

## 2. PARTNER TRAINING

NOVEMBER 24 – 26 2020



**ROHDE & SCHWARZ**

Make ideas real



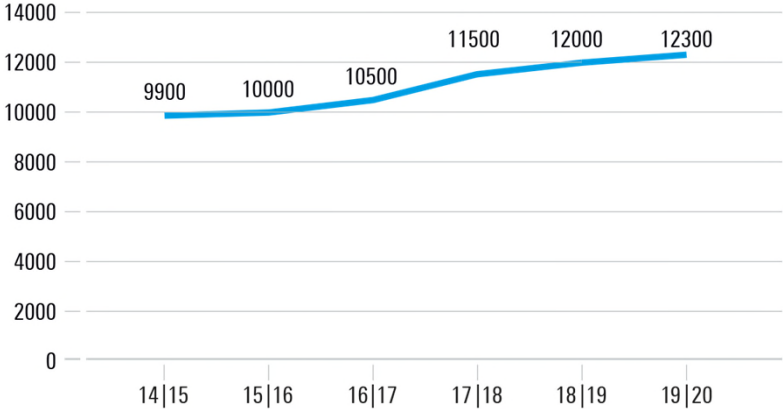
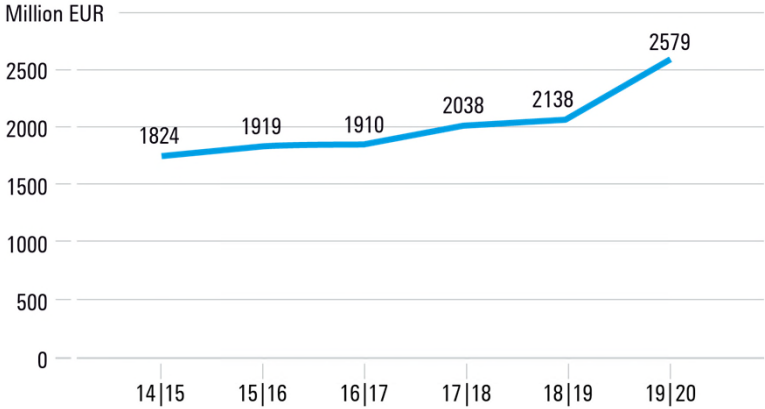
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# 1. TECHNICAL PARTNER TRAINING 2019



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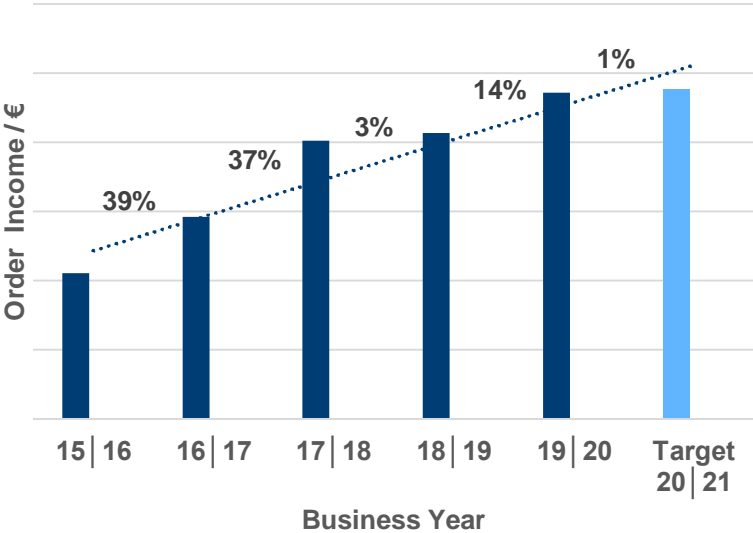
# REVENUE AND EMPLOYEE TREND



# OI TREND DISTRIBUTION BUSINESS



OI BY15\_16 to BY20\_21



# ONE PORTAL FOR CHANNEL PARTNERS

## Key Functions



- Partners can process leads, convert them into opportunities, register new deals  
-> At later seed stages – ordering tool should be in the same portal
- No need for any manual work. Leads are logged and automatically distributed to partners
- Opportunity logging feature
- Instant information for CP managers on the progress of lead processing

### When?

- First demo versions with trial partners mid 2021

R&S Essentials Promotion

# FULL BENCH. HIGH VALUE.

Up to 50% off our signature instrument bundles. Preconfigured for you.



▶ October 1<sup>st</sup> the next generation startet and runs until March 31<sup>st</sup> 2021

- Same benefits as “This Changed Everything” Promotion
- Covers more products and customers
- All Information available on Gloris / Channel Partner Portal

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Benefits	
<b>Full functions</b>	You get the full functionality of all options for the R&S®RTC1002, R&S®RTB2002 and R&S®RTB2004 oscilloscopes
<b>Long term availability</b>	The EDU Edition are products and therefore available without a time or quantity limit
<b>Attractive price</b>	The EDU Edition offers a saving of up to 33% compared to purchasing regular units with EDU discount

# NEW EDU EDITION

▶ **Launch November 1st, 2020**

▶ **Target Groups**

- Universities
- Educational institutions

▶ **Main Benefits**

- EDU Edition unlocks the rich functionality with **all software options** of Rohde & Schwarz **R&S®RTC1002, R&S®RTB2002 and R&S®RTB2004 oscilloscopes** for a very attractive price:

▶ **Channel Partner Portal**

- Flyer - Oscilloscope for education:special bundles
- Sales Circular

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2. Partner Training 24-26<sup>th</sup> November  
Virtual Classroom training



	Day 1 (Tue)	Day 2 (Wed)	Day 3 (Thu)	
	24.November 2020	25.November 2020	26.November 2020	
<b>12:45 - 13:00</b>	Welcome, Introduction, News			
<b>13:00 – 14:00</b> <b>Sales &amp; Marketing</b>	Oscilloscopes and accessories	Signal and Spectrum Analyzers Vector Network Analyzers New Product Introduction	Power Supplies Signal Generators, analog and digital New Product Introduction	
14:00 – 14:15	Break			
<b>14:15 – 15:15</b> <b>Technical Training</b>	Oscilloscope General Topics	Spectrum Analyzer General Topics	Network Analyzer Fundamentals and Basic Measurements	
15:15 – 15:30	Break			
<b>15:30 – 16:30</b> <b>Technical Training</b>	Handheld Oscilloscope RTH	Handheld Spectrum Analyzer FSH/FPL	Handheld Network Analyzer ZVH/ZPL	
<b>16:30 – 16:45</b>	Wrap-up, feedback	Wrap-up, feedback	Wrap-up, feedback	



THANK YOU!



  
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