



T-Mobile for Business Partner Up! Partner Program



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Multiple Partnership Model Lanes Open to All Segments & Verticals



Agent, TEM & Alternative Distribution

Partners with Professional Salesforce that Sell T-Mobile Products, Solutions & Services on behalf of T-Mobile in a Partner Generated model



Solution Provider Partner Teaming

Curated Vetted Partners that Collaboratively Market & Present Complementary Solutions with our Direct Sales teams & drive bi-directional leads PG & DL



Managed Service Provider Re-Bill & BOBO Partners

Partners that Package & Market T-Mobile approved Solutions on traditional Rate plans with a Partner Generated HSI focus



Lead Referral Distribution VARs

Hardware & Software Partners that sell connected devices & solutions that need SIM Connectivity. PG & DL Opportunities

Support & Alignment from Cross Channel Support Teams



OEM & SI

GTM Channel Strategy leveraging manufacturers with our SE & Certification Teams



IOT Product & Wholesale

Alignment for Partner Strategy, Collaboration & Inclusion across all TFB



Professional Services

Last Mile Professional Services, Installation & Services beyond T-Mobile Capabilities



Marketing & Partner Recruitment

New Distribution, Directs & Subs Develop Plan for New Partner



Next Gen Program | Meet Customers & Partners Where They Want

Primary Agents - Partners who manage a team of Telecom sub-agents and solution providers who sell products, solutions and services on behalf of T-Mobile..

Traditional Agents - Partners who have professional salesforce who sell products, solutions and services on behalf of T-Mobile.

Solutions Providers - Curated partners who offer complementary products, solutions and professional services to those offered on the T-Mobile bill.

Distributors - Hardware and Software Distributors who sell connected devices and solutions to VARS whose customers benefit from T-Mobile SIM Connectivity.

VARS - Partners who provide Value Added Services including T-Mobile connectivity to their customers.

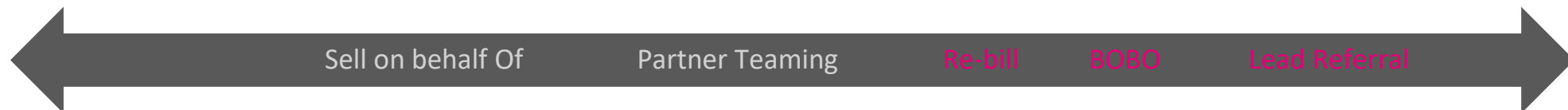
OEMS - Partners who sell hardware to distributors and directly to T-Mobile. Expand relationships to maximize growth potential

Managed Service Providers - Partners who package pre-defined set of services bundled with T-Mobile rate plans & offers

System Integrators - Partners who specialize in bringing together component subsystems including T-Mobile services to provide.

TEMs – Telecom Expense Managers enable companies to drive efficiencies across their voice, data and network services.

TPAs –A third-party advisor provides operational services such as claims processing and employee benefits management under contract to another company.



Winning with Partner Teaming!

Partner Teaming is a collaborative sales approach between Partner Solutions and TFB Direct Sales. There are two structured and supported methods for Partners to help WIN business for TFB Direct.



WIN: TFB Direct Led: TFB AE brings the opportunity to the table and engages the partner for a service or a solution not directly available through T-Mobile.

WIN: Partner Led: Partner brings the opportunity to T-Mobile for Business.

WIN: TFB Direct sellers receive compensation & QGP quota attainment regardless of who brings the deal to the table!

Partner Teaming enables TFB to...

- Deliver today's most attractive hardware, software, and solutions with products that are not directly available through T-Mobile
- Assess business customer needs and solve customer pain points by right-fitting them with available offers from trusted partners



Partner Teaming Solutions

Hardware and Software Solutions Across Business Verticals:



Transportation

Fleet/Asset Trackers

Dashcams

Barcode Scanning



Health Care

Remote Patient Monitoring

Home health Tablets

Compliance/ Secure Fax



Financial

Branch Routers

ATM Connectivity

POTS Replacement



Oil & Gas

Remote Access Gateways

Rugged / PTT Handsets

Low Power Sensors



Retail

Wireless POS

Digital Signage

Failover Internet



Tech & Media

Remote Video

High-Speed Internet

AR/VR

AI Analytics



Partner Teaming Solutions

Hardware and Software Solutions Across Public Sector:



Education

Chromebooks/
Laptops

Safety/ Door locks

Campus Call Boxes



First Responders

Body Cameras

Mobile Routers

Rugged/PTT Device



Agencies

Remote Access
Gateways

Rugged / PTT
Handsets

Low Power Sensors



City Govt

Smart cities –

- Parking sensors
- Street light controls
- Waste monitoring

Smart Buildings

- Security cameras
- HVAC/Light Control

Outdoor Public Wifi



Multi-Band for Best 5G Coverage

High-Band mmWave

30 GHz – 300 GHz

Faster speeds | Line of sight

Ultra Capacity 5G

2 to 6 GHz

T-Mobile uses 2.5 GHz
300-400 Mbps avg. | Gigabit peaks

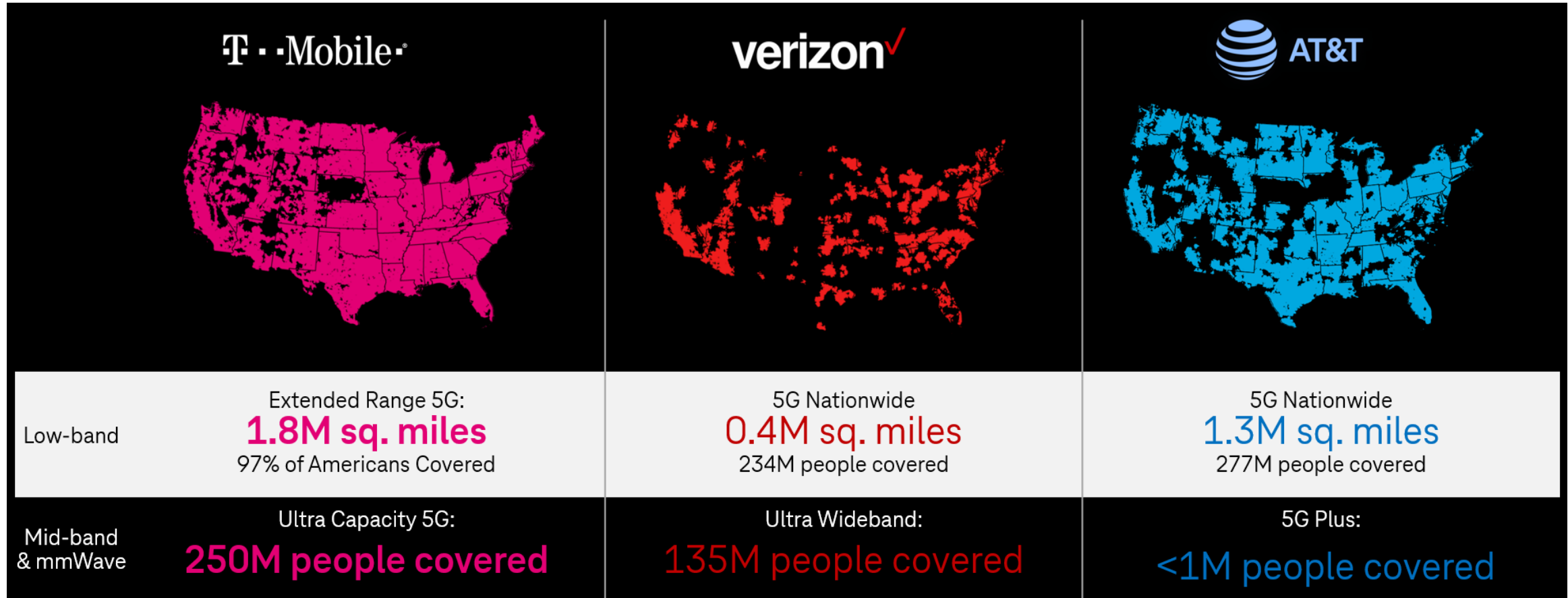
Extended Range 5G

600 MHz

40-80 Mbps – double speed of 4G LTE
Covers hundreds of square miles



We Have a Clear Lead in 5G & We Won't Stop



Customers are looking for a connectivity solution to enable both established and next-generation use cases from our partners



Industrial sensors



Delivery tracking and optimization



Smart buildings



Real-time surveillance



Immersive AR/VR



Autonomous vehicles



Increasing throughput



Lower latency



Increasing reliability



Smart meters



Wearable sensors



Asset monitoring and management



Computer vision & inspection



Low-latency gaming



Industrial automation



Connecting Heroes

CONNECTING HEROES

Free unlimited service for first responder agencies.

T-Mobile delivers America's largest and fastest 5G network to first responders. And with priority access and preemption for WPS users, critical communications go to the front of the line — when it's needed most.



OVERVIEW

Our commitment

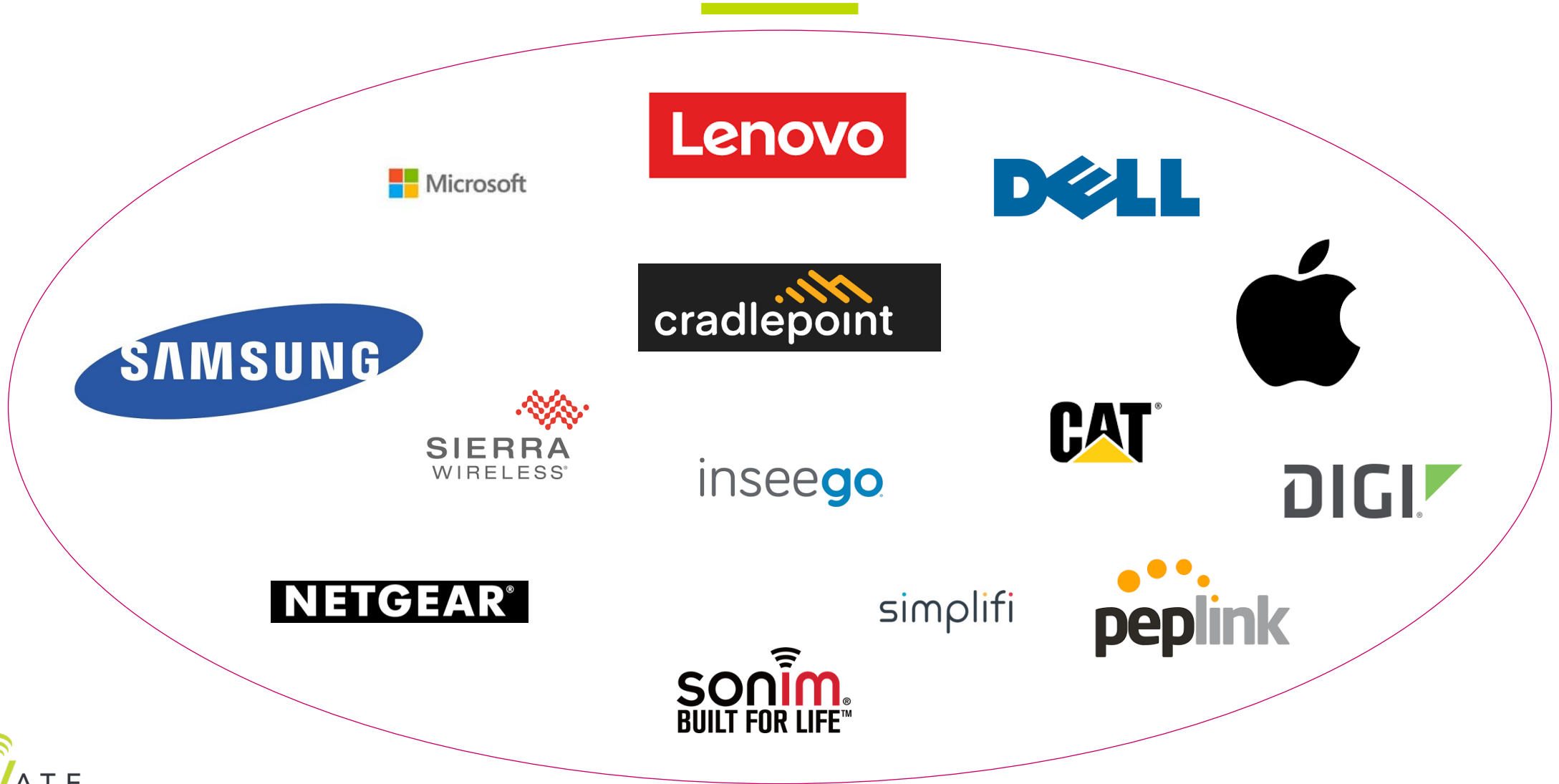
We're pledging \$7.7B over 10 years.

The criteria

To participate, first responder agencies must meet certain criteria.

[T-mobile.com/connectingheroes](https://t-mobile.com/connectingheroes)

Partner Brands You Know & Can Trust



Partner Solutions Aligned for Success!

Channel Account Managers (CAMs) and National Account Managers (NAMs) aligned to TFB Regional Director by Segment, will have the capability to engage any partner across the Partner Channel ecosystem to support all Partner Teaming opportunities.

PARTNER TEAMING

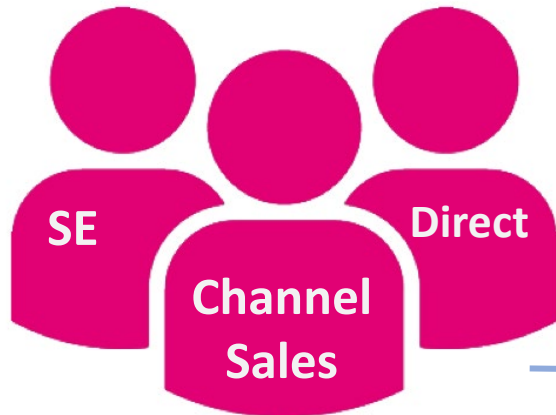
SMB

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GOV

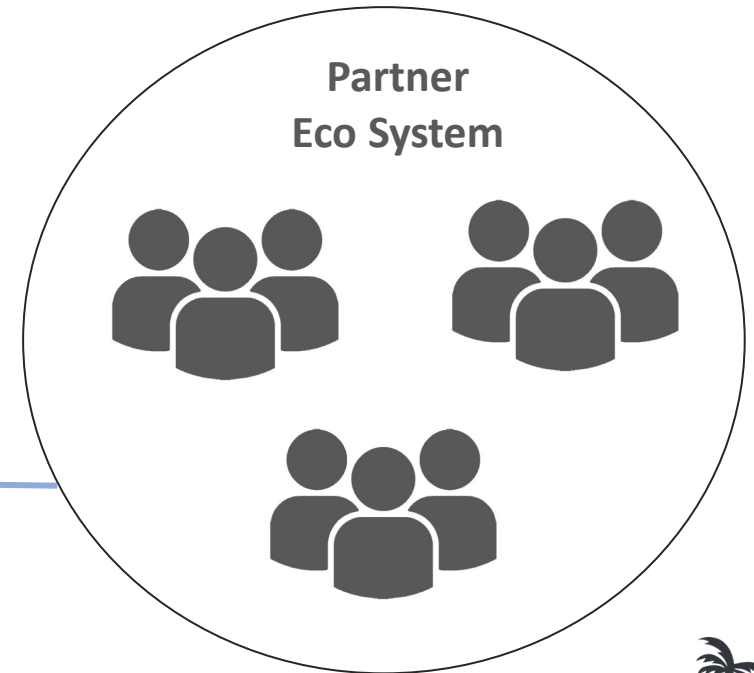
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TFB Ecosystem



Your CAM will be able to quarterback for all Partner Teaming Opportunities.

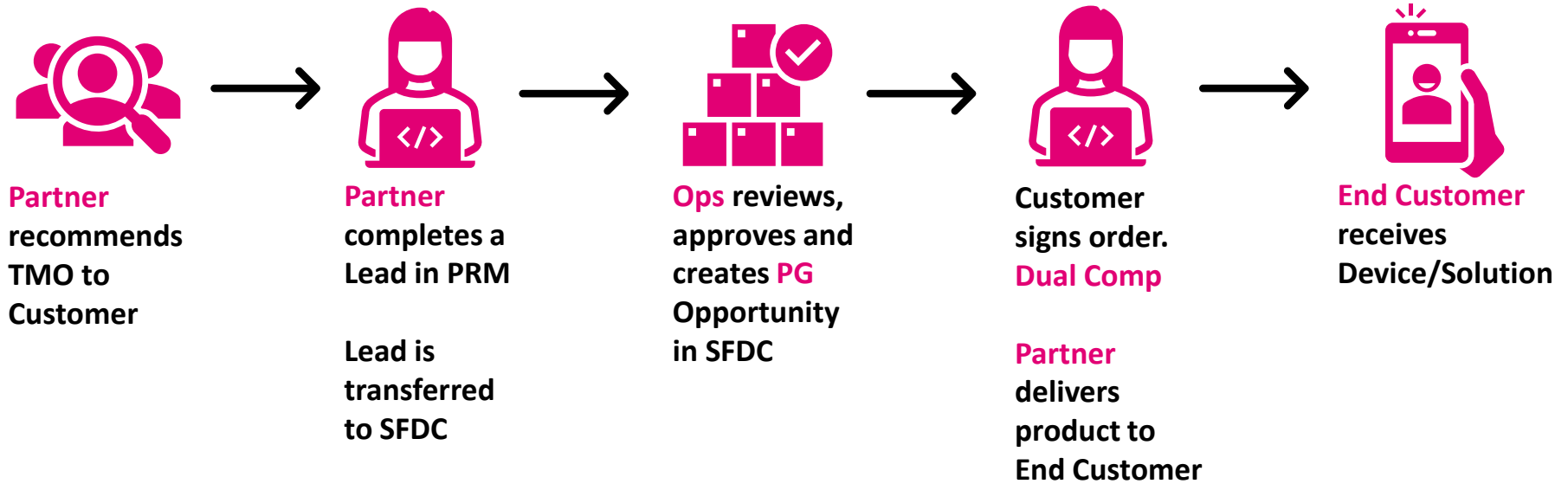
Partner Eco System



Partner Journey



Partner Generated (PG) Opportunities

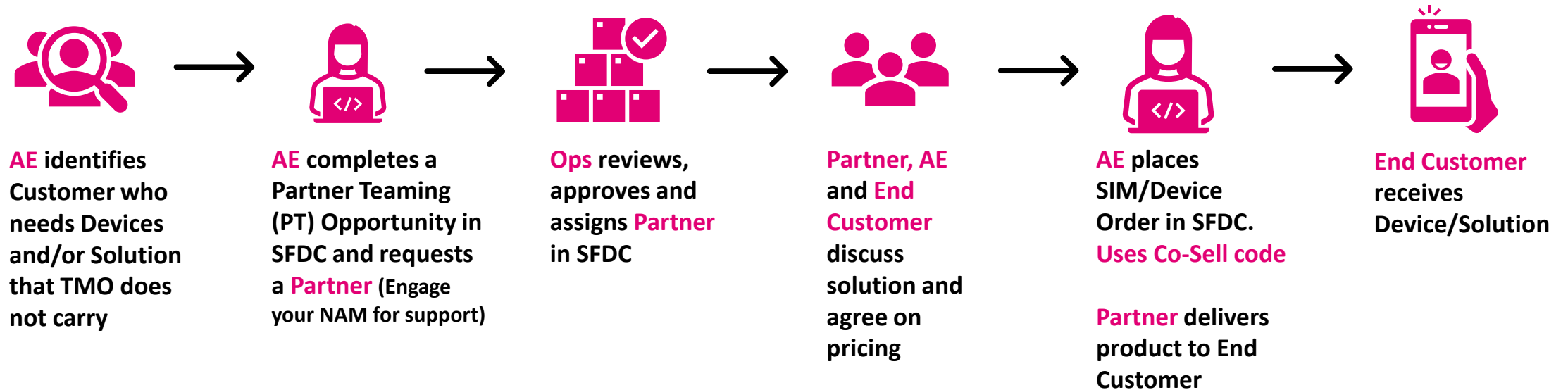


Everyone gets paid and receives attribution. True Co-sell sales motion.



AE and Partner Journey

Direct Led (DL) Opportunities



Everyone gets paid and receives attribution. True Co-sell sales motion.



POWERUP

1k-5k Activations

Up to \$20k in Value!
T-Mobile Partner Logo!
Sales Rally Rewards!
Marketing Tactics Upgrade!

100-500 Activations

Appreciation ZONE Points!
Sales Rally Rewards!
Entry Level Marketing Tactics!

10k+

Inner Circle Exclusive
Access to TFB Sales and Engineering
Elite Logo Usage
\$5,000 for Event sponsorship
Marketing Tactics & Rewards

5k-10k Activations

Up to \$50k in Value
T-Mobile Premier Partner Logo
Marketing Tactics & Rewards



Partner Up!



Partner Program Videos:

[TFB Channel Partner Expo Booth Tour](#)

[TFB Partner Program Overview](#)

[TFB Channel Partner Expo Experience Video](#)

[TFB Channel Partners Expo Keynote](#)



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Scan Now!





THANK YOU

Jason Lecorchick - Sr. Manager, T-Mobile Channel Partner Sales

