

# SYNNEX and Tech Data Surface Elite Program



As part of the TD SYNEX family of companies, SYNEX and Tech Data are excited to introduce an incentive program to qualifying Resellers. The SYNEX and Tech Data Surface Elite Program will help build expertise and greater awareness for Microsoft Surface within your organization and with your customers. The purpose of this program is to not only reward you, but also to reinvest back into your business to accelerate future results.

## Eligibility

This program is available to select Surface Authorized Resellers. Please check with your TD SYNEX account manager to see if you are eligible.

## Program Timeframe

The SYNEX and Tech Data Surface Elite Program runs on a 6 month-period. Surface sales from the previous half (January 1 – June 30, 2021 or July 1 – December 31, 2021) will determine your tier for the current half (January 1 – May 31, 2022 or July 1 – November 30, 2022). Incentives for your tier need to be redeemed by May 31 or by November 30 of each year.

JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
PERIOD 1. SALES TRACKED FROM JUL - DEC						REDEEM PERIOD 1. INCENTIVES											
						PERIOD 2. SALES TRACKED FROM JAN - JUN						REDEEM PERIOD 2. INCENTIVES					

## Program Tiers & Incentives

For further details please contact the TD SYNEX Canada Microsoft Surface team.

Telephone: 1-864-373-7662

Team email: MicrosoftSurfaceCA@synnex.com

or

Telephone: 905-286-6800 EXT 5622566

Team email: SurfaceCanada@techdata.ca

### Onboard (\$0 - \$9K)

- One (1) virtual training for Reseller staff
- Digital Marketing Content OnDemand <https://www.contentmx.com/microsoft>

### Activate (\$10K-\$49K)

- Approval to purchase one (1) demo device at 50% (no Deal Reg required)\*
- One (1) virtual training for Reseller staff
- Quarterly Elite Consultation Services with Surface BDM
- Demo loan program
- Digital Marketing Content OnDemand <https://www.contentmx.com/microsoft>

### NEW! Microsoft M365 fundamentals exam voucher

#### Optimize (\$50K-\$99K)

- Eligibility for 0.75% incentive on Surface sales \*(Up to cap per Reseller \$1,000.00 CAD)
- Approval to purchase four (4) demo devices at 50% (no Deal Reg required)\*
- One (1) virtual training for Reseller staff
- Monthly Elite Consultation Services with Surface BDM
- Demo loan program
- Digital Marketing Content OnDemand <https://www.contentmx.com/microsoft>

### NEW! Microsoft M365 fundamentals exam voucher

#### Optimize Plus (\$100K+)

- Eligibility for 1% incentive on Surface sales\* (Up to cap per Reseller \$2,000 CAD)
- Approval to purchase six (6) demo devices at 50% (no Deal Reg required)\*
- One (1) virtual training for Reseller staff
- Bi-weekly Elite Consultation Services with Surface BDM
- Demo loan program
- Digital Marketing Content OnDemand <https://www.contentmx.com/microsoft>

\*Before you get any demo device must participate in training

\*Sales are not going to be combined between legacy SYNEX and legacy TD to qualify for the tiers

**Q. I have hit the next tier during the 6 months. Can I start redeeming incentives immediately?**

A. No, if you have hit the next tier during the 6 months, you can start redeeming incentives at the start of the next half.

**Q. How long do I have to redeem tier incentives?**

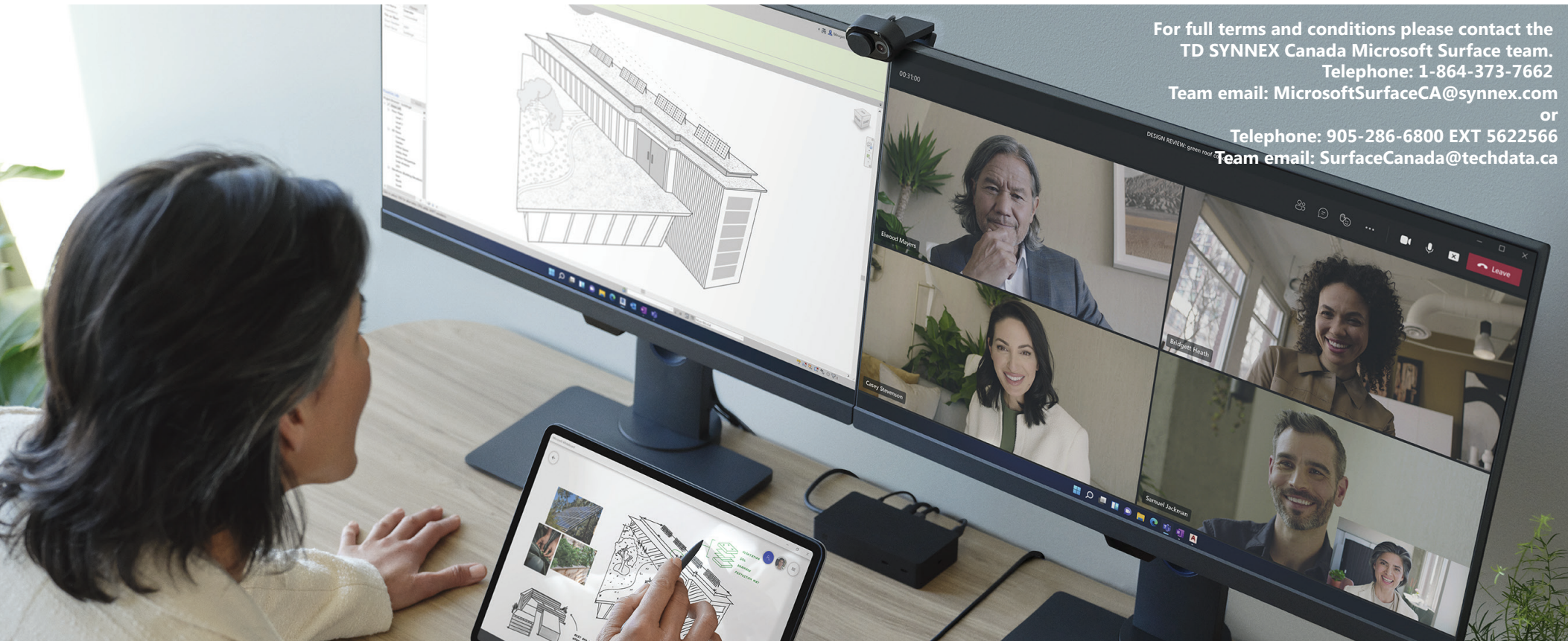
A. You will have from January 1 – May 31, 2022 to redeem your incentives (based on sales from July 1 – December 31, 2021). For the next term, you will have from July 1 – November 30, 2022 to redeem your incentives (based on sales from January 1 – June 30, 2022).

**Q. If I have not redeemed all my incentives by November 30 or May 31, can I roll unused incentives over to the next half?**

A. No, all incentives must be redeemed within the given timeframes. No exceptions are granted for unused incentives.

**Q. I was in the Optimize tier for Period 1. Does that mean I will stay in the Optimize tier?**

A. No, your tier is based on your sales every 6 months. If you are in Optimize in Period 1 and achieve more than \$100K in Period 2 sales, you are upgraded to Optimize Plus the next half. On the contrary, if you sell less than \$50K in Period 2 sales, you will be downgraded to Activate for the next half.



For full terms and conditions please contact the  
 TD SYNnex Canada Microsoft Surface team.  
 Telephone: 1-864-373-7662  
 Team email: [MicrosoftSurfaceCA@synnex.com](mailto:MicrosoftSurfaceCA@synnex.com)  
 or  
 Telephone: 905-286-6800 EXT 5622566  
 Team email: [SurfaceCanada@techdata.ca](mailto:SurfaceCanada@techdata.ca)

# SYNNEX and Tech Data Surface Elite Program Incentive SPIFF



Resellers who reach their Tier based on the sales within the Tier can earn as follows:  
Optimize Tier 0.75%, and Optimize Plus Tier 1%

Surface Authorized Resellers are eligible to earn incentive based on revenue achieved during the program period set out below:

**Optimize Tier** Eligibility for 0.75% incentive on Surface sales

\*(Up to cap per Reseller \$1,000.00 CAD)

**Optimize Plus Tier** Eligibility for 1% incentive on Surface sales

\*(Up to cap per Reseller \$2,000 CAD)

- January 1 – May 31, 2022 achieved revenue earnings will be paid out in June 2022
- There will be no incentives earned for June 2022 sales
- Incentive earnings will be processed via Credit on Account (Master SYNEX Canada account number)

**Sales are not going to be combined between legacy SYNEX and legacy TD to qualify for the tiers**

## Qualifying SKUs:

- All under legacy SYNEX Vendor # 1214 and legacy TD Vendor# 31501
- Sales are based on the Surface PC portfolio.
- Surface B (CPO) & Hub sales do not qualify.
- Qualifying Surface Authorized Resellers only.
- See the list of eligible and excluded accounts in PROMOCentral for details.

\*Does not include Surface B (CPO, Hub or accessories)

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**Contact your TD SYNEX Sales Rep today:**

Guelph Sales: 1.800.265.7212  
Local: 519.837.2444

Oakville Sales: 1.888.307.7218  
Local: 905.287.2680

Montreal Sales: 1.800.363.2821  
Local: 514.745.1695

Toronto Sales: 1.800.265.7212  
Local: 416.243.7336

Markham Sales: 1.800.949.4567  
Local: 905.415.1166

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