



**Kodak alaris**

Empower your data

The Kodak Alaris US&C Partner Program

# Empowering Growth Through Partnership

A simplified partner program built around collaboration,  
opportunity, and shared success.

**US&C**

The way organizations buy technology is evolving rapidly.

Businesses are accelerating digital transformation initiatives, investing in workflow automation, and looking for smarter ways to capture, process, and manage information.

Customers increasingly expect integrated solutions, consultative expertise, and long-term strategic partnerships that deliver measurable business outcomes.

That's why we've evolved the Kodak Alaris US&C Partner Program to create a simpler, more collaborative experience focused on helping our partners grow, win new business and deliver greater value to their customers.

With streamline engagement, strategic support and partner-led growth at it's core, our Partner Program empowers resellers, software providers, MSPs and document management specialists to:

- Accelerate growth
- Expand customer value
- Unlock new service opportunities
- Increase share of wallet
- Deliver higher-value document capture solutions
- Build stronger long-term customer relationships

**Empower your business  
with Kodak Alaris**



## Working smarter, together.

Our program removes rigid structures and creates a more flexible, partner-led approach that supports strategic growth across our partner ecosystem.

Rather than focusing purely on transaction volume, we're investing deeper in partners who:



Champion digital transformation



Advocate for customer success



Collaborate on growth opportunities



Invest in joint go-to-market activity








Share our vision for intelligent document capture and workflow automation

## Partnership Without Complexity

We've streamlined engagement to make partnering with Kodak Alaris simpler and more effective.

That means:

-  Reduced administration
-  Faster collaboration
-  Flexible opportunity support
-  Easier access to resources
-  Stronger alignment with our sales, marketing, pre-sales, and service teams.

Because modern partnerships should create momentum - not unnecessary administration.



## Why Partners Choose Kodak Alaris

### Most trusted scanner brand in NA

- Businesses across North America rely on Kodak Alaris solutions
- Thousands of award winning scanners deployed regionally
- Decades of innovation in document capture and workflow automation
- Industry-recognized imaging and OCR expertise
- USA based company



# A Partner Program Designed Around Growth

The Kodak Alaris US&C Partner Program is designed to help partners grow faster through collaborative engagement, practical support, and shared go-to-market activity.

Whether you're expanding your capture offering, building workflow automation solutions, or developing software-led services, Kodak Alaris works alongside your business to help create long-term value and measurable growth.



## Grow Demand

### Co-Marketing Support

Collaborate on joint campaigns, events, digital activity, and strategic go-to-market initiatives designed to generate demand and increase market visibility.

### Market Development Funds

Access MDF support to accelerate campaigns, drive lead generation activity, and support market expansion initiatives.

### Lead Sharing Opportunities

Kodak Alaris works closely with partners to support opportunity development and connect customers with trusted reseller expertise.



## Accelerate Sales

### Special Project Pricing

Partners can access competitive project pricing support to help position Kodak Alaris solutions effectively within customer opportunities.

### Opportunity Collaboration

Work alongside Kodak Alaris sales and pre-sales teams to support pipeline development, customer engagement, and strategic opportunity progression.

### Project Support

Leverage the expertise of Kodak Alaris technical specialists and professional services teams for larger or more complex customer projects.

## Enable Your Teams



### Training & Enablement

Access training resources and ongoing enablement to help sales and technical teams build knowledge, confidence, and expertise across Kodak Alaris portfolio.



### Demo and Eval Program

Gain hands-on access to demo and evaluation devices through our sales and pre-sales teams helping partners showcase solutions more effectively.



### Technical Expertise

Collaborate with experienced pre-sales specialists and solution experts to support customer requirements and solution design.

## Expand Your Value



### End-to-End Solutions

Deliver complete document capture solutions that combine hardware, software, workflow automation, and information processing.



### New Revenue Opportunities

Expand your portfolio with intelligent capture, workflow automation, and software-enabled solutions that create scalable service opportunities and recurring revenue potential.



### Stronger Customer Relationships

Help customers solve real business challenges with trusted solutions that improve efficiency, accuracy, and productivity.



## Recognizing Strategic Growth & Collaboration

The Kodak Alaris US&C Partner Program is built on partnership, advocacy, innovation, and shared success.

These annual recognition awards celebrate partners driving innovation, customer success, strategic growth, advocacy, and market expansion across the Kodak Alaris ecosystem.

### Annual Partner Recognition Categories

- Champion Partner
- Champion Solutions Partner
- Champion Service Partner
- Champion Distributor
- Champion Growth Partner
- Rising Star

## Empower Your Business with Kodak Alaris

The Kodak Alaris Partner Program is designed to help ambitious partners:

- Grow revenue
- Expand customer value
- Build stronger solutions
- Accelerate digital transformation
- Access collaborative support
- Deliver intelligent document capture services

## Partner-Led Growth Starts Here

Speak to us about becoming a partner today.



[www.kodakalaris.com/partners](http://www.kodakalaris.com/partners)

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