

Promark's GSA Program

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GSA
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**INGRAM
MICRO**®
Partner Smart™

SUCCESS SIMPLIFIED



Polycom Introduction

■ Polycom's Federal Channel Team:

- Karin Dushaw, Federal Channel Program Manager
- Joe McGreal, Federal Channel Business Manager
- Gary McCombs, Federal Channel SE

■ Polycom Resources:

- Partner Connect: <http://connect.Polycom.com>
- Federal Page: <http://www.polycom.com/solutions/solutions-by-industry/us-federal-government.html>

■ Public Sector View Blog

- <http://publicsectorview.com/>



Important Points

- All of Polycom's products on the GSA schedule are TAA compliant.
- Only Polycom-branded maintenance is offered on GSA, no Partner-branded is offered.
- Only Federal Specialized partners can access our schedule and we are limited to about 20-25 partners who have persistent access.
- Spot discounting is allowed at the partner's discretion; offering pricing higher than published GSA pricing is not allowed.



Promark's GSA Contract

Contract # GS-35F-303DA Schedule 70

**GENERAL PURPOSE COMMERCIAL INFORMATION TECHNOLOGY
EQUIPMENT, SOFTWARE, AND SERVICES**

(Expiration: 05/03/21)

Ingram Micro and Promark Technology

- Promark was acquired in 2012 by Ingram Micro.
- Promark Technology is a wholly owned subsidiary of Ingram Micro.



Two Ways To Leverage Promark's GSA Schedule

- **For VARs with Existing GSA Schedule: Teaming Agreement**
 - Promark and a reseller with an existing GSA Schedule can enter into a Contracting Teaming arrangement (CTA). The CTA allows schedule contractors to meet government agency needs they would not otherwise be able to meet individually, allowing contractors to expand business opportunities.
- **For VARs without Existing GSA Schedule: Participating Dealer Agreement** – Promark offers resellers access to its GSA Schedule as an authorized reseller. This agreement provides the reseller the ability to market and sell authorized vendor products offered on Promark's Schedule to government entities.

Ordering Polycom through Promark's Schedule

Contact
Ingram/Promark
Sales Rep for
Pricing



Reseller quotes
to customer



Reseller Places
order with
Ingram

How to Request a Quote:

- Contact your Ingram or Promark sales team for correct GSA part # and “not to exceed” GSA cost (GSA NTE pricing can be found on GSA Advantage, or can be downloaded from our website)
- Your sales rep then will request GSA pricing from the GSA desk.
- Once your rep has received the compliance check from the GSA Desk they will forward back your Quote with your cost and the GSA published pricing.
- Note Promark is classified as a large business and therefor its schedule does not qualify for any socioeconomic set aside requirements.

How to Quote a Customer:

- **Use Correct GSA Part Number:** Make sure to always use the Part Number found in the GSA Price List or on your GSA quote from the GSAdesk.
- **Open Market Items:** Any open market items must be clearly identified on your quote to your customer.
- **Understand Your GSA Quote:** Contact your sales rep or GSA Desk for GSA Cost. The IFF is charged on all GSA sales. It amounts to .75% of the total GSA award price and it is not included in your cost.
- **Remember the GSA “Not To Exceed Price”:** This is the limit that you cannot sell over, always check for what the current NTE is, either through the provided price list, or through your Sales Rep.
- **Teaming Opps:** All line items need to reflect the appropriate contract number.
- **Always Reference the GSA Schedule Number:** GS-35F-303DA

How to Place an Order:

- The Government places it's PO with the VAR referencing the contract #, and the VAR will then ship, bill, and receive payment for the order.
- The VAR submits the order to its sales team identifying it as a GSA order along with a copy of the Government PO.
- You will be invoiced the cost of the product, the .75% IFF based on the total of the government's GSA purchase price, and any applicable charges including shipping and GSA Admin Fees.



GSA Order FAQ Items

- Promark's GSA Contract is a Large Business and does not qualify for any socio-economic set aside requirements.
- End-users cannot be charged pricing that exceeds Promark's GSA values.
- Clearly identify all GSA Quote requests and POs to ensure that products shipped against the GSA contract are TAA compliant.
- Contact the Promark GSA Team for Proof of Authorization Letters.
- On at least a quarterly basis, the Reseller will submit to Promark a report of the sales it has processed through the schedule. This is due by the 10th day of each month following a calendar quarter. Send to gsareporting@promarktech.com



State, Local, Education

- Cooperative Purchasing allows SLED agencies to procure thru the GSA Schedule 70 contract, not applicable to all states.
- Polycom products will be available thru Ohio STS Contract # 534453 (IFF .75%)
- CMAS Contracts (California Multiple Awards Schedules)

Manufacturers Available on Promark's GSA Schedule

Promark GSA Schedule Currently Available SINS:

132 8 Purchase of Equipment
132 12 Maintenance of Equip./Repair
132 32 Term Software Licenses
132 33 Perpetual Software Licenses
132 34 Maintenance of Software
132 50 Training Courses
132 52 E-Commerce Services

Acronis

APPDYNAMICS

arcserve®

CASIO

CISCO

DataGravity

DELL

EXAGRID

FUJITSU

Hewlett Packard
Enterprise

Jabra®

JUNIPER
NETWORKS

Kodak alaris

lenovo

LEXMARK

LG

MICRO
FOCUS

Microsoft
Surface

NES

NetIQ

NET•PATIBLES™
SIMPLY SMARTER NETWORKS

NEXSAN

nimble
storage

overland
storage

Panasonic

Panasonic
TOUGHBOOK

Pivot3

Polycom

Quantum Quest

RES
software

Roland®

rubrik

SCALE

Targus

tegile

unidesk

VEEAM
IT JUST WORKS™

VERITAS

vmware®

INGRAM
MICRO®
Partner Smart™

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GSA Schedule
Contract GS-35F-303DA

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Promark GSA Points of Contact

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Ingram GSA Point of Contact

GSA Desk
GSAdesk@ingrammicro.com

Ingram Point of Contact

Partners Licensing Group	Order Administration Team Polycom-licensing@ingrammicro.com 800-456-5066 Ext. 76170	<ul style="list-style-type: none">• Quoting, order processing, order support• Concession Approval Assistance• Complex opportunity management• Current promotions and processes
Technical Support	Reseller Customer Support 800-445-5066 Ext. 76101	<ul style="list-style-type: none">• Presales support• Technical education• Advanced configuration support
Market Development	Market Development Specialist: Polycom-marketdevelopment@ingrammicro.com Jenna Benkelman Jennifer.Benkelman@ingrammicro.com Office: 1-800-456-8000 x 67326 Channel Account Specialist (Microsoft/Polycom)- Jen Button Jennifer.Button@ingrammicro.com Office: 1900-456-8000 x 66079	<ul style="list-style-type: none">• In depth knowledge of Polycom programs, processes, and practices• Pipeline management• MDF accrual management• Main liaison for general inquiries• Partner training/webinars, product updates, technical overviews, regional meetings

Questions??

Thank You!