

Synology

Partnership Levels

Partner Benefits

A Partner's Guide to Solving
Technical Problems

Synology®

Synology Partner Program

2022



At Synology, we believe that partners are the core of business.

For this reason, we have prepared a special program for you, which will allow you to provide customers with new benefits, on which you will build your success and the necessary support for the development of your business.

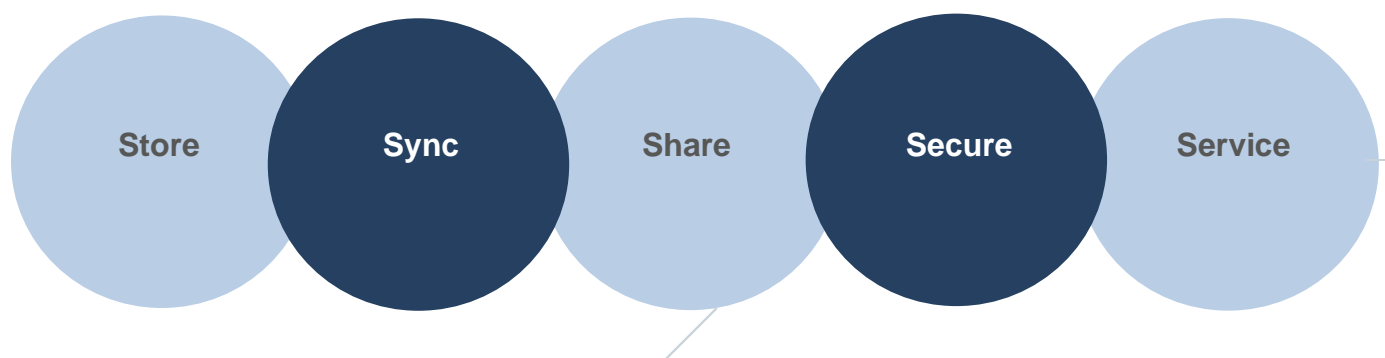
Work with a brand you trust.

Synology®

Founded in 2000, Synology creates network attached storage (NAS), IP surveillance solutions and network devices, changing the way users manage data, surveillance systems and networks in the cloud era. Synology makes full use of the latest technology and strives to deliver products with advanced features and provide superior customer service.



Our core values can be summed up in 5 points, the implementation of which can be found in all the products we create.








Our Clients



Synology SI/VAR Partner Program

Synology SI/VAR Partner Program is operated by Synology GmbH and is intended for system integrators and value-added resellers (VARs). A reseller with added value is understood as a seller focused on overall customer service, including technical knowledge for installation and management of IT solutions or monitoring. The goal of the program is to provide support to partners who offer Synology in their markets and provide quality customer service.

The program offers five levels

Levels					
<i>Quarterly turnover</i>	X	€2000	€3000	€5000	€10000
<i>Certificates</i>	X	0	1	2	4
<i>Certified staff</i>	X	0	1	1	2
<i>Additional discount¹</i>	X	0%	1%	2%	4%






¹ Discounts based on Synology's reseller suggested retail price, paid retroactively after Q .

Benefits of SI/VAR partners:

1. More favorable conditions for purchasing Synology products.
2. Project support: Registration of projects with the possibility of obtaining a special project price, project protection and assistance in choosing the right solution.
3. Priority technical support - depending on the level of partnership.
4. Products for your own needs - NFR: Up to 30% discount on the purchase of 1 device per year for your own needs and the possibility of renting (free of charge) units for testing.
5. Marketing materials and support.

Note: The above services/benefits are in line with Synology's commitment/goals. Synology does not warrant, in principle, compliance with the above response times / services / benefits. Synology reserves the right to change the terms and conditions of the Affiliate Program at short notice without prior notice.

Sales Support

Levels					
Pre-sales consultation	✓	✓	✓	✓	✓
Personal Synology contact	✓	✓	✓	✓	✓
NFR device discount ²	✓ max. 20 %	✓ max. 20 %	✓ max. 20 %	✓ max. 20 %	✓ max. 30 %
NFR disk discount ³	✓ max. 2 pcs	10 % max. 2 pcs	10 % max. 2 pcs	10 % max. 4 pcs	10 % max. 4 pcs
NFR discount for additional network equipment ⁴	X	X	X	20 %	30 %
Total NFR discount ⁵	Max. 100€	Max. 300€	Max. 500€	Max. 2000€	Max. 3000€






² NFR possible for 1 device per year unless otherwise agreed with a Synology representative.

³ NFR possible for 2 or 4 devices per year only with NAS purchase, unless otherwise agreed with a Synology representative.

⁴ Valid for Synology routers and Mesh routers.






⁵ Maximum total annual NFR discount

Marketing Support

Levels					
Newsletter and updates	✓	✓	✓	✓	✓
Access to partner server	✓	✓	✓	✓	✓
Listing in the "Where to buy" list	X	X	✓	✓	✓
"Certified Partner" logo	X	X	✓	✓	✓
"Certified partner at Synology events"	X	X	X	✓	✓
Joint marketing activities	X	X	X	X	✓






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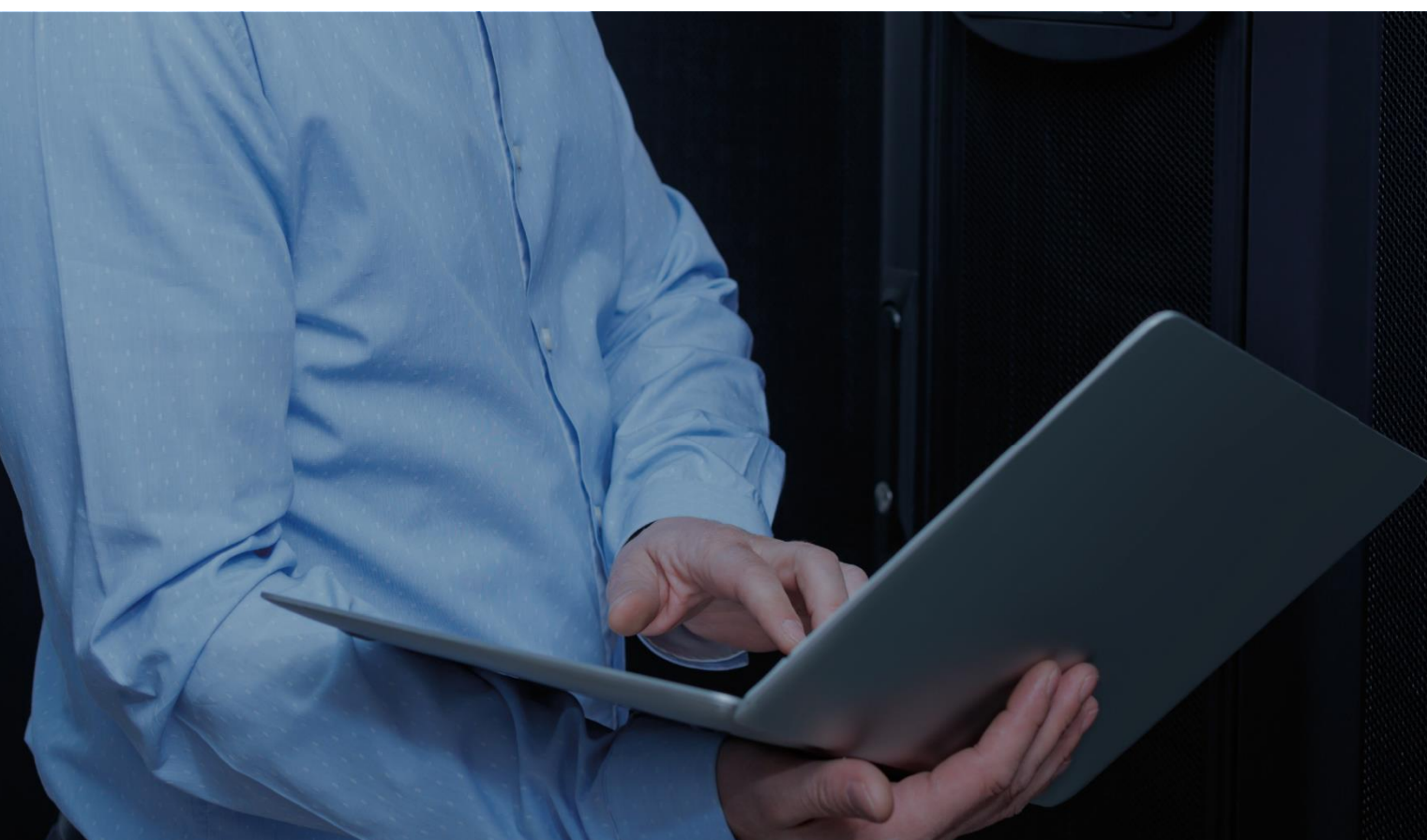
Priority support

Levels					
Deadline for first response	X	X	8 hours	8 hours	4 hours
Priority	X	High	Very High	Very High	Very High

Official working hours: Mon-Sat (8:00-17:00), technical support is also available after the warranty period.

Other support

Levels					
Technical support	✓	✓	✓	✓	✓
Webinar invitations	X	X	✓	✓	✓
Workshop invitations	X	X	✓	✓	✓
Group training	✓	✓	✓	✓	✓
Individual training	X	X	✓	✓	✓
Priority invitation to exclusive events	Medium	High	Very High	Very High	Very High



Requirements:

1. Good knowledge of Synology solutions, network creation and management, and good knowledge of Surveillance (for partners specializing in Surveillance deployment).
2. High quality of the services offered.
3. SIVAR provides RMA service to its customers in accordance with the Synology manufacturer's warranty stated in the product data sheets.
4. Active and personal sales based on real contact with clients.
5. Participation in trainings, webinars and seminars organized by Synology.
6. Active promotion of Synology among clients.
7. The partner discount applies only to sales in the agreed territories.
8. Placing the Synology logo on the company's website.

How to register and have immediate access to all benefits?

Simply contact one of our distributors or the product manager responsible for your territory and take advantage of all the great benefits we have prepared for you.

Our distributors in Romania are:



www.itdirect.ro

sales@itdirect.ro

+40 21 310.95.64

SIT Certification provider

On Site Service



www.alsotechnology.ro

Office.RO@also.com

+40 733 884 512



www.lasting.ro

synology@lasting.ro

+40 72 988 72 21

Express replacement

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A Partner's Guide to solving technical requirements

1. Technical support

Official working hours: Mon-Sat (8:00-17:00), technical support is also available after the warranty period.

a) In writing (recommended):

Support portal on the Synology Account login website: <https://account.synology.com/>

✓ Partner tickets are governed by the level of partnership and are prioritized accordingly

✓ Send debug logs directly for faster ticket processing

b) b) Telephone 24/5 + Saturdays – local working hours: 09:00 – 17:00

✓ +49 (0)211 9666 9666 (Germany - English, German, Russian, Polish, Turkish)

✓ Before business hours: (7/5 / 1:00-8:00): +886 2 2552 1814 (Taiwan - English)

✓ After hours (7/5 / 17:30-1:00): +1 425 296 3177 (US – English)

2. Product defect

a) The RMA warehouse for standard replacement of defective parts is in Germany; the exchange takes place after the delivery of the defective item and is ensured through the distributor where the goods were purchased within the statutory time limits for handling complaints.

b) Spare parts can be purchased/claimed separately (again via distribution), there is no need to change the entire device. [List here](#).

3. Extended warranty plus

Extend the warranty by an additional two years up to five years of protection and maximize the return on your investment with guaranteed performance. You can purchase Extended Warranty Plus either in the DSM system interface (version 7.1 and above) or through your Synology account. The price for the service depends on the specific model, the total price will be confirmed during the registration process. The warranty covers the NAS device only, not the accessories. More information [here](#).

The claim warehouse for the standard exchange of defective parts is in Germany; the exchange takes place after the delivery of the defective item. During the standard warranty period, the user can choose whether to handle the claim through the distributor from whom the product was purchased or directly with Synology. After the standard warranty expires,

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complaints are handled exclusively by Synology. Extended Warranty Plus has replaced the existing EW201/EW202 services and provides users with a direct and advanced exchange service that eliminates the need to handle the warranty through a dealer, speeds up the exchange process and reduces waiting times.

4. Next Business Day (NBD)

Synology provides the highest level of service, so you can purchase NBD warranty for higher models from our distributors.

Support service packages authorized by Synology are offered by partners in several variants. The On-Site Support package covers the service of complete operational systems. On-Site Post-Warranty service applies to equipment with expired warranty period. Both packages are designed for all devices and offer the option of on-site technician intervention. Next Business Day Replacement service provides replacement of damaged hardware within one business day. This service does not include fault diagnosis. On-Site Support and Next Business Day Replacement services must be activated within 3 months of system purchase. On-Site Support Post-Warranty can only be activated after the given warranty period has expired. If you purchase the Next Business Day or On-Site Support package for 5 years (60 months), it is not necessary to have Extended Warranty Plus.

5. Procedure for correctly creating a Synology support ticket:

- a) After completing your SIT course and obtaining the Silver level and higher in the partner program, you must reach out to Synology to set up the priority support email.
- b) If you are creating a support ticket, it must be created from an account that is registered for prioritized support.
- c) When creating a ticket, it is necessary to select the option "No, I agree with a longer waiting time depending on the volume of support" in the option "With your permission, we can speed things up", so that this ticket remains only for the German branch where you have set prioritized support.
- d) The ticket must be created by a partner who has completed SIT training to guarantee expertise. With the knowledge learned, basic screening procedures will be skipped to achieve a faster resolution.
- e) When creating a ticket, it is necessary to classify it in the correct category. If the ticket is classified in the wrong category, it will be corrected by a technician and it will be considered as the first response, so we recommend avoiding this delay.
- f) Our support is available Mon-Sat from 8 a.m. to 5 p.m.

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6. Project rules

By project we mean all activities of the Synology reseller aimed at selling our solution subject to project support and directed to end customers (companies and institutions) based in Romania.



The data provided in the project, both for the end customer and for the seller, are not added to any mailing database, they are used only for activities related to the implementation and verification of the project.

Synology has the right to verify the project at every stage, before and after implementation.

We want companies that actively promote our solutions to be adequately rewarded for their efforts and to have the tools to convince the end customer about our solutions.

In case of abuse, appropriate steps will be taken to eliminate such situations in the future.

Synology reserves the right to cancel the project in cases where:

- The seller sells the device for which he received design support to a company engaged in the sale of IT equipment.
- The seller creates a fake project to get a discount, and then delivers the device to an entity other than the one listed in the project.
- The seller registers the project and will not offer to the end customer.

In the event of a dispute, Synology will expect the sellers to provide correspondence confirming contribution to the project. Each case will be assessed individually so that none of the sellers feel disadvantaged.

If the end entity shows willingness to buy from a seller who does not have a registered project and who does not provide correspondence confirming his participation in the sale of the solution, Synology will loyally support the seller who registered and worked on the project. with the end customer and can confirm it by correspondence.

The project and discount level are valid for 3 months by default, after which the partner's feedback on the status of the project and possibly updating the offer is required. In the absence of this information, the project is closed

Looking for more info?



Knowledge Base

www.synology.com/knowledgebase



Download Center

www.synology.com/support/download



NAS Selector

www.synology.com/support/nas_selector



NVR Selector

www.synology.com/support/nvr_selector



Where to Buy

www.synology.com/wheretobuy/locate_synology_partner

Synology Contacts:

balkans_sales@synology.com

Local Synology Support

Mihai Marcu • *Key Account Manager*

Support from the German office

Ismar Hota • *Product Manager for Balkans*

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