

1. What is ProfitMAX?

ProfitMAX is a reseller program with a comprehensive system of tiered support services that reward you for your loyalty. ProfitMAX has very specific goals, foremost of which is to add value to your business by improving your margins and providing the best support available in the security industry.

2. Who should enroll in ProfitMAX?

If you are a reseller, dealer, or systems integrator who sells Toshiba video security or competitive products, and/or has network systems expertise, or provide solutions that are compatible with Toshiba products, and you are seeking to resell reliable security solutions, then you qualify as a ProfitMAX Reseller.

3. Why should I enroll my company in the Toshiba ProfitMAX program?

In addition to valuable rebates based on dollar volumes, as a ProfitMAX reseller you are offered exclusive programs to help you increase your profitability and sell more Toshiba products.

4. What will Toshiba do with the information that I provide in my application form?

Your application profile information will in no way be sold to any third party. Your information will only be shared between Toshiba, its territory sales representatives and qualified distribution partners.

5. Is there a fee associated with the ProfitMAX program?

There is no fee to Join ProfitMAX. We consider the opportunity to earn your increase in business a nominal fee.

6. Is there a commitment to join the ProfitMAX program?

There is no commitment to join ProfitMAX, however in order to maintain your tiered level you will need to meet the minimum required quarterly sales volume.

7. What are the benefits of being in the Toshiba ProfitMAX program?

Margin building rebates, targeted leads, advanced product replacement to name just a few. For an overview of all the great benefits associated with ProfitMAX, visit <http://ProfitMAX.toshibasecurity.com>.

8. Which distributors are Toshiba ProfitMAX program distributors?

ADI, Alarmax, Graybar, Ingram, Security General Inc., Security Equipment Supply, Synnex, Tech Data, Tri-Ed/Northern and United Digital Technologies.

9. Why can I only pick two (2) distributors to partner with under the program?

ProfitMAX resellers will be paid margin building rebates from up to two qualified distribution partners.

10. How will rebates be paid and when?

Quarterly rebates will be calculated by Toshiba and dispersed within 60 days after the end of the qualifying quarter. Rebates will be issued directly to the Reseller in the form of a check or ACH. For more information go to <http://ProfitMAX.toshibasecurity.com> and click on the terms and conditions link.

11. Will I get paid a rebate from both of my chosen distribution partners?

Yes. Rebates will be calculated and split accordingly depending on your percentage of purchases from each distributor.

12. What are the different partner levels associated with ProfitMAX?

ProfitMAX is a system of tiered support services. All resellers start at Silver, and move to Gold, and Platinum based upon their quarterly sales volume with Toshiba.

13. What is the minimum sales requirement to become a ProfitMAX dealer?

There is no initial minimum requirement; however after one year from signup all resellers but meet Silver level membership requirements.

14. What are the sales volume requirements to be a Silver, Gold and Platinum ProfitMAX reseller?

Quarterly sales volume (Jan-March) (April-June) (July-Sept) (Oct-Dec) for:

Silver is \$1-15,000

Gold is \$15,001 – 25,000

Platinum is \$25,001+

15. Once I meet requirements and move to a higher tier level, how long will I stay at that level?

ProfitMAX resellers will stay at that level for the following quarter. For example, if you purchased over \$25,000 (reached Platinum status) during Q1, your company will earn Platinum status for Q2 (April, May and June).

16. What type of sales and marketing support is offered to ProfitMAX dealers?

As a ProfitMAX reseller, you'll have direct immediate access to our experienced pre- and post-sales support representatives to assist you in specifying and selling Toshiba security products.

17. Who do I contact with additional questions regarding ProfitMAX?

Karena Lang at 949-461-4249; Karena.lang@tais.toshiba.com or
Jeff Kunzler at 224-374-8414; Jeff.kunzler@tais.toshiba.com.

18. After I've submitted my application, how do I check on my company's status?

You will be contacted by a regional territory representative within five business days of sign up. If you have further questions or need to make changes to your profile contact Karena Lang at Karena.lang@tais.toshiba.com.

19. Is there a partnership agreement or terms and conditions that I can review?

You can review the terms and conditions by going to www.toshibasecurity.com/var/ProfitMAX and clicking on the terms and conditions link.

20. What is the Project Registration program?

If you specify a project Toshiba, we will reward you with special systems pricing and protection. Contact Karena Lang for a Project Registration and Quote form at Karena.lang@tais.toshiba.com.

21. Does Toshiba offer COOP money for co-marketing?

COOP funds are not currently available as a benefit; however Platinum level resellers may contact the program manager to discuss marketing ideas.

22. I want hands on training from Toshiba. Does Toshiba offer this and what are the prerequisites?

Toshiba offers Basic and Advanced online training on our Partner Site.

23. How often are training courses offered?

Training courses are delivered in three different ways; Online Self-Paced, WebEx, and Hands-on Certification. For more information and schedules go to the Events page at <http://www.toshibasecurity.com/training/calendar/calendar.jsp>.