

Choice within

the AT&T Alliance Channel partner program

AT&T is putting Channel Partners at the center of our programs to help them **do business the way they want**. Channel Partners can choose the model that works best for them: teamed selling or non-teamed selling.

Teamed

With AT&T Direct Sales

ALLIANCE

Entire AT&T Business Product Catalog

Self-sufficient ordering via sales tools + **internal support**

Access to **post-sales support** such as project & service delivery management

Rules of Engagement dependent on standard AT&T segmentation

Competitive SPIF + Residual compensation options



Non-Teamed

Solo-selling

ACC

Core strategic services – *New products added often!*

Current platform with enhancements as platform matures

Access to **post-sales support** such as project & service delivery management

Standard AT&T segmentation **does not apply**

Even **higher residual compensation** - *no Direct Sales integration*

