis for the incentives and management on Service Partner.



CSP certification domains cover enterprise network (routing and switching/security/WLAN), transmission & access, enterprise cloud communication (UC/CC/VC/IVS), IT (storage/server/cloud computing/DC), and network energy (DCF/UPS). In each domain, we have 3-star CSP, 4-star CSP, 5-star CSP, and Global CSP based on the CSP's service capabilities. After a partner obtains a CSP certification, it can enjoy corresponding rights and can join in the Service Sales Program. The higher the certification level is, the more rights, benefits, and incentive programs can the partner obtain.

For details, see *Regulations on Enterprise BG Service Partner Business Outside China*.

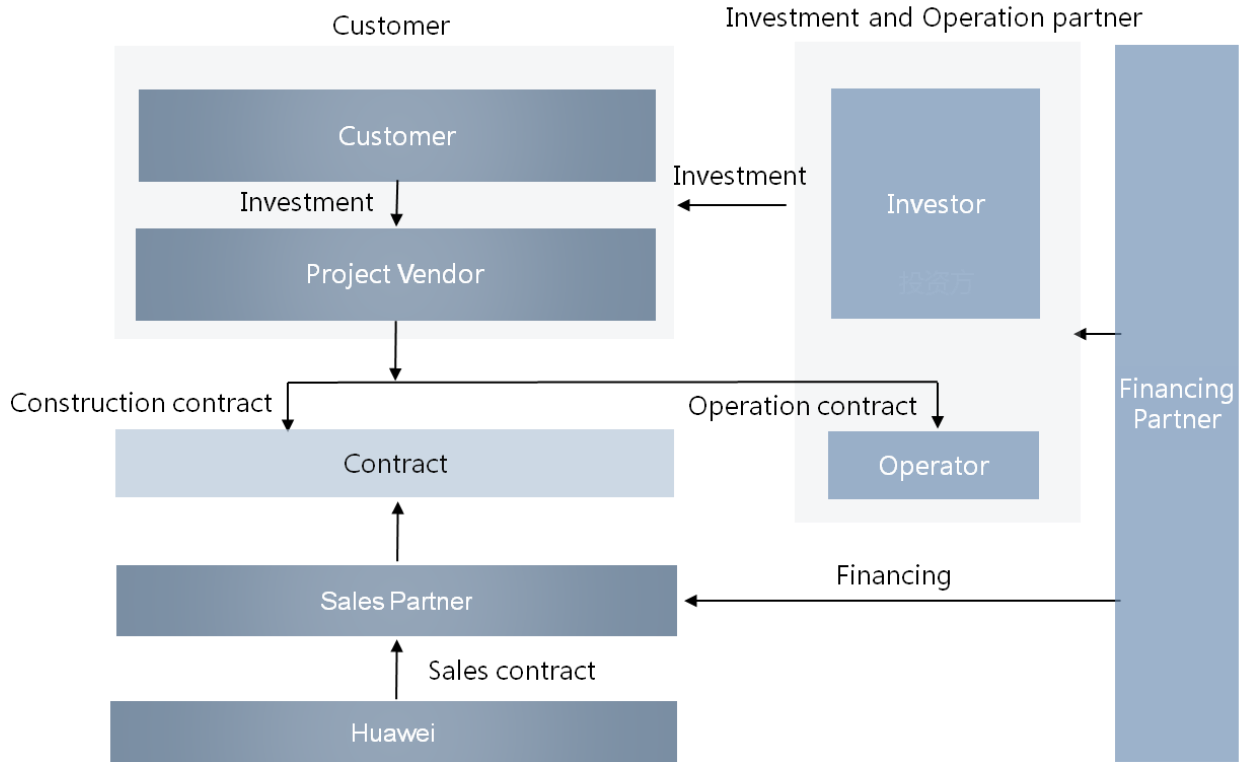
## V. Investment and Financing Partner

Investment and Financing Partners are partners who provide investment, operating, financing, and leasing services to Huawei's customers or partners, include Investment and Operation Partner, and Financing Partner.

Investment and Operation Partners are partners who provide investment or operation services mostly for Huawei's customer/project vendors. For detailed, see *Investment and Operating Partner policy for Enterprise Business Ex-China*.

A Financing partner is a third-party financial institution, which provides channel partners with financing solutions that possess competitive advantage in interest rate and flexibility in terms, to purchase Huawei's

products, solutions and services. For details, see *Financing Partner Policy for Enterprise Business Ex-China*.



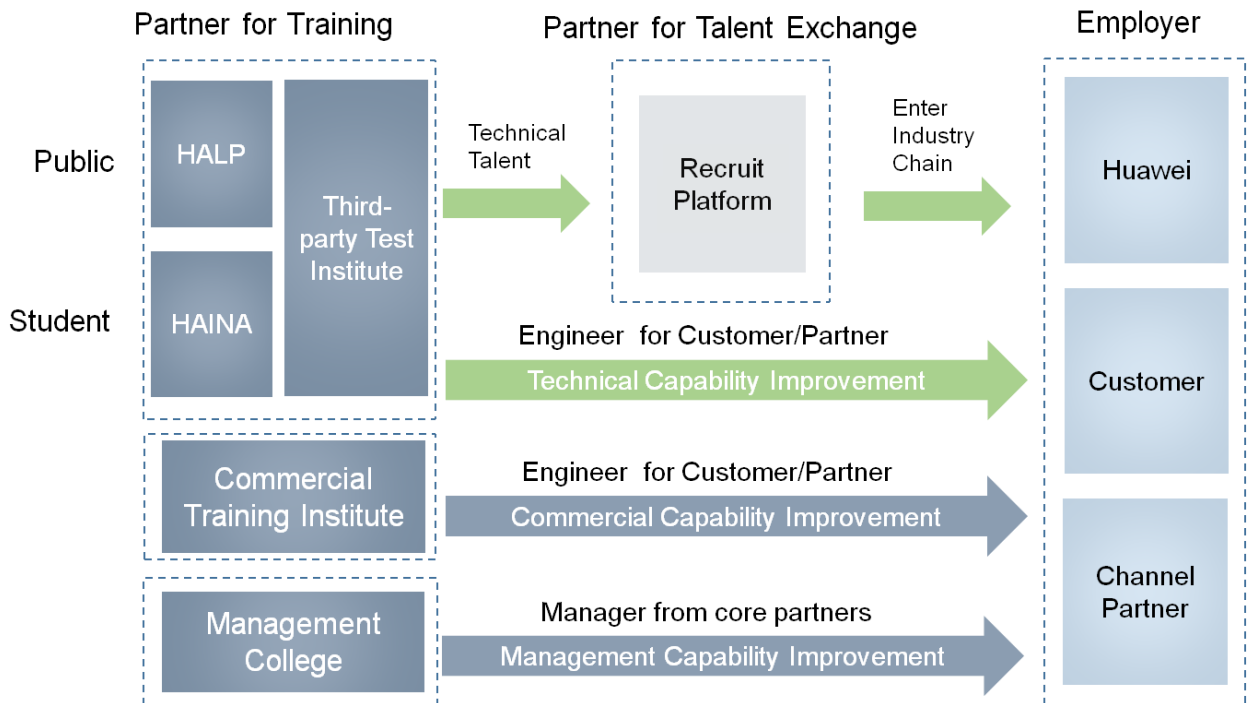
## VI. Talent Alliance

Talent Alliances are partners who provide exchanges of talent, training, capability improvement and other services for the industry chain for Huawei business. Talent Alliance aims to provide more talented personnel to Huawei's industry chain, and improve their capabilities at the same time. At this stage, we mainly focus on expanding two types of partners, Huawei Authorized Learning Partner (HALP) and Huawei Authorized Information and Network Academy (HAINA).

**HAINA: HAINAs, (also known as Huawei ICT College),** are authorized by Huawei to convey Huawei's latest ICT technologies and knowledge to students, and cultivate universities that can provide talent who can meet the demand of Huawei's industry chain. For details, see *HAINA Certification Standards and Authorization for Enterprise Business Ex-China*.

**HALP:** Authorized by Huawei, HALPs are social training institutions that provide training services for

the public and cultivate talent who can meet the demand of Huawei's industry chain. For details, see *HALP Certification Standards and Authorization for Enterprise Business Ex-China*.



## VII. Social Partner

Social Partners are partners who improve Huawei's brand awareness and influence in the industry directly or indirectly. Social Partners include standards organizations, industry associations, and industry research Institutes.

## VIII. Content of Ex-China Ecosystem Partner Policies

### 1. Ecosystem Partner Policy

a) *Ecosystem Partner Policy Outline for Enterprise Business Ex-China*

### 2. Sales Partner Policy

1) Certifications and partner policies:

- a) *Regulations on Channel Partner Registration for Enterprise Business Ex-China*
- b) *Channel Partner Certification Standards and Authorization for Enterprise Business Ex-China*
- c) *Regulations on Distributors for Enterprise Business Ex-China*
- d) *Regulations on Defining and Developing Global Partners for Enterprise Business*
- e) *Regulations on Defining and Developing Regional Partners for Enterprise Business*
- f) *Regulations on Partner Specialization Certification for Enterprise Business*

## 2) Incentive Policies:

### a) *Channel Incentive Policies for Enterprise Business Ex-China*

- *Regulations on the Management By Objective (MBO) for Channel Partners for Enterprise Business Ex-China*
- *Regulations on Capacity Building Rebate for Certifications for Channel Partners for Enterprise Business Ex-China*
- *Extra Growth Incentive Program for Partners for Enterprise Business Ex-China*
- *Multinational Partner Incentive Program for Enterprise Business*
- *Incentive Program for Standalone Software of Enterprise Business*

### b) *Regulations on Calculating Channel Partner Performance and Incentives for Enterprise Business Ex-China*

### c) *Regulations on Managing the Joint Market Fund (JMF) for Enterprise Business*

### d) *Regulations on the Market Development Fund (MDF) for Partners for Enterprise Business Ex-China*

- *Regulations on the Partner Development Fund (PDF) for Partners for Enterprise Business Ex-China*
- *Regulations on Capability Development Fund (CDF) for Enterprise Business Ex-China*
- *Regulations on the Funded Head (FH) for Partners for Enterprise Business Ex-China*
- *Regulations on Managing Demon Incentives Fund (DIF) for Channel Partners Ex-China*
- *Regulations on the Sales Performance Incentives Fund (SPIF) for Partners for Enterprise Business Ex-China*
- *Regulations on Deal Registration for Enterprise Business Ex-China*

### e) *Regulations on DEMO Equipment for Enterprise Business*

### f) *Regulations on Managing the Daily Operations of EBG Channel PPC*

## 3) Channel Order Management

### a) *Regulations on Deal Registration for Channel Partners for Enterprise Business Ex-China*

### b) *Guide on Channel Selection and Handling Channel Conflicts for Enterprise Business Ex-China*

### c) *Regulations on Penalizing the Violations of Channel Partners for Enterprise Business Ex-China*

### d) *Regulations on Unauthorized Sales of Channel Partners for Enterprise Business Ex-China*

### e) *Regulations on Phasing out Conflict of Interest Channel Partners*

## 4) Regular Management:

### a) *Regulations on Managing Channel Maps for Enterprise Business Ex-China*

### b) *Notice on Enhancing the Guidance for Distributor Margin Ex-China*

### c) *Regulations on Sales Letters to Channel Partners for Enterprise Business*

### d) *Regulations on Non-Standard Channel Routes-to-Market for Enterprise Business Ex-China*

### e) *Regulations on the Exit of Tier 1 Channel Partners for Enterprise Business Ex-China*

### f) *Regulations on Return by Partners for Enterprise Business Ex-China*

g) *Regulations on Credit Line and Accounts Receivable for Channel Partner for Enterprise Business Ex-China*

5) Run-rate

a) *Regulations on Run-rate Operations for Channel Partners for Enterprise Business Ex-China*

### 3. Service Partners

a) *Regulations on Managing Service Partners' Business Outside of China*

b) *Global CSP Certification and Management Regulations*

c) *CSP Certification Standards and Management Regulations Outside of China*

d) *Partner Incentive Program for Service Capability Improvement Outside of China*

e) *Partner Incentive Program for Maintenance Service Sales Outside of China*

### 4. Investment and Financing Partner Policy

a) *Investment and Operating Partners for Enterprise Business Ex-China*

b) *Financing Partner Policy for Ex-China Enterprise Business*

### 5. Talent Alliance Policy

a) *HALP Certification Standards and Authorization for Enterprise Business Ex-China*

b) *HALP Incentive Program for Enterprise Business Ex-China*

c) *HAINA Certification Standards and Authorization for Enterprise Business Ex-China*

d) *HAINA Incentive Program for Enterprise Business Ex-China*

## IX. Exceptions and Deviations

None

## X. 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.

### I. Contact

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

### II. Documents Replaced

No.	Document Name	Document	Reason
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		<b>No.</b>	
1	Overview of the Partner Ecosystem of Huawei's Enterprise BG	[2017] 001	Updated the document.

Enterprise Business Group

28,12,2017

Report to: None

Send to: Partners Business Dept of EBG, Global Sales Dept of EBG, Marketing & Solution Sales Dept of EBG, Enterprise Technical Service Dept of EBG, Finance Mgmt Dept of EBG, Contract and Negotiation Dept of EBG, Quality & Operations Dept of EBG, Enterprise Business Transformation & IT Dept, Enterprise Supply Director, Enterprise Legal Affairs Dept, Inspection Dept of EBG, the Enterprise Business Department of each region

Copy to: EBG Staff Team members

Enterprise BG, Huawei Technologies Co., Ltd.

28 ,12, 2017 (1 copy printed and distributed.)

**Document Preparation/Modification Record**

Version	Prepared/Modified By	Preparation/Modification Date	Content/Reason for Modification
V1.0	Du Peng 00198309, Peng Yahong 00387471	2017/01/03	First Version
V2.0	Zheng Guo 00188612	2017/12/15	Updated the document.