



Introducing **SATO ISS** Business Partner Program

What do you need from a vendor?

- A partner that supports all aspects of your business
- Recognition of your capabilities and competencies
- Progressive Partner discounts
- Clear tier program structure
- Quick access to resources direct from manufacturer
- Technical, marketing and training
- Trust – to build lasting relationships

Introducing Your New SATO Prestige Partner Program

- A comprehensive and flexible partner program that spans sales, business development, marketing, training and maintenance
- A Partner program that operates across all major market sectors and industries
- Partner tier levels that recognise and reward your capability & competence
- A platform to help you increase your business
- Clear and simple discount structures
- Key content available in local languages
- Dedicated and expanded partner support team
- Enhanced and improved sales and technical training programs
- Partner certification reflecting status
- Project protection and price exception support
- Regular informative newsletters

- > **Introduction**
- > [Business Partner Program](#)
- > [SATO Team](#)
- > [Training/Education](#)
- > [Technical Support](#)
- > [Webinars](#)
- > [Business Partner Portal](#)
- > [Business Development](#)
- > [Marketing Support](#)
- > [BP Portal Account Access](#)

Your New Prestige Partner Program



Click on an icon to
find out more...



- > [Introduction](#)
- > [Business Partner Program](#)
- > [SATO Team](#)
- > [Training/Education](#)
- > [Technical Support](#)
- > [Webinars](#)
- > [Business Partner Portal](#)
- > [Business Development](#)
- > [Marketing Support](#)
- > [BP Portal Account Access](#)

©2022 SATO HOLDINGS CORPORATION.

Your Dedicated SATO Team at International Sales (ISS)

Philip Ooi
Regional Sales Manager, ISS Sales
Hong Kong, Macau,
Africa & Middle East Region
E: philip.ooi@sato-global.com
Tel: +65 6271 5300
Mobile: +65 9295 7868



SATO Asia Pacific Pte Ltd
No.11, Ubi Road 1, #03-01,
Meiban Industrial Building, Singapore 408723

Albert Park
Country Manager,
Korea Representative Office, ISS Sales
E: albert.park@sato-global.com
Tel: +82 2 761 5072
Mobile: +82 10 2558 9763



SATO Asia Pacific Pte Ltd Korea Representative Office
#1805, 18F, 8-13, Gwangpyeong-ro 56-gil,
Gangnam-gu 06367, Seoul Korea

Sales
iss.sales-sap@sato-global.com

Pre-Sales
dss-sap@sato-global.com

Sales Support
iss-admin-sap@sato-global.com

Tech Support
techsupport-sap@sato-global.com

Product Marketing
Jonathan Chew
E: jonathan.chew@sato-global.com
Mobile: +65 8826 7637

- > [Introduction](#)
- > [Business Partner Program](#)
- SATO Team**
- > [Training/Education](#)
- > [Technical Support](#)
- > [Webinars](#)
- > [Business Partner Portal](#)
- > [Business Development](#)
- > [Marketing Support](#)
- > [BP Portal Account Access](#)

©2022 SATO HOLDINGS CORPORATION.

Training, Education & Knowledge Transfer



TRAINING & EDUCATION

- ✓ Structured, modular & free of charge basic & advanced sales and technical training programs covering all SATO hardware families for Prestige Partners
- ✓ Advanced training programs for upper tier partners
- ✓ Expert training sessions on demand addressing specific topics e.g. SATO AEP, SATO Software solutions
- ✓ Certificated attendance and completion
- ✓ A new E-learning platform is in development to make learning with SATO convenient (2023 launch)

Concept of Business Partner Training and Certification



- > [Introduction](#)
- > [Business Partner Program](#)
- > [SATO Team](#)
- > [Training/Education](#)
- > [Technical Support](#)
- > [Webinars](#)
- > [Business Partner Portal](#)
- > [Business Development](#)
- > [Marketing Support](#)
- > [BP Portal Account Access](#)

Direct Technical Support from Manufacturer



**DIRECT
TECHNICAL
SUPPORT**

- ✓ Presales technical and sales support free of charge
- ✓ Access to technical hotline support
- ✓ Access to spare Parts list and code numbers in SATO BP Portal
- ✓ Access to all technical support content via SATO BP portal
- ✓ Technical Training Program



- > [Introduction](#)
- > [Business Partner Program](#)
- > [SATO Team](#)
- > [Training/Education](#)
- > [Technical Support](#)
- > [Webinars](#)
- > [Business Partner Portal](#)
- > [Business Development](#)
- > [Marketing Support](#)
- > [BP Portal Account Access](#)

©2022 SATO HOLDINGS CORPORATION.

Webinars



- ✓ Regular hosted webinars about key industry needs and trends, technical developments and innovation
- ✓ Live webinars based on vertical sector or solution
- ✓ Recorded webinars for information sharing

WEBINAR

- > [Introduction](#)
- > [Business Partner Program](#)
- > [SATO Team](#)
- > [Training/Education](#)
- > [Technical Support](#)
- > [Webinars](#)**
- > [Business Partner Portal](#)
- > [Business Development](#)
- > [Marketing Support](#)
- > [BP Portal Account Access](#)

©2022 SATO HOLDINGS CORPORATION.

Business Partner Portal

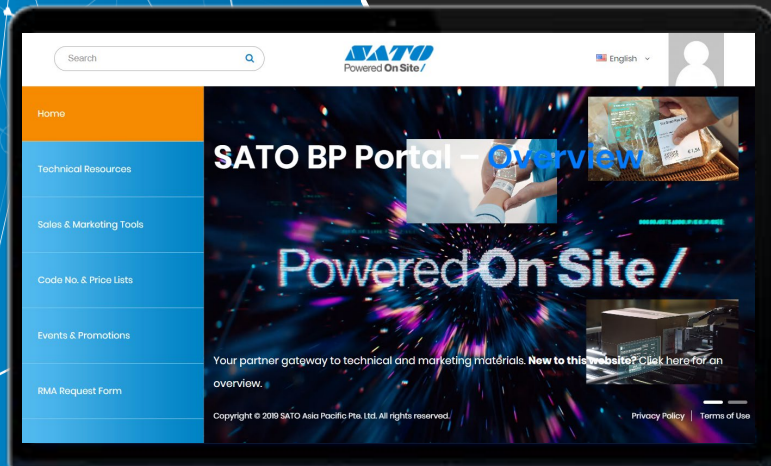
Your exclusive web-based hub for all SATO Information
Bespoke content for Prestige Partners only:



**BUSINESS
PARTNER
PORTAL**

- ✓ All price lists
- ✓ Product Newsletter
- ✓ Partner certification information
- ✓ Technical support
 - Manuals, Drivers, Tools
 - Quick Guides, Spare Part List

- ✓ All marketing collateral
 - Sales & technical presentations
 - Graphics and imagery
 - Logos & branding toolkit
 - Applications & Solutions
- ✓ Industries / Markets Maps
- ✓ Events & Promotions
- ✓ RMA Request Form



- > [Introduction](#)
- > [Business Partner Program](#)
- > [SATO Team](#)
- > [Training/Education](#)
- > [Technical Support](#)
- > [Webinars](#)
- > [Business Partner Portal](#)
- > [Business Development](#)
- > [Marketing Support](#)
- > [BP Portal Account Access](#)

©2022 SATO HOLDINGS CORPORATION.

Business Development Support



BUSINESS DEVELOPMENT SUPPORT

- ✓ Work directly with SATO personnel to develop business opportunities
- ✓ Provide contacts, visitors and leads based on partner competency, capability & certification
- ✓ Engage in 'Direct Approach' activities to develop accounts or vertical sectors
- ✓ Project protection and price exception
- ✓ Access to demonstration equipment at enhanced discounts
- ✓ Sales & technical training
- ✓ Loyalty, rewards / rebates

- > [Introduction](#)
- > [Business Partner Program](#)
- > [SATO Team](#)
- > [Training/Education](#)
- > [Technical Support](#)
- > [Webinars](#)
- > [Business Partner Portal](#)
- > [Business Development](#)
- > [Marketing Support](#)
- > [BP Portal Account Access](#)

Marketing Support



- ✓ Develop joint marketing initiatives and campaigns
- ✓ Develop a SATO microsite for your own web activities
- ✓ Receive contacts, visitors and leads based on partner competency, capability & certification
- ✓ Digital access to SATO content & collateral
- ✓ Regular & informative newsletter



- > [Introduction](#)
- > [Business Partner Program](#)
- > [SATO Team](#)
- > [Training/Education](#)
- > [Technical Support](#)
- > [Webinars](#)
- > [Business Partner Portal](#)
- > [Business Development](#)
- > [Marketing Support](#)**
- > [BP Portal Account Access](#)

©2022 SATO HOLDINGS CORPORATION.

Business Partner Portal Account Access



Don't forget!

Is your **BP Portal** account access active?

If not
CLICK HERE



For more information on the SATO ISS Business Partner Program, please reach out to your local SATO partner representative / email iss-admin-sap@sato-global.com

- > [Introduction](#)
- > [Business Partner Program](#)
- > [SATO Team](#)
- > [Training/Education](#)
- > [Technical Support](#)
- > [Webinars](#)
- > [Business Partner Portal](#)
- > [Business Development](#)
- > [Marketing Support](#)
- > [BP Portal Account Access](#)