



TOSHIBA



Explore the benefits of our partnership

Discover added value for your business
with the **dynabook partner programme.**



 Windows 10

dynabook recommends Windows 10 Pro for business

Welcome to a stronger partnership

100% B2B. 100% channel sales.

Our success is built on our relationship with you, our trusted and valued partners. And we're committed to providing you with a suite of services and support that will provide tangible enhancements to your business. As our business grows, so will yours.

We're entering a new chapter in our channel development. Our dynabook partner programme works for our common benefit, offering all you need to boost sales, enhance profitability and move forward with both confidence and ambition.

You'll access:

- Investment and stability
- Enhanced products and services
- Dedicated support
- Marketing investment
- Greater capabilities

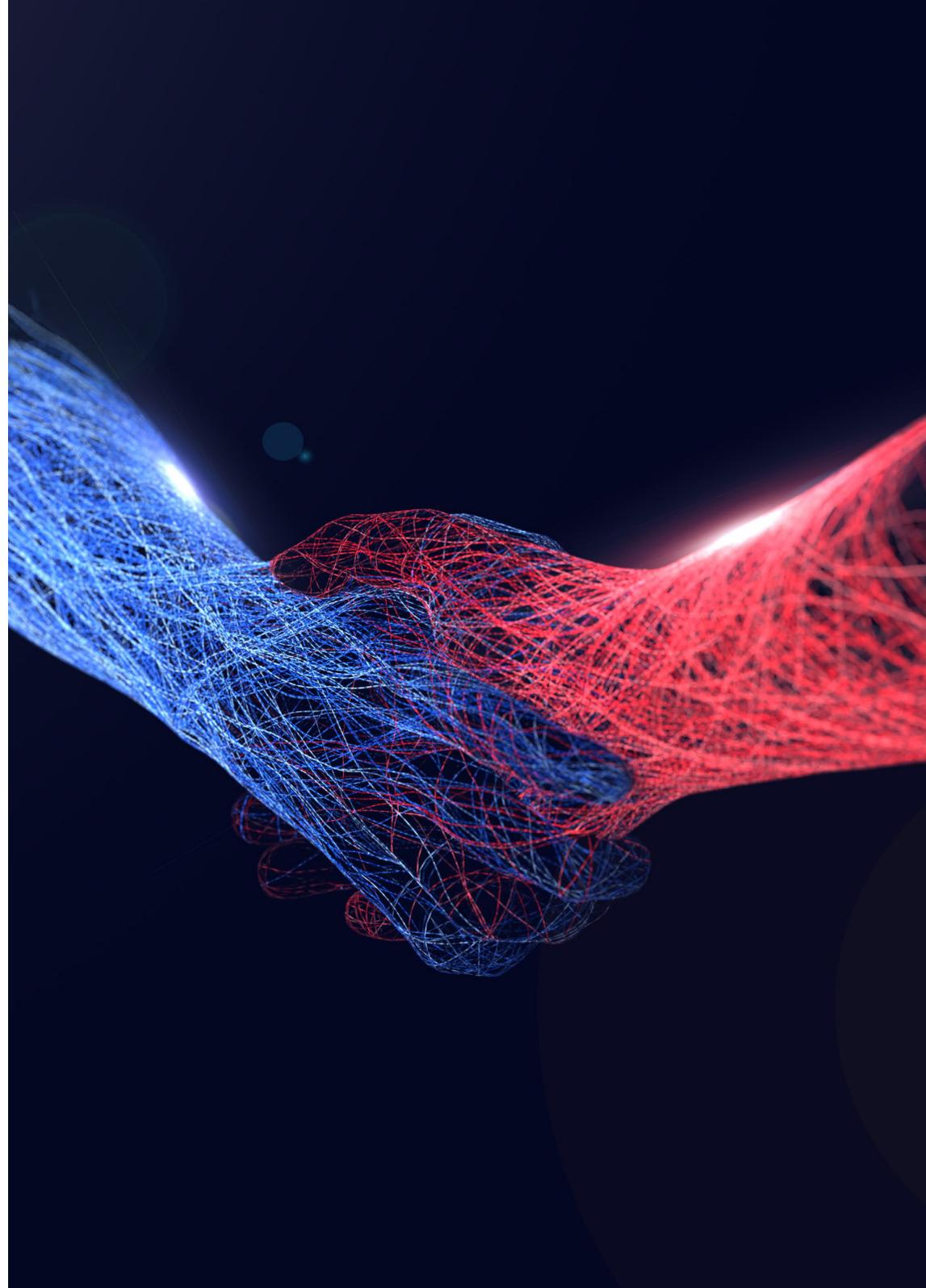
All delivered by the same people and culture that gave years of successful channel business with Toshiba.

The **personal** partner programme

Being a specialist vendor means we've kept our personal touch. It lets us design our service specifically to address reseller needs and develop benefits that add real value to your business.

Our team is filled with trained, skilled and proactive people who are easy to work with and always willing to help. And our resources are quick to access and simple to use. A human service that is designed and built around your requirements.

Discover different. Discover dynabook.



How we got here

dynabook. A new name from the laptop experts

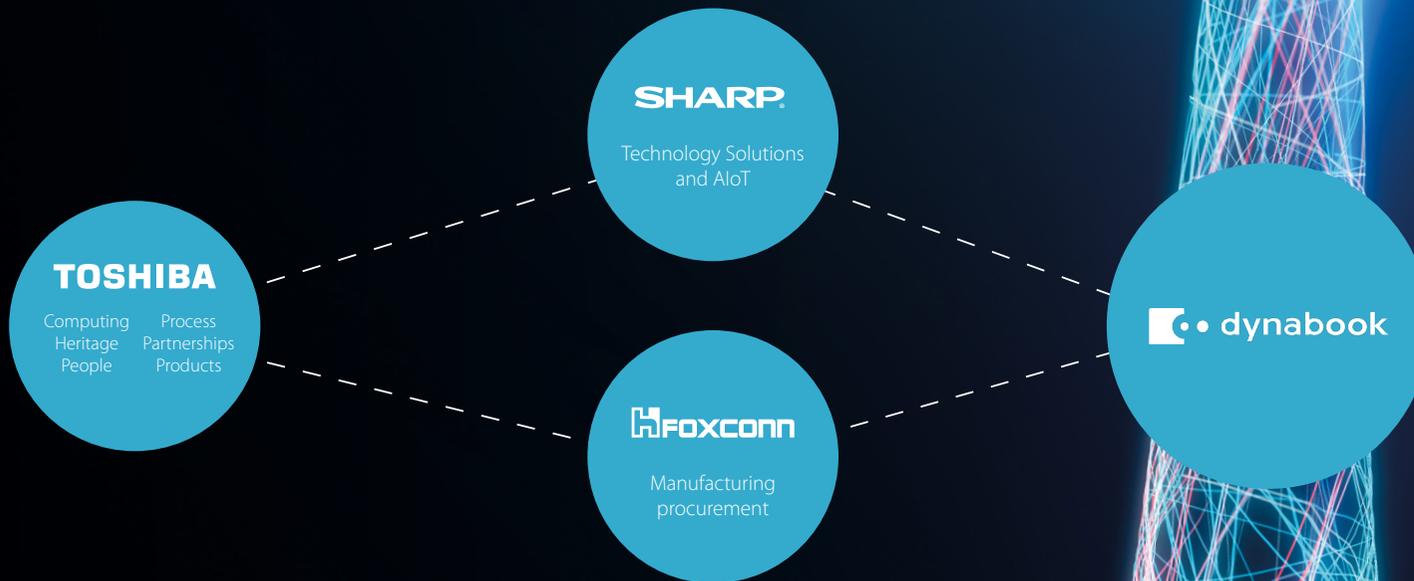
By combining our heritage of knowledge and experience as Toshiba with a new era of investment and growth with Sharp, we can evolve even faster. And with our cutting-edge, next-generation laptops, you can too. An innovative and exciting future, together.

A legacy that can help create yours

We're driven by innovation. It's meant that we've been constantly evolving for over 30 years. It's taken us from creators of the first mass-market laptop to designers of the world's lightest 13" laptop featuring a 10th generation Intel® Core™ Processor.¹ Working with us means meeting the demands of the modern environment, over and over.

We are dynabook. We are a dynamic, entrepreneurial new business, built on the foundations of over 35 years of market leadership. Now part of the Sharp Corporation, and Foxconn family of companies, we have access to new investment and technology to build on our Toshiba heritage; with Foxconn providing scale and expertise in manufacturing, procurement and logistics, and Sharp providing a whole range of cutting edge technology, from displays to IOT and 5G.

Partner with us to access award winning products, our obsession with quality, security, and innovation, and our emphasis on trust and building long standing partnerships.



A continuing history of firsts

Just a few of our firsts:



1985

The industry standard laptop



1991

First laptop with an active matrix screen



1995

First laptop with a CD-ROM drive



2011

First 'Glasses free' 3D laptop



2003

First laptop with a 17" widescreen display



2002

First full performance convertible Tablet PC



2015

First 12.5" ultra HD 4K convertible



2018

Thinnest and lightest 2-in-1 hybrid laptop



2020

World's lightest 13" laptop¹



We're innovating faster than ever. Pushing the boundaries of what's possible, in productivity and profitability.

dynabook's DNA

We're driven by the desire to make people happier and more efficient at work. And as we do so, the following values will be our guide.



Industry leading quality and reliability.



Backed by industry leading service and support.



Intelligently designed with smart features.



Provides flexibility for customers (Built to order).



Offers the right technologies at the right time.



Advanced computing to unlock new levels of business success.

The benefits

Quality devices. Dedicated people. A track record of innovation. Plus, a whole range of additional benefits. Being part of our partner programme unlocks a number of features – and you and your customers will notice the difference.

We always put you first. That's why we're helping our partners work more productively, giving you access to support for:

- Sales
- Marketing
- Technology
- Rewards

Added value for you – and your customers, too.



Enhance your sales support

Drive your sales with committed support and powerful tools, all delivered with expertise.



Dedicated support from an expert

All your requirements met, all in one place. Get access to an exclusive sales team member to manage day to day activities, freeing up your time to focus on other priorities.

When it comes to any questions or expectations you might have when working with us, whether that's about our products, service or our partner programme, our experts are your best port of call – on hand to help with anything.

You'll have a committed contact to support you. Your expert will get to know your business, understand your requirements and provide the service that helps you work as effectively as possible.

Get quick, concise, intelligent responses on any aspect of your dynabook business – all tailored to meet the objectives of your organisation.

Personal. Clear. Precise.

A single, dedicated resource for all your account requirements.



Your powerful support hub

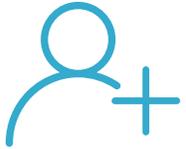
Enter a space full of potential with our Partner Portal. Home to all the dynabook support materials you and your team will need, it's quick and easy to find helpful resources to facilitate your sales.

Save time. Improve expertise. From product images to descriptions, you'll have a single location for your sales and marketing teams to access key information, so they can rapidly respond to customer questions and easily build a comprehensive business case for dynabook products. Promote more products, with more confidence.

Our Partner Portal is a one-stop shop that helps you maximise sales opportunities and boost the depth of your knowledge.

Enhance your sales support

Drive your sales with dedicated support and powerful tools, all delivered with expertise.



Improve lead conversion

As a member of our partner programme, you'll gain more business opportunities and more positive answers from customers with exclusive access to our lead generation programme. We'll support your lead generation – connecting you to customers, specific to your selected market verticals, to convert your leads into sales.

Our demand generation programme helps to build and nurture long-term relationships, as well as connect you to new customers.



Get exclusive support to win the deal

Responses to tenders can be complex. Our expertise can help you navigate the process. From documentation and commercial support to bid pricing, we're at your side to win you customers – right from the early stages of the customer lifecycle.

Our laptop experts can be a huge asset when it comes to tender responses. Use them to help you write bespoke responses to tenders, plus they'll be on hand to provide commercial support, documentation and pre-sales advice, as required by you.

You'll have access to our online portal. Log in, and you'll find a whole collection of support, in one place. Register your leads, we'll pass on our commercial and sales support – locking in the sale to increase your chance of conversion.

Our system is quick and easy to work with, putting you in control of engagement, while allowing you to tap into as much support from us as you'd like.

Registering end customer opportunities with dynabook means exclusive support – helping you to win customers, formalise engagements and increase the chances of conversion.



Understand more

Adding to your knowledge lets you work more effectively. That's why we regularly run events for our customers and events for our channel partners. Our events allow us to share information about our products and services, explain and demonstrate how they can power your customer's workplace, and, ultimately, connect you with more opportunities for sales.

Look your best with effective marketing

Communicate with style and conviction, with our supporting marketing assets.



Keep pages up to date

Our partner programme brings plenty of added value for your marketing, including support for your ecommerce pages. Keep your product pages up to date using our syndicated content services, through CNET and Icecat, and ensure your online sales channel is always switched on. It makes sure your customers have easy access to the product range.

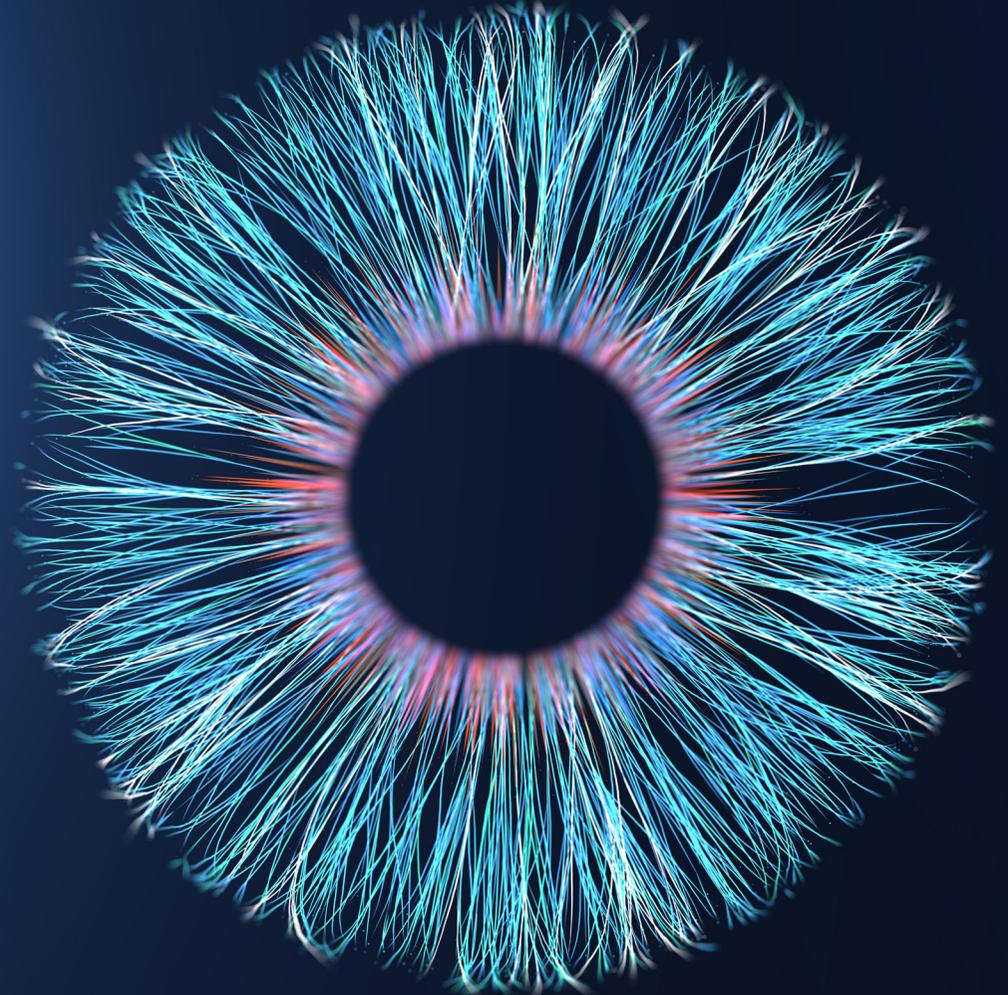


Improve your pitch

We want to make it as easy as possible to convert your leads into sales. So, we've created training presentations and sales materials to help you sell our products. Encourage more sales. Grow your customer base.

Our resources contain all the detail you need to learn about our products and services to promote the dynabook difference, educating and converting more customers. You can use our turnkey presentation assets to explore our brand and solutions – it'll help you to build on your sales pitch and raise your confidence when taking it to customers.

And to make it even easier, we've made them all available to you in one place. Just head to the Partner Portal to find everything you need.





Look your best with effective marketing

Communicate with style and conviction,
with our supporting marketing assets.



Sell yourself

Look your best in front of your customers. You get access to all dynabook marketing campaign assets – designed specifically for our partners. Easy to customise, quick to access. It's simple to attract new business with our marketing and communication materials.

Our partnership means you can promote dynabook products to your customers, while maintaining your brand. All marketing materials can be personalised and cobranded to align with your supporting marketing assets – representing your business in a consistent and clear way – and are available to quickly download. Find product images and additional tools to demonstrate your offering and win new orders.



Supporting bespoke campaigns

Effective marketing campaigns can have a hugely positive impact on revenue, showcasing your offering to the right audience, at the right time. With dynabook, you can receive marketing funding to develop and support bespoke campaigns for our products and give your go-to-market strategy an added push.

Tell your story, create awareness, gain increased demand for products and boost sales numbers. Our marketing development funding means you can dedicate additional finances to your marketing initiatives – enhancing the output of your dynabook campaigns and ensuring your customers realise the opportunities and power that come from working with a dynabook product.

It all works towards encouraging your customer base to place more orders and helping you to sell more products.

Stay on top of the latest tech

Be at the cutting edge of technology with our services.



Access the latest technology

Make an impression on your customers with our latest technology and buy dynabook demonstration products for considerably less than list price. Our partner programme gives you access to up to 50% off the listed price across the entire dynabook range. Available for end customer use, too, for when you really want to show off.

Demonstrating the newest dynabook technology can give you the edge with your customers – letting you showcase technical capabilities that are at the forefront of the industry, positioning you as part of a wider partner solution. It shows you can keep them in the know with innovation.

Maximum of two available per quarter.

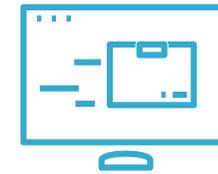


Test, demonstrate, evaluate

The best way to convert a customer is to let them to see the product for themselves. Our loan units make that happen. Offer your end users the opportunity to test drive the product with a short-term loan.

By equipping an end user with a dynabook laptop, they get to evaluate it in their own time, in their own way – getting to know the product and understanding how it can support their workflow. Our loan system maximises the potential for customer conversion during the sales process, allowing you to communicate the benefits while the customer is experiencing it themselves.

We're confident that they won't want to give it up when their trial period comes to an end. And for you, that's another sale completed.



Fast, flexible built to order

Built, customised and delivered in just three weeks. Get the dynabook difference with our latest products, with added flexibility through our built-to-order service.

Meet challenging customer requirements with more accuracy and deliver the device that supports the success of their business. Our built-to-order service lets you choose your exact specifications to create a laptop that's made to measure. Get quality, innovation and security, in the way that your customer wants it.

We'll work with you throughout the process to provide the solution that meets your and your customer's needs. Built-to-order products are developed in dynabook's own build facility and delivery is managed by our logistics team. It lets us ensure our customers get top quality, quickly and efficiently. And because there's no fixed order quantity, partnering with dynabook means you're accessing one of the industry's most flexible and rapid built-to-order processes.

Our partner programme can give you the opportunity to become a repair agent for dynabook products. It puts you in control of the customer lifecycle, while positioning you as a full solution provider to your customers. Plus, you can gain yourself some additional revenue.

We'll help you to get set up and started, providing a range of technical training and consultancy to Authorised Service Partners.

Power your profitability

Explore our range of rewards and incentives to give your revenue an extra lift.



Sell more. Gain more.

Turn your sales into rewards. Access the dynabook rewards programme and give your sales an added cashback boost.

More points mean more prizes. By registering for our incentive programme, you can receive cashback on your very own dynabook Visa reward card. Add to your total every time you sell targeted dynabook products. Then, once you've added to your cashback total, you can use your reward card towards a gift of your choice – whether that's to say thank you to your sales team or your customers.

Add to the sales incentive. It's easy with the dynabook rewards programme. Gift tax and national insurance included.



Be an ambassador

You're invited to join the club. Be part of our exclusive group of ambassadors and get access to a whole host of extra dynabook perks – only available for our most engaged partners.

We want to make sure the salespeople and vendor managers who really drive our brand feel rewarded. That's why we created dynabook Ambassadors, an exclusive club for the top dynabook sellers that offers exciting added benefits, including access to products, demo devices and freebies. Plus, we're always looking for ways to add value for our ambassadors, so there may be even more perks on the horizon. Keep an eye out.

Gain more knowledge about our product range and work with our end user team on campaigns to support your dynabook sales – you'll be on your way to becoming an ambassador in no time.



Earn with every purchase

Gain more profit from your dynabook sales. Our partner programme gives you access to additional commercial rebates to maximise your profitability.

You'll be able to choose from an extended range of our products that are eligible for rebate. More qualifying products means there's more opportunities to claim. And that means more cashback. Great for your bottom line.



A different kind of IT provider

Why dynabook? It's because we put the important things first. We perform in the way that you expect from an industry leader: always pushing boundaries and delivering in your best interests. We're positioned to create better, more competitive solutions than ever before.

We do that by focusing on four crucial elements of our business.

People. Process. Product. Partnership. It's the dynabook difference.

People

Whether it's our own staff, our partners or the end users of our products, we're always people first.

Our people are unique. We retained our talent from Toshiba, so we could keep a high level of passion, experience and knowledge in our business. Our culture of professionalism and trustworthiness is at our core – it means we can make you happier and more efficient.

Process

With 30 years of innovation under our belt, we know how to make it happen. But innovative products can be a let-down without strong supporting processes.

We combine the science of efficiency with the art of creation – optimising each stage of the process, from design to rigorous testing to customer support.

With dynabook, it's easy to get what you want, reliably and efficiently. The right technology at the right time.

Product

Always moving forward, with reliability, security and quality at the core. Quality is something we're particularly obsessed with.

We're committed to building laptops to have the lowest field failure rate in the business. Plus, they're backed up by our Reliability Guarantee.²

Working with us means offering your customers a wide product and service portfolio, all intelligently designed. And right now, we're at our best. We've released the Satellite Pro L50 products, bringing you the latest technology at an affordable price point, and the world's lightest 13.3", the Portégé X30L,¹ made for power and performance.

Partnership

Honesty and flexibility. These are what make for trusted relationships.

Every part of our business works with these values in mind to foster strong relationships, with partners, collaborators, suppliers and end users. It's the personal partnership.

Although a lot has changed, we're making sure our partners continue to access the quality experience and the industry leading service and support you expect. That's why, if you've dealt with us before, our partner accreditation scheme, bank details and account managers remain the same. And it's why we're bringing you our new dynabook partner programme.

Our four pillars. That's the dynabook difference.

Did you know?

Our well-known and respected product brands remain:

Portégé

Our thinnest and lightest laptops for mobile professionals, packed with technology yet built for life on the move. From 2020 this will also include 14" and 15" models.

Tecra

Everything a business or public sector professional could want, in a solid, high performance package. From 2020 this will also include 13" models.

Satellite Pro

Perfect for SMBs, with a range of specs and prices to suit all purposes and pockets.

Footnotes

1. Based on 13" laptops with 10th generation Intel Core U Series processors as of 27 December 2019, research conducted by Dynabook Inc.
2. In the unlikely event of a breakdown within warranty, dynabook offer a free repair or replacement and a full refund. Terms and conditions apply.



A partnership to drive sales

It's an exciting time for us – and we hope you'll join our journey. Let's get going straight away. You can start exploring opportunities with us in the following ways.

Explore:

The dynabook [Satellite Pro L50](#) ▶



How to apply:

Direct dial:

Dedicated email:

Sign up on T-Link:



dynabook recommends Windows 10 Pro for business

