

# 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*

