



brother BAPP Authorized Partner Program Instructions

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Specifications

- Brand: Brother International Corporation
- Product Types: Home office products, sewing and crafting products, industrial solutions
- Partner Program: 2024 Partner Program Guide
- Website: www.CRN.com/PPG
- Contact: Ashley Guido, Brother International Corp. (Ashley.Guido@brother.com)

Product Usage Instructions

Partner Program Overview

The Brother International Corporation offers a Partner Program designed to support strong, profitable, and successful channel partnerships. The program includes financial incentives, sales and marketing assistance, training and certification, technical support, and more.

Accessing the 2024 Partner Program Guide

To access the 2024 Partner Program Guide, refer to the April 2024 issue of CRN or visit the program's online platform at www.CRN.com/PPG

Brother International Corporation Earns Premier 5-Star Rating in 2024 CRN® Partner Program Guide

- Bridgewater, NJ – March 25, 2024 — Brother International Corporation, an industry leader in imaging and document solutions, has been recognized by CRN®, a brand of The Channel Company, with a prestigious 5-Star Award in its 2024 Partner Program Guide for its Brother
- Authorized Partner Program (BAPP). This annual guide provides essential information to solution providers exploring technology vendor partner programs that offer high value and align with their business needs and goals.

CRN evaluated vendors based on program requirements and offerings, such as partner training and education, pre-and post-sales support, marketing programs and resources, technical support, and communication. The Brother Authorized Partner Program (BAPP) offers two valuable tiers to suit different solution providers. “Silver Partners” gain access to feature-rich and reliable open-line MFPs, printers, scanners, and labeling solutions. “Gold-Level” partners receive enhanced offerings, including Brother’s award-winning, channel-protected Workhorse series lineup, dedicated sales support, and added program benefits. BAPP empowers partners to expand their business reach, achieve growth, and increase profitability.

- The 5-star rating is awarded to the companies that have built their partner programs to go above and beyond in their commitment to nurturing strong, profitable, and successful channel partnerships.
- The breadth and depth of support and resources technology vendors offer through their partner programs are critical for solution providers assessing which IT vendors, service providers, and distributors to team within building world-class technology solutions. Program elements such as financial incentives, sales and marketing assistance, training and certification, technical support, and more can set vendors apart and play a key role in boosting their partners’ long-term growth.
- “As we continue to evolve the BAPP program to meet the needs of our valued partners, the most significant changes have been made in direct relation to partner feedback,” said Caty Di Maggio, VP of Commercial Sales, Brother. “We thrive on building programs that support the unique needs of our partners and truly help them grow and succeed. To be recognized in this prestigious program for doing so is an honor, and we look forward to further serving our partners with our innovative programs to help them increase profitability and achieve overarching business goals.”
- “Recognition on this list reflects the value of the spotlighted vendor partner programs and their commitment to evolving with solution providers and supporting IT channel success,” said Jennifer Follett, V.P., U.S. Content and Executive Editor, CRN, at The Channel Company. “This recognition empowers solution providers to discover vendors that keep pace with the evolving requirements of their business and their clients. With CRN’s 2024 Partner Program Guide, solution providers can access deep insights into the unique strengths of each partner program and vendors who demonstrate dedication to their partner community.”
- The 2024 Partner Program Guide will be featured in the April 2024 issue of CRN and online at www.CRN.com/PPG

About Brother International Corporation

Brother International Corporation has earned its reputation as a premier provider of home office and business products, products for sewing and crafting enthusiasts, and industrial solutions that revolutionize the way we live and work. Brother International Corporation is a wholly owned subsidiary of Brother Industries Ltd. With worldwide sales exceeding \$6 billion, this global manufacturer was started more than 100 years ago. Bridgewater, New Jersey, is the corporate headquarters for Brother in the Americas. It has fully integrated sales, marketing services, manufacturing, research, and development capabilities located in the U.S. In addition to its headquarters, Brother has facilities in California, Illinois, and Tennessee, as well as subsidiaries in Canada, Brazil, Chile, Argentina, Peru, and Mexico. For more information, visit

www.brother.com

About The Channel Company


The Channel Company enables breakthrough IT channel performance with our dominant media, engaging events, expert consulting and education, and innovative marketing services and platforms. As the channel catalyst, we connect and empower technology suppliers, solution providers, and end users. Backed by nearly 40 years of unequaled channel experience, we draw from our deep knowledge to envision innovative solutions for ever-evolving challenges in the technology marketplace. www.thechannelcompany.com
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Documents / Resources

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References

-  [Brother Office Electronics for Home and Home Office](#)
-  [Technology News For IT Channel Partners and Solution Providers | CRN](#)
-  [2024 Partner Program Guide](#)
-  [Global Marketing Services for the Technology Industry | The Channel Company](#)
-  [Global Marketing Services for the Technology Industry | The Channel Company](#)
-  [Global Marketing Services for the Technology Industry | The Channel Company](#)
-  [Brother Business Solutions: Enterprise-Grade Printers, Office Electronics & More](#)
- [User Manual](#)

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