Access Point for wall mounting

Outdoor-Access Point

Access Point for ceiling mounting

JetStream Switches

TP-Link Account

Omada VPN Router

As the world's leading manufacturer of smart communication products, TP-Link is characterized by efficient and reliable products and services. In the D-A-CH region in particular, TP-Link has made a name for itself among consumers. Whether in the B2B or B2C sector, TP-Link is the reliable partner when it comes to network infrastructure and impresses with innovative ideas that meet the respective requirements of the time.

Over 1.2 billion users in over 170 countries around the world have made us the number 1 provider of network infrastructure for the twelfth year in a row in 2022*.

Every day, more than 3,000 employees in research and development ensure that TP-Link customers can and bring the world a little closer together thanks to excellent network technology.

TP-Link Omada is at the center of our business-to-business solutions. The smart cloud solution for professional networks combines all network devices such as access points, switches and gateways under one platform for 100% centralized cloud management. Omada enables a highly scalable network, all controlled from a single interface for a seamless transition between Wi-Fi and wired connections. The ideal solution for hotels, schools, stores and many other applications.

Hospitality

Education

Healthcare

Business

Retail

Transportation

TP-LINK PARTNER PROGRAM

TP-Link has been breaking all sales records for over 25 years. Join us now and become part of this success story. As a partner of the world market leader for WLAN and network technologies, you will receive everything you need for your market success in our partner program.

As a TP-Link partner, you immediately gain exclusive access to our world-leading consumer and business WLAN products, competitive discounts and marketing support. Through this partnership you ensure highly satisfied customers, gain market advantages and higher margins - all just a few clicks away.

THE TP-LINK PARTNER PROGRAM
ITK SPECIALISTS WHO:

- TP-Link business solutions to commercial end customers and public sector clients.
- Offer pre- and post-sales services such as product advice, on-site service and troubleshooting.
- Have their registered office in Switzerland.

Requirements	Qualified Partner	Silver Partner	Gold Partner
Partner Status	Qualified Partner	Silver Partner	Gold Partner
Acceptance of Partner Agreement through Online Partner Registration	✔	✔	✔
Revenue Requirements (in 2024 through authorized TP-Link Distributors)	CHF 0	CHF 30'000	CHF 70'000
Exclusive purchase through TP-Link Distributors	✔	✔	✔
Minimum front-end margin suggested to Partners on Omada Solutions	15%	15%	15%
Minimum front-end margin suggested to Partners on VIGI Solutions	20%	20%	20%
Benefits			
Standard Partner Discount on Omada Solutions	5%	5%	5%
Standard Partner Discount on VIGI Solutions	10%	10%	10%
Annual sales target bonus (Separately communicated)		up to 1,5%	up to 3%
Bonus for OCNA certification		up to 1%	up to 1%
Bonus for case study (need to be checked and approved by TP-Link)		0,5% per case study	0,5% per case study
Additional Project Discount	Up to 50%	Up to 50%	Up to 50%
Deal Registration for Projects	✔	✔	✔
Support for Public Tenders	✔	✔	✔
Pre-Sales and Post-Sales Support	✔	✔	✔
Access to Partner Portal and Newsletter	✔	✔	✔
Discount on NFR-Kit (Not for Resale)	✔	✔	✔
Access to Special Promotions	✔	✔	✔
Free of charge participation to Webinars, Workshops and Events	✔	✔	✔
Sales & Pre-Sales Trainings & Certifications	Online	Online	Online and Onsite
Assigned Account Manager		✔	✔
Listing in our Partner Locator		✔	✔
Individual Business Plan			✔
Supporting Material			
Access to Marketing Material: Presentations, Catalogs, Logos and Product Images	✔	✔	✔
Access to Planning tools: GUI Emulator, Visio Shapes, Switch Selector, etc.	✔	✔	✔
Access to the TP-Link Community: Forum, Stories, Knowledge Base	✔	✔	✔