



ELEVATE

Your Success.

ELEVATE YOUR SUCCESS, EMPOWER YOUR CUSTOMERS

Deliver on the promise of innovation with Intel® Technology Provider.

Intel® Technology Providers receive many benefits: training, events, points, and valuable information about new products and technologies. Yet many resellers opt not to participate. With the Elevate campaign, we present them with a compelling reason in the form of an emotional appeal. Rather than telling resellers what they get as an Intel® Technology Provider, Elevate will tell them why they want it. Because the most compelling reason to choose Intel® Technology Provider is the way it shapes partners, strengthening their knowledge base and supporting their growth so they're able to do more for customers.

A job worth doing is a job worth doing well. That's the sense of integrity Elevate will encourage in resellers. Our goal is to highlight the symbiotic relationship between provider and customer, innovation and opportunity. Participation in Intel® Technology Provider is more than training courses and chances to earn points. The incentives are not the end goal – they're stepping stones on the path to success.

Elevate emphasizes the overarching experience of partnering with Intel and the lasting value it delivers. It's about building trust and fostering better relationships, not just with Intel, but with customers, too. We want resellers to know that as an Intel® Technology Provider, they gain the ability to help their customers succeed, which in turn helps their business grow.

The primary reason to become an Intel® Technology Provider is the chance to become a trusted expert – someone customers will continue to rely on. It empowers resellers to turn insight into opportunity, to become the expert their customers deserve. As an Intel® Technology Provider, resellers succeed by enhancing their customers' potential. When resellers take advantage of all that Intel has to offer, they can deliver on the promise of technology enablement today and in the future, across any line of business.