

# Hands On!

Service Partner Certification Program

Overview, Munich

Presented by:

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Version 01

## Discussion Points

- An Introduction to Hands On!
- Why should you become a Hands On! Service partner?
- What capabilities do I need to become a Hands On! Service partner?
- Market Specialization Opportunities
- Getting Qualified
- The Partnership Process
- Summary and next steps

## Hands On! - An Introduction

**Hands On! ensures the Service Delivery for SEN customers by certifying and contracting Service Delivery Partner.**

To join the Hands On! program Service Partners must meet a standardized set of competency and quality parameters.

The Hands On! program aims to:

- Reduce and consolidate the existing Siemens Enterprise Communications Service Partner base by creating a core community of reliable and sustainable Service Partners worldwide.
- Promote the development and growth of Service Partners in both quality of service delivery and product portfolio.



## Why should you become a Hands On! partner?

### Revenue without the acquisition costs

- Hands On! Partners automatically become preferred suppliers to Siemens Enterprise Communications for Installation and Maintenance services for Siemens Enterprise Communications customers.

### Quality endorsement from a leading brand

- Hands On! Partners get an internationally recognized certificate attesting to the quality of their service delivery.

### Ongoing development opportunities

- Support from Siemens Enterprise Communications to enhance your service portfolio including access to the latest industry developments and product updates, and our worldwide service community

### First step towards Go Forward! Sales partnership

- Become an authorized reseller of Siemens Enterprise Communications products

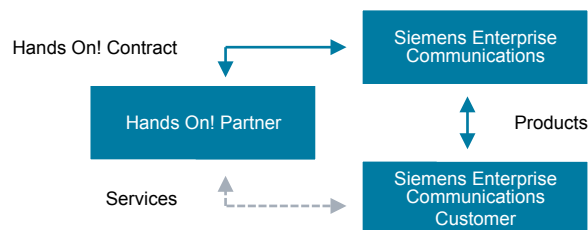
## Hands On! and Go Forward! - What's the difference?

**Hands On! and Go Forward! differ in their contractual relationship with the Partner:** Hands On! closes a **purchase agreement** and Go Forward! closes a **resell agreement** with the Partner

### Hands On!

**Subcontract** Service Partner to provide installation and maintenance services to:

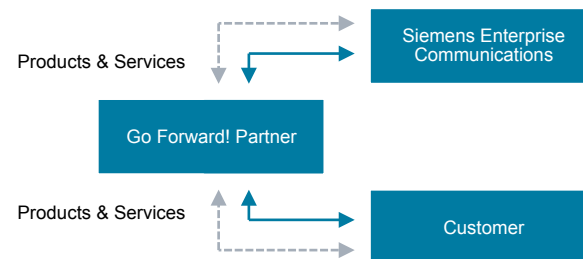
- Siemens Enterprise Communications customers on behalf of Siemens Enterprise Communications
- Siemens Enterprise Communications Alliance or Siemens Enterprise Communications reseller sales partners



### Go Forward!

**Resell** Siemens Enterprise Communications products and services and provide installation and maintenance services to:

- Own customers on behalf of themselves



# Hands On! - Requirements



To get a Hands On! Partner a standardized set of requirements have to be met.

## Organizational Requirements

- Local Presence—service supplier in country or region
- 24/7 availability of a service desk
- On-Site service capability (Installation, MAC, Maintenance)
- Spare part logistics, incl. stock holding
- Credit standing and sanction free; ISO9001 & ISO14001 or comparable

## Personnel Requirements

- Service skills(>3 trained technicians / market segment)
- Ability to communicate in English
- Bid Management support

## Service Capability

- SLA governed Arrival and Response Times
- Delivery in predefined times of service

## Cooperation and Integration

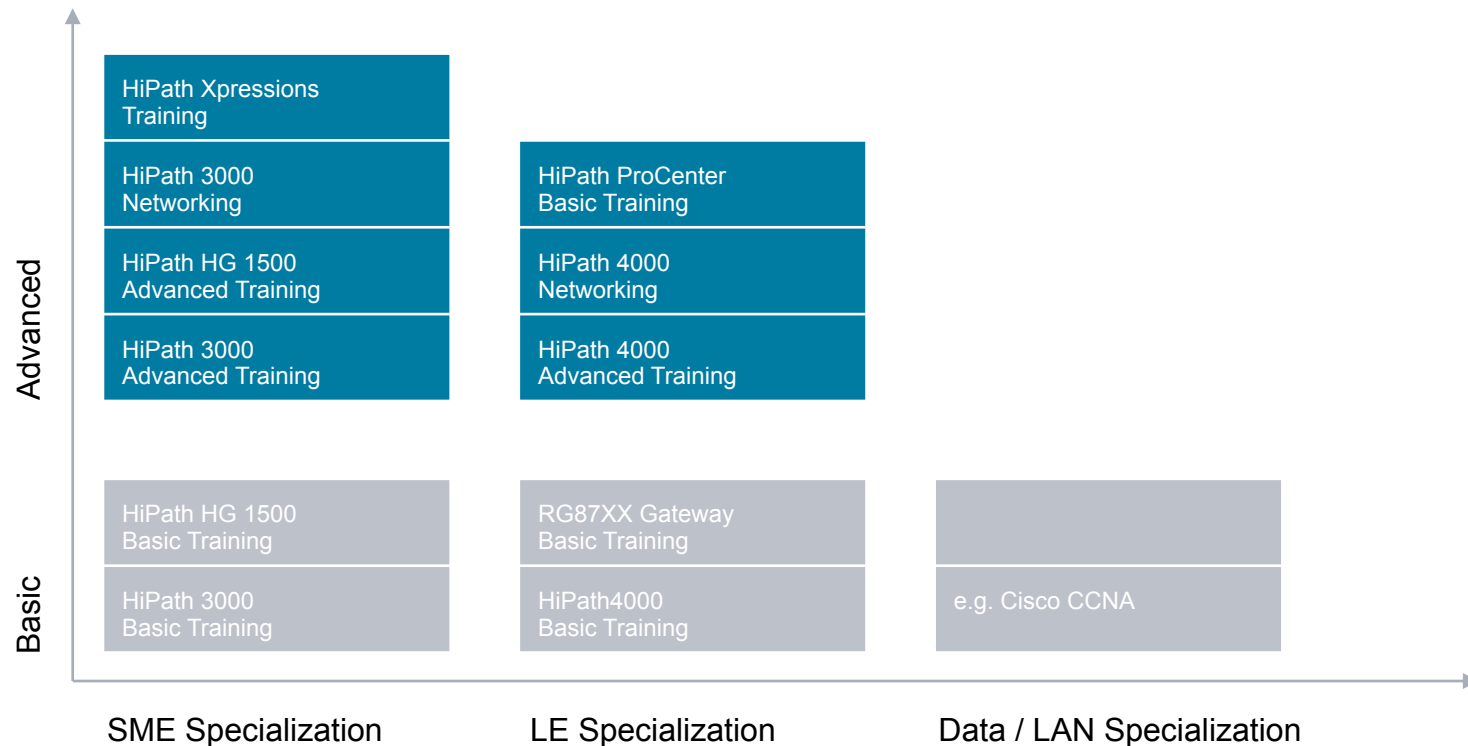
- Collaboration at regular reporting on service statistics
- Implementation/use of Siemens Enterprise Communications tools and infrastructure (SEBA, Order Entry, installation/diagnosis tools)

# Hands On! -Market Specialization

Market segment	Supported Product	Y/N
Small / Medium Enterprise	HiPath OpenOffice HiPath 1000 family HiPath 2000 family HiPath 3000 series OpenStage XX series optiClient 130 optiPoint xxx series HiPath HG 1500	
Large Enterprise	HiPath 4000 OpenScape Voice OpenScape Branch OpenScape Contact Center OpenScape Mobilty OpenScape UC Application OpenScape Video OpenScape Xpert HiPath Healthcare Solutions HiPath Hospitality Solutions HiPath Positioning System RG 2700 RG 8300 RG 8700	
Data / LAN	Cisco HP Enterasys Extreme	

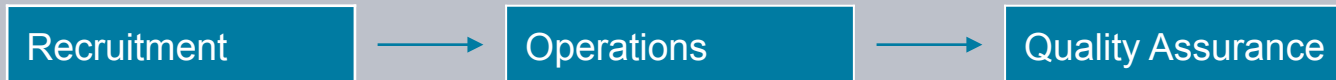
## Hands On! - Qualifications (Example)

At least three service technicians should qualify in basic training, and one in advanced training per market segment per region / country:



# Hands On! - Partnership Process

## Hands On! Partnership Process



**Recruitment:** The recruitment process includes all processes between first contact with Service Partner until the on-boarding of the Service Partner



**Operations:** Operations describes the operational process flows between Siemens Enterprise Communications and the Service Partner within the Bid process, the Installation and MAC process and the maintenance process

**Quality Assurance:** Ongoing measurements to assure the service quality at Siemens Enterprise Communications customers (regular audits, KPI's) are described within the quality assurance

# Hand On! Recruitment - a closer look

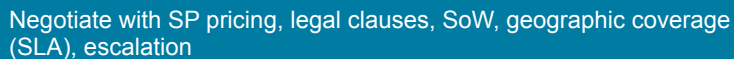
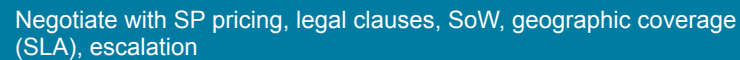
## Identification of potential Hands On! Partner



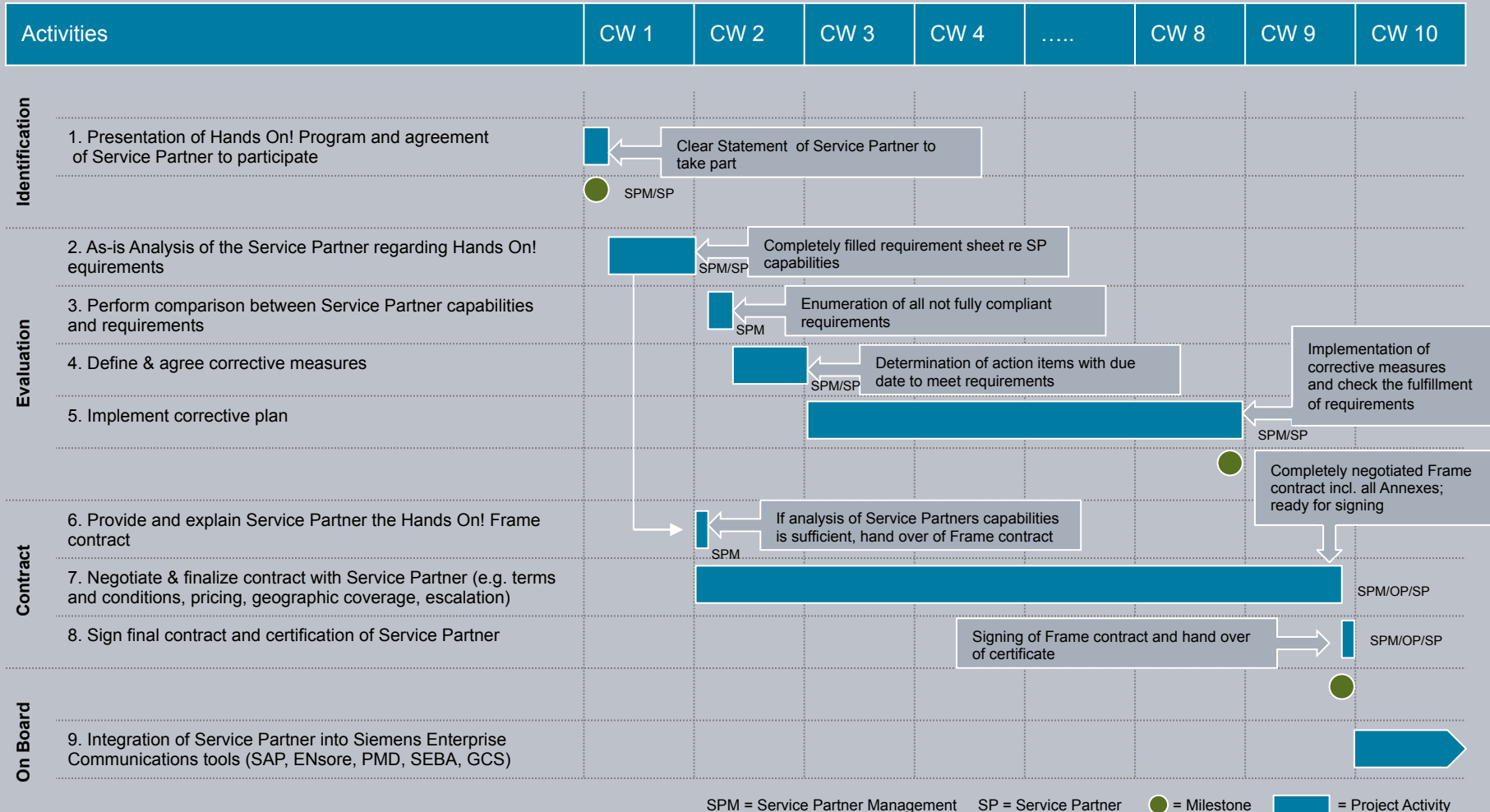
## Evaluation of potential Hands On! Partner



## Contract negotiation with potential Hands On! Partner



## Hands On! Recruitment - generic schedule



# Hands On! - Partnership for growth

## A Partnership for Growth

- Great revenue opportunity without sales costs
- Quality endorsement from a leading brand
- Ongoing opportunities to develop your services business
- Recognised qualifications and career development for your staff

## The next steps

- Analysis of your current capabilities
- Identify any skills gaps and create a plan to close them
- Successfully complete the audit
- Signing of Hands On! Service Partner Agreement

**Thank you for your attention!**

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