

Telefonica

Telefónica m2m Global Partners Program

Partnering with Telefónica

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m2m Typology_

The Telefónica m2m partnership categories are based on what we believe are the three fundamental pieces of the m2m value chain, the companies that design and manufacture devices, the companies that aggregate hardware, software and services to be sold to the end users, and the companies that aggregate demand from and to all these companies.

Wholesalers are characterized by neither having their own mobile license nor their own mobile infrastructure. They aggregate different MNO's to provide m2m Managed connectivity services in a single management platform.

Device Value Added Resellers (DVAR) are characterized by providing the device piece in the m2m space. It can be a module or a final device that is usually associated to an operating system (OS) of their property or third party, and very rarely associated to a vertical industry.

Value Added Reseller (VAR), are characterized by providing the end-to-end solution to final customers in the different vertical industries. VAR aggregates, among others, devices, communications, applications, and sometimes even hosts the service.

A high-angle photograph of two men in business suits walking on a paved path. The man in the foreground is wearing a dark suit and carrying a black briefcase. The man behind him is wearing a light-colored suit. They are walking towards the right. The path is made of light-colored paving stones. To the left of the path is a concrete wall and some greenery. The image has a blue gradient overlay at the bottom.

Telefónica m2m Channel Partner Program enables partners to drive growth and differentiate their business by extending their capabilities to meet customer requirements. Through the program's specializations and certifications, Telefónica Digital recognizes your expertise in technology and industry architectures while helping you increase customer demand using Telefónica Managed m2m services.

Telefónica m2m Partnership Categories

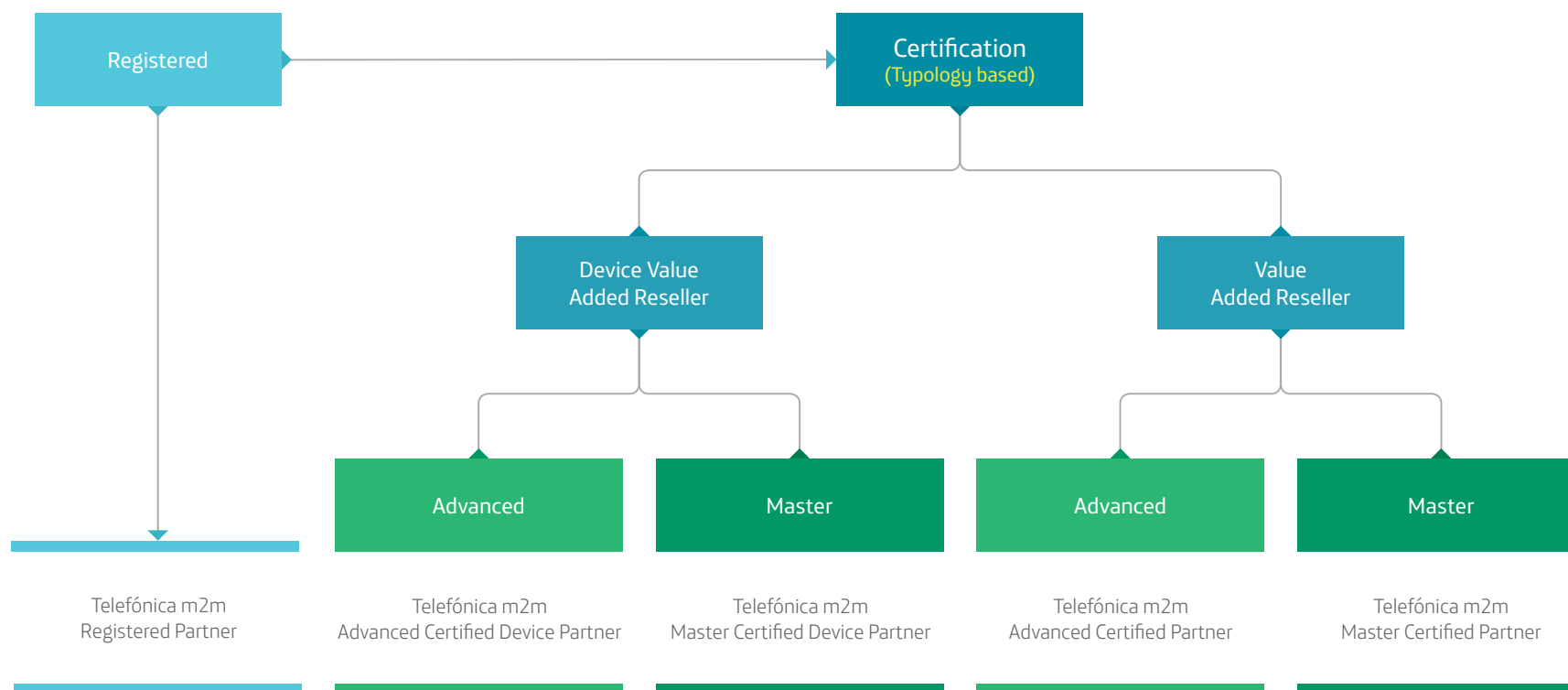
We have designed a partner program where partners can feel comfortable according to their m2m needs and expectations, no matter what the market, the territory or their contribution in the m2m value chain is.

The journey through the program starts by becoming a Telefónica m2m Registered Partner, a simple process done at our Partner Portal web site. This first stage allows companies to initiate the business relationship with us, and evaluate the mutual interest to evolve to the next stage that is to become an Advanced Certified Partner. This category of partners has two differentiated types: Telefónica m2m Advanced Certified Partner and Telefónica m2m Advanced Certified Device Partner.

The first is oriented to companies that provide end-to-end solutions to final customer, while the second one is oriented to companies that produce intermediate devices.

Once being an Advanced Certified partners and if there is a business requirement for a much tighter integration with Telefónica, partners may opt to become Master Certified.

The following sections of this document, will allow you to understand the benefits and requirements of the different partner categories and to initiate the partnership with Telefónica.

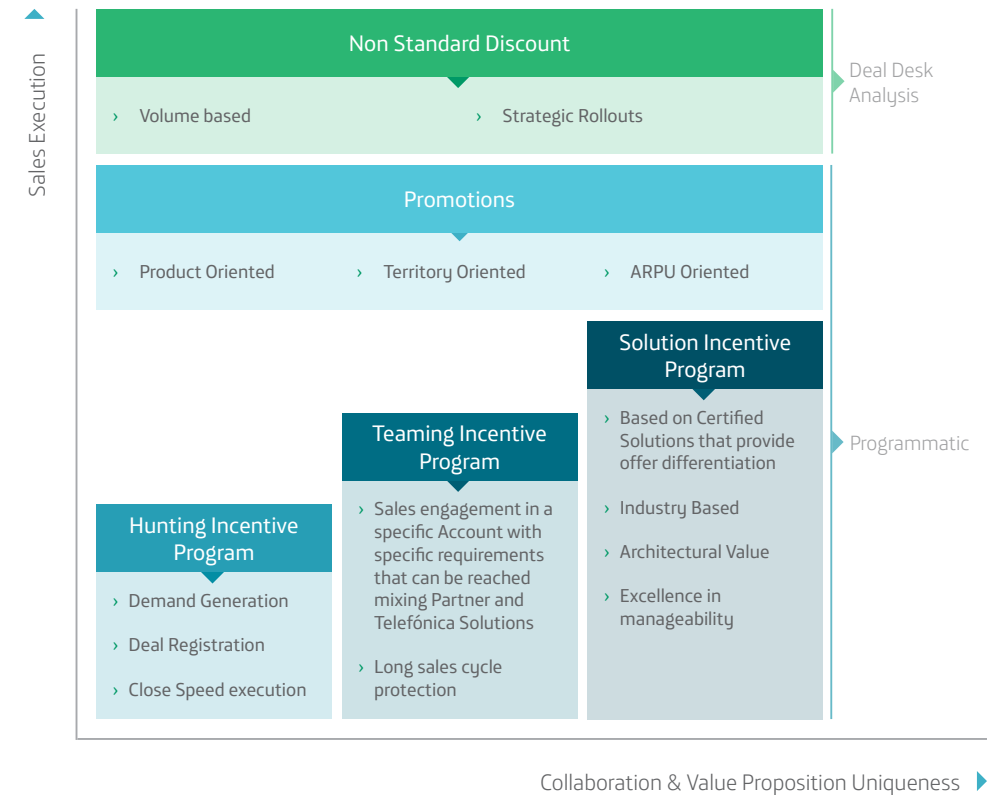


What do we offer to our partners*

- › Telefónica m2m Global Price List (GPL) as the reference for all Telefónica m2m services quotations
- › Access to all Telefónica networks and roaming agreements
- › Access to Telefónica Global Partner Program Managers to find the best incentive program or promotion, to understand how to register your solution or even to better understand tools in our partner portal
- › Access to the restricted area of the Telefónica partner's portal and the tools made available accordingly (Deals management, programs & promotions, Information repository, on-line ordering, service simulation, coverage maps, and more to come). Tools and content will vary upon partner category.
- › Access to all Telefónica Customers worldwide through our "Partner Locator" and "Solution Locator" as well as own exposure to rest of Telefónica customers
- › Products and solutions registration at the Telefónica partners portal
- › Access to third party complementary products and solutions
- › Trial SIM cards

What do we require from our partners*

- › Registration at the Telefónica Partner Portal
- › Partner agreement with Telefónica
- › Service contract with Telefónica and/or an m2m Authorized Distributor
- › Certified Account managers. They must attend at least to two web based trainings per year (to be published at the partner portal)
- › Certified Presales Engineer. They must attend Smart m2m and Jasper technical trainings
- › Marketing manager representative (only required for Certified Partners)
- › First and Second level of 8x7 support



(*) Benefits and conditions may vary and be applied differently according to the partner category.

Telefónica m2m Registered Partner

This is the entry level to the Global Partner Program, independently of the partner taxonomy and the industry where they operate. The registration allows a partner to purchase Telefónica m2m services through Telefónica m2m Authorized Distributor, becoming an easy way to initiate a business relationship with Telefónica and the entry level to build a long term value partnership. The Global Partner Program also provides a defined evolution path from Registered Partner to Advanced Certified Partner.

PURCHASING Telefónica m2m SERVICES

Telefónica m2m services must be purchased through Telefónica m2m Authorized Distributors.

SUPPORT MODEL

Registered Partners will receive support from their Telefónica m2m Authorized Distributors that will escalate to Telefónica support centers when needed.

CERTIFICATIONS

We will evaluate and support Registered Partners to become either Advanced Certified Partner or Advanced Certified Device Partner, and to have access to the associated benefits.

Benefits to Partner with Telefónica:

- › Full visibility of Telefónica m2m service coverage through our networks and roaming agreements
- › Access to our Global Price List (GPL)
- › Access to Incentive Programs as well as Promotions (subject to particular eligibility)
- › Purchasing through Telefónica m2m Authorized Distributors of choice
- › Publishing Registered Partners company details at the partners portal "Partner Locator"
- › Register your solutions so our customers can learn more about your value proposition, exposed at the partners portal "Solution Locator"

Requirements:

- › Indirect Resale Agreement (Web Acceptance)
- › End User license Agreement (Web Acceptance)
- › Company Commercial Information, products, services and territories of operation
- › M2m business contact

Telefónica m2m

Advanced Certified Partner

This partner type is defined by providing end to end solutions to final users, made up of devices, modules and applications, and in many cases a managed service model.

PURCHASING Telefónica m2m SERVICES

We will offer our partners a Global Value Added Reseller Agreement with Telefónica Digital as well as a m2m Service Agreement with each of the Telefónica entities in the countries where the partner has an office.

Alternatively, Advanced Certified Partners may have an Indirect Resell Agreement to access Telefónica's m2m services through Telefónica m2m Authorized Distributor (AD). Commercial conditions will be driven through the Authorized Distributor.

All Telefónica m2m Advanced Certified Partners have the same standard terms and conditions that differentiate themselves from the rest of partner categories.

SUPPORT MODEL

A range of direct support schemes will be provided through Telefónica support centers.

SOLUTION REGISTRATION

Registration of partner's solutions at the Telefónica partner portal to gain visibility to the community and the market, and to increase business opportunities. We will require the application of the good practice design guide for the solution and a web based self-certification process for modules and devices. In addition, a set of Telefónica certified modules and devices will be available.

Benefits to Partner with Telefónica:

- › Access to Hunting, Teaming & Solution Incentive Programs as well as Promotions (subject to particular compliance)
- › Named Telefónica Partner Account Manager
- › Based on business plan agreement, partner may qualify to Back End Rebates (BER), only for services purchased directly from Telefónica
- › Registered Solutions will be searchable at the Telefónica m2m Partner Portal

Requirements:

- › Solution Registration, including description and device certification (self-certification)
- › Defined solution and connectivity bundle offering
- › Telefónica M2M Managed Connectivity Platform AccessDemand generation process
- › Relationship manager
- › Point of Sale information on activation
- › Minimum SIMs stock buffer may apply
- › Minimum annual SIM purchase required

Telefónica m2m

Advanced Certified Device Partner

This category of Telefónica partners identifies those companies with m2m dedication that produce devices that other companies use as part of their product or service for end users.

PURCHASING Telefónica m2m SERVICES

We will offer our partners a Global Device Value Added Reseller Agreement with Telefónica Digital as well as a m2m Service Agreement with each of the Telefónica entities in the countries where the partner has an office.

Alternatively, Advanced Certified Device Partners may have an Indirect Resell Agreement to access Telefónica's m2m services through Telefónica m2m Authorized Distributor (AD). Commercial conditions will be driven through the Authorized Distributor.

All Telefónica m2m Advanced Certified Device Partners have the same standard terms and conditions that differentiate themselves from the rest of partner categories.

SUPPORT MODEL

A range of direct support schemes and reports will be provided through the Telefónica Support Center.

PRODUCT REGISTRATION

Registration of partner's modules/device at the Telefónica partner portal to gain visibility to the community and the market, and to increase business opportunities. We will require a provided web based self-certification process for the modules/ devices as well as to follow the good practice design guide.

Benefits to Partner with Telefónica:

- › Access to Hunting, Teaming and Solution Incentive Programs as well as Promotions (subject to particular compliance)
- › Based on business plan agreement, partner may qualify to Back End Rebates (BER), only for services purchased directly from Telefónica
- › Named Telefónica Partner Account manager
- › Registered modules/devices will be searchable at Telefónica's m2m Partner Portal

Requirements:

- › Modules/devices registration, including description and device self-certification
- › Defined module/device and connectivity bundle offering
- › Telefónica M2M Managed Connectivity Platform Access
- › Partner's resellers enrollment as Telefónica Registered Partners
- › Relationship manager
- › Products description
- › Point of Sale information on activation
- › Minimum SIMs stock buffer may apply
- › Minimum annual SIM purchase required

Telefónica m2m Master Certified Partner

Similarly to the Advanced Certified Partner, it is oriented to companies providing m2m services to the final users, but with a tighter business and technological integration with Telefónica.

PURCHASING Telefónica m2m SERVICES

We will offer our partners a Global Value Added Reseller Agreement with Telefónica Digital as well as a m2m Service Agreement with each of the Telefónica entities in the countries where the partner has an office.

Additionally, Master Certified Partners may have an Indirect Resell Agreement to access Telefónica's m2m services through Telefónica m2m Authorized Distributor (AD). Commercial conditions will be driven through the Authorized Distributor.

All Telefónica m2m Master Certified Partners have the same standard terms and conditions that differentiate themselves from the rest of partner categories.

SUPPORT MODEL

A range of support schemes will be provided through Telefónica support centers, as well as a Service Account manager, dedicated or pooled with other Certified Partners.

SOLUTION CERTIFICATION

Certified Solution is the next level to solution registration. It is at Telefónica discretion to propose a partner to certify an already registered solution. Equally, the partner is to decide about entering the certification process, as it has an associated cost.

Telefónica certified solutions will be eligible to be sold by Telefónica Account Managers to their customers, based on joint commercial agreements.

Benefits to Partner with Telefónica:

- › Telefónica Partner Account Manager to develop a joint Business Plan as an enabler for ad hoc sales promotions, Marketing activities and Funds, Advertisement, etc.
- › Joint Demand generation with Telefónica
- › Access to all types of Programs and Promotions (subject to particular compliance)
- › Based on business plan agreement partner may qualify to Back End Rebates (BER), only for services purchased directly from Telefónica
- › Customizable network services (APN, Radius, IP addressing...)
- › Piloting of new Telefónica m2m services
- › Joint Commercial agreement to distribute Partner Certified Solution across Telefónica geographies and through the Telefónica sales force
- › When a certified solution is sold by Telefónica, Telefónica Support Center will provide the first level of support.

Requirements:

- › At least one Certified Solution and connectivity bundle offering
- › Second level 24x7 support (Spanish and English) for all Telefónica sold Certified Solutions
- › Telefónica M2M Managed Connectivity Platform Access
- › Relationship manager
- › Solutions specifications documentation
- › Point of Sale information on activation
- › Minimum SIMs stock buffer required
- › Minimum annual SIM purchase required

Telefónica m2m Master Certified Device Partner

This category of Telefónica partners identifies those companies with m2m dedication that produce m2m communication modules or devices that other companies use as part of their product or service for the end user. In addition, there is a tight integration between the partner's product and Telefónica service.

PURCHASING Telefónica m2m SERVICES

We will offer our partners a Global Device Value Added Reseller Agreement with Telefónica Digital as well as a m2m Service Agreement with each of the Telefónica entities in the countries where the partner has an office.

Additionally, Master Certified Device Partners may have an Indirect Resell Agreement to access Telefónica's m2m services through Telefónica m2m Authorized Distributor (AD). Commercial conditions will be driven through the Authorized Distributor.

All Telefónica m2m Master Certified Device Partners have the same standard terms and conditions that differentiate themselves from the rest of partner categories.

SUPPORT MODEL

A range of support schemes will be provided through Telefónica support centers, as well as a Service Account manager, dedicated or pooled with other Certified Partners.

CERTIFICATIONS

Certified module or device is the next level to module/device registration. It is at Telefónica discretion to propose a partner to certify an already registered module or device. Equally, the partner is to decide about entering the certification process, as it has an associated cost.

Telefónica certified modules, devices and VAS will be eligible to be sold by Telefónica Account Managers to their customers, based on joint commercial agreements.

Benefits to Partner with Telefónica:

- › Telefónica Partner Account Manager to develop a joint Business Plan as an enabler for ad hoc sales promotions, Marketing activities and Funds, Advertisement, etc.
- › Access to all Programs and Promotions (subject to particular compliance)
- › Based on business plan agreement partner may qualify to Back End Rebates (BER), only for services purchased directly from Telefónica
- › Partner dedicated microsite in our portal (in roadmap)
- › Customizable network services (APN, Radius, IP addressing, .)
- › Radius Proxy integration when needed.
- › Piloting of new Telefónica m2m services
- › Joint Commercial agreement to distribute Partner Certified modules and Devices across Telefónica geographies through Telefónica Sales force
- › When certified modules, devices or associated VAS are sold by Telefónica, the first level of support will be provided by the Telefónica Support Center.

Requirements:

- › At least one Certified module/device and connectivity bundle offering
- › Second level 24x7 support (Spanish and English) for all Telefónica sold Certified modules, devices or VAS
- › Telefónica M2M Managed Connectivity Platform Access
- › Relationship Manager
- › Product specifications documentation
- › Partner's resellers enrollment as Telefónica Registered Partners
- › Point of Sale information on activation
- › Minimum SIMs stock buffer required
- › Minimum annual SIM purchase required

Partners

Identification Matrix

	Telefónica m2m Advanced Certified Partner	Telefónica m2m Master Certified Partner	Telefónica m2m Advanced Certified Device Partner	Telefónica m2m Master Certified Device Partner	Telefónica m2m Registered Partner
Global Frame Agreement	yes - VAR	yes - VAR	yes - DVAR	yes - DVAR	no
m2m Service Agreement	Global Service with Local Agreements	Global Service with Local Agreements	Global Service with Local Agreements	Global Service with Local Agreements	with AD
m2m Service Purchasing	Direct OR from AD	Direct AND from AD	Direct OR from AD	Direct AND from AD	From AD
m2m Service Support	From Telefónica	From Telefónica	From Telefónica	From Telefónica	From AD
Service Support Manager	no	yes	no	yes	no
Cross selling by Telefónica	no	Telefónica to propose solution certification and joint business models	no	Telefónica to propose solution certification and joint business models	no
Registration	Solution Registration	Non certified solutions Registration	Modules/Devices/VAS Registration	Non certified modules/devices/VAS Registration	Solution Registration
Certification	Connectivity Design Guide for solution development	Telefónica Solution Certification	Connectivity Design Guide for solution development	Telefónica Product Certification	no
	Web based Self Certification for module/device		Web based Self Certification for module/device		
Programs	Hunting, Teaming & Solution	Hunting, Teaming & Solution	Hunting, Teaming & Solution	Hunting, Teaming & Solution	Hunting (via AD)
Promotions	yes	yes	yes	yes	yes (via AD)
Partner Account Manager	Named PAM	Business Development PAM	Named PAM	Business Development PAM	no
Service Platform	Smart m2m and/or Control Center Access	Smart m2m and/or Control Center Access	Smart m2m and/or Control Center Access	Smart m2m and/or Control Center Access	no
Product Info	Description	Description and Specifications	Description	Description and Specifications	Optional

	Telefónica m2m Advanced Certified Partner	Telefónica m2m Master Certified Partner	Telefónica m2m Advanced Certified Device Partner	Telefónica m2m Master Certified Device Partner	Telefónica m2m Registered Partner
Partner Resources	Relationship manager	Relationship manager	Relationship manager	Relationship manager	Optional
	Certified AM	Certified AM	Certified AM	Certified AM	Optional
	Certified SE	Certified SE	Certified SE	Certified SE	Optional
	Marketing representative	Marketing representative	Marketing representative	Marketing representative	Optional
Partner Portal Tools	Full Functionalities	Full Functionalities	Full Functionalities	Full Functionalities	Limited Functionalities
Customizable Network	no	yes	no	yes	N/A
Trial SIM	yes	yes	yes	yes	via AD
Min. Annual SIM Purchase	yes	yes	yes	yes	no
Min. Stock Required	May apply	yes	yes	yes	no
Sales Training	Telefónica Corporation	Telefónica Corporation	Telefónica Corporation	Telefónica Corporation	Telefónica Corporation - Optional
	Global Partner Program Tools	Global Partner Program Tools	Global Partner Program Tools	Global Partner Program Tools	N/A
	Platform Sales training (Jasper and/or Smart m2m)	Platform Sales training (Jasper and/or Smart m2m)	Platform Sales training (Jasper and/or Smart m2m)	Platform Sales training (Jasper and/or Smart m2m)	N/A
SE Training	Telefónica m2m architecture	Telefónica m2m architecture	Telefónica m2m architecture	Telefónica m2m architecture	N/A
	Global Partner Program Tools	Global Partner Program Tools	Global Partner Program Tools	Global Partner Program Tools	N/A
	Platform Tech training (Jasper and/or Smart m2m)	Platform Tech training (Jasper and/or Smart m2m)	Platform Tech training (Jasper and/or Smart m2m)	Platform Tech training (Jasper and/or Smart m2m)	N/A
	N/A	On-site Platform Troubleshooting (Jasper and/or Smart m2m)	N/A	On-site Platform Troubleshooting (Jasper and/or Smart m2m)	N/A

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