

## Building Long-Term Partnerships for Mutual Success

Our goals are the same – increase profits, reduce costs, increase productivity, and build valuable relationships. For these reasons and more, our network-style programme connects your business to:

- Real solutions for real problems through improved training and resources
- Tools to gain a competitive advantage in the fibre optic and copper industry
- Solutions with up to a 25-year warranty
- Rewards for your efforts!

Programme Benefits		
Benefit	NPI Preferred	NPI Pretium
25-Year Warranty	Yes	Yes
Training	Yes	Yes
Comprehensive Bid Support	Yes	Yes
Presence on Corning Website	Yes	Yes
Certification and Warranty Registrations Tool (NPI Portal)	Yes	Yes
Marketing Support Demonstration kits, product displays, early access to new technologies	Yes	Yes
Co-Op Funded Marketing Support	No	Yes
Design and Win Programme	No	Yes
Programme Requirements		
Requirements	NPI Preferred	NPI Pretium
<b>Maintain Annual Training*</b> Classes are combination of online modules and webinars. Webinars could be replaced by attendance in Corning local seminar.		
Total number of online modules to be taken annually	4	6
Total number of webinars to be taken annually	2	4
<b>Meet Business Plan Reviews</b>		
Business Plan Review	2	4
<b>Annual Profile Questionnaire</b> Update on NPI point of contacts for Corning NPI Programme		
Annual Online Survey Submission	Yes	Yes
Qualification Criteria**	NPI Preferred	NPI Pretium
<b>Salesmanship</b>		
• Commitment to training and education	Yes	Yes
• Commitment to opportunity pipeline sharing	Yes	Yes
• Achieving sales targets	No	Yes
<b>Market Focus</b>		
• Operates and is successful in one of Corning's jointly targeted vertical markets	Yes	Yes
• Major customer references	Yes	Yes
• Expertise in key industry	No	Yes
<b>Financial Strength</b>		
• Solid trading history in the premises networks area over a number of years	Yes	Yes
• Credit facilities and cash flow sufficient to finance major projects	No	Yes
<b>Championing</b>		
• Commitment to building Corning into your primary optical fibre and shielded copper vendor (by revenue)	No	Yes

In order to join the programme, the installer needs to complete the following steps:

1. Sign Corning Extended Warranty contract
2. Complete LANscape® Installer Training Course

\* Minimum number of attendees: 20% of the relevant NPI personnel

\*\* Qualification process to the NPI Programme needs to be approved by Regional Sales Manager

For detailed information on the above requirements, please contact: [emeanpi@corning.com](mailto:emeanpi@corning.com)

# Resources

## LAN Core Products Excel List

[corning.com/emea/lanproducts](http://corning.com/emea/lanproducts)

## Online Product Catalogue

[corning.com/opcomm/resourcelibrary](http://corning.com/opcomm/resourcelibrary)

## Online Drawings Resource Centre

[corning.com/emea/en/product-drawings](http://corning.com/emea/en/product-drawings)

## Online Certificates Centre

[corning.com/emea/en/certificates](http://corning.com/emea/en/certificates)

## See the Light™ Trainings and Webinars

[corning.com/emea/training](http://corning.com/emea/training)

## Corning Programmes

[corning.com/emea/en/products/communication-networks/loyalty-programs.html](http://corning.com/emea/en/products/communication-networks/loyalty-programs.html)

## On-Demand Installation Videos

[corning.com/opcomm/videos](http://corning.com/opcomm/videos)

[corning.com/opcomm/youtube](http://corning.com/opcomm/youtube)

## Events

[corning.com/emea/en/products/communication-networks/news-events/events.html](http://corning.com/emea/en/products/communication-networks/news-events/events.html)

## Newsletter Archive

[corning.com/emea/en/products/communication-networks/news-events/newsletters.html](http://corning.com/emea/en/products/communication-networks/news-events/newsletters.html)

## Newsletter Subscription

[corning.com/emea/en/products/communication-networks/news-events/subscription-center.html](http://corning.com/emea/en/products/communication-networks/news-events/subscription-center.html)

## Installers and Distributors

[corning.com/opcomm/emea/npi](http://corning.com/opcomm/emea/npi)

[corning.com/opcomm/auth/emea/en](http://corning.com/opcomm/auth/emea/en)

## Sales contacts in your region

[corning.com/opcomm/emea/en/sales](http://corning.com/opcomm/emea/en/sales)

## Customer Care

[cc.emea@corning.com](mailto:cc.emea@corning.com)

00800 2676 4641

## Order Tracker

[ordertracker.corning.com](http://ordertracker.corning.com)



CORNING

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