

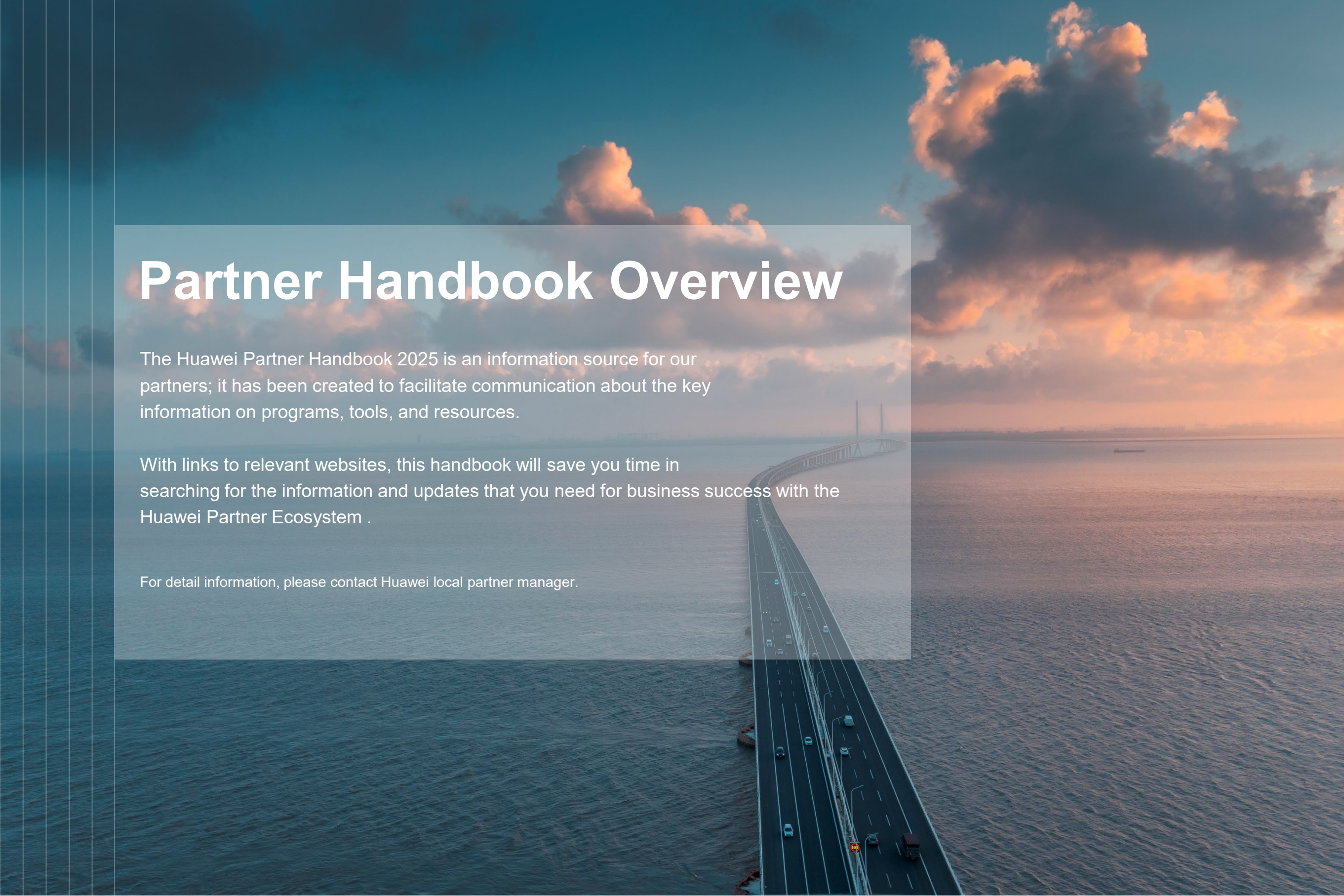


Huawei Partner Handbook

2025

Notice:

In case of a conflict between this document and any local policy, the local policy shall prevail



Partner Handbook Overview

The Huawei Partner Handbook 2025 is an information source for our partners; it has been created to facilitate communication about the key information on programs, tools, and resources.

With links to relevant websites, this handbook will save you time in searching for the information and updates that you need for business success with the Huawei Partner Ecosystem .

For detail information, please contact Huawei local partner manager.

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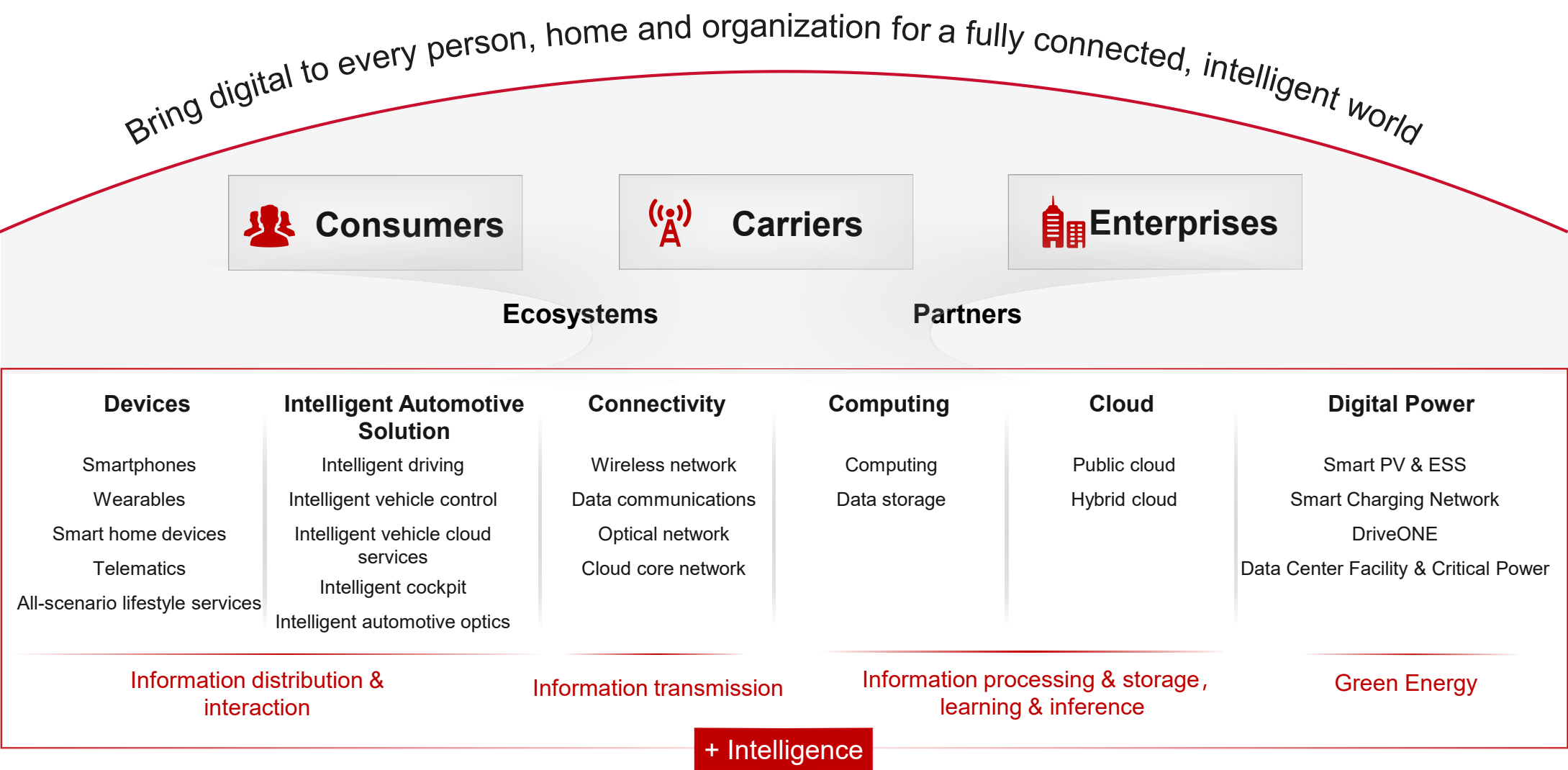


Huawei Introduction

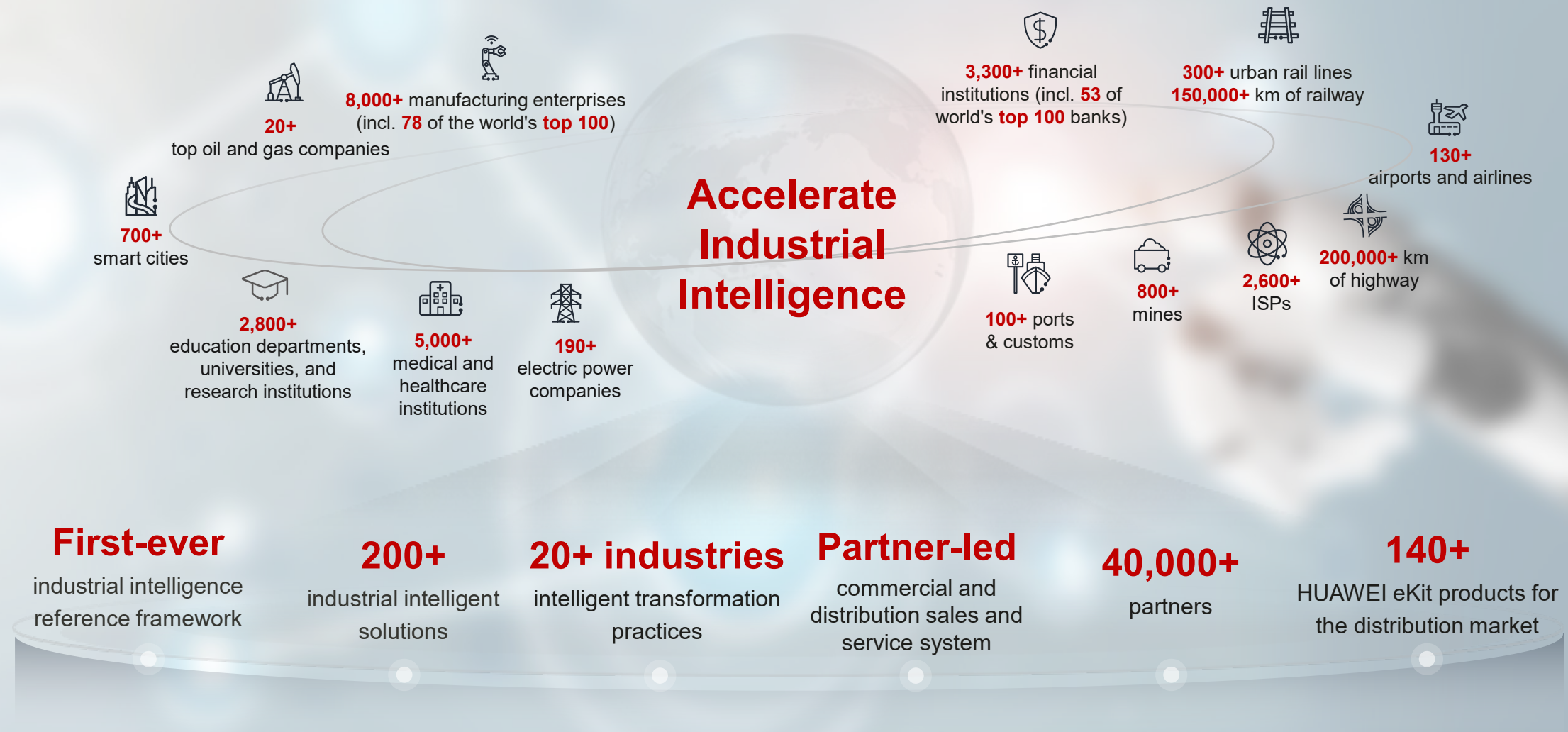
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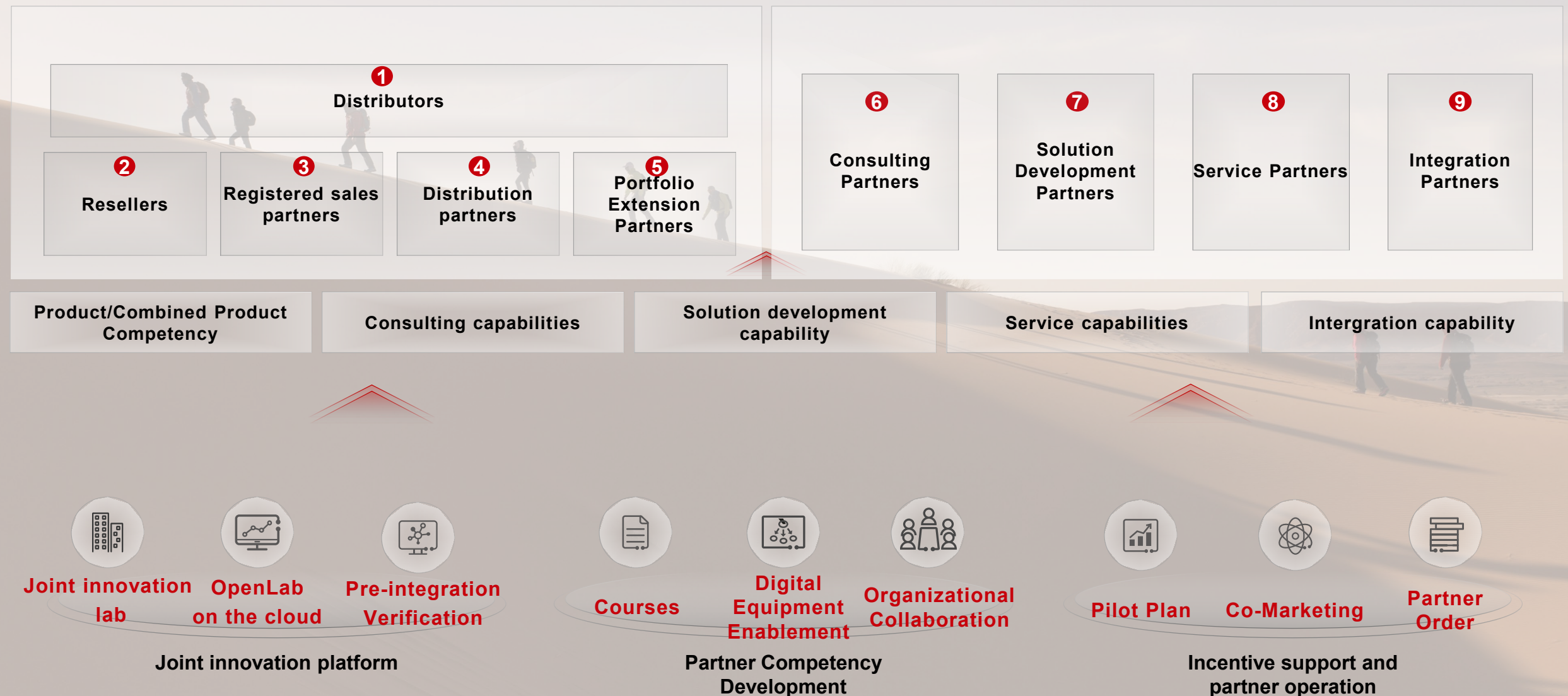
Focusing on ICT to provide products, solutions, and services to three customer groups alongside ecosystems and partners



Enterprise business: Accelerating industrial intelligence and facilitating digital and intelligent economic development with customers and partners



Enterprise Business Partner Strategy: Continuously Create a Healthy Business Environment to Grow Together with Partners and Help Customers Succeed.





Huawei Partner Ecosystem

2025



Partner Ecosystem Overview

Huawei is committed to working with partners on building leading digital, intelligent, and low-carbon industry solutions and industrial Internet to create value for society and customers.

Huawei Enterprise Business adheres to the strategy of "Being Integrated" by adopting fair, just, transparent, and simple partner policies. It teams up with partners to build a healthy ecosystem that advocates open collaboration for shared success. Huawei will grow with partners with shared benefits as the bridge, integrity as the foundation, and rules as the guarantee.

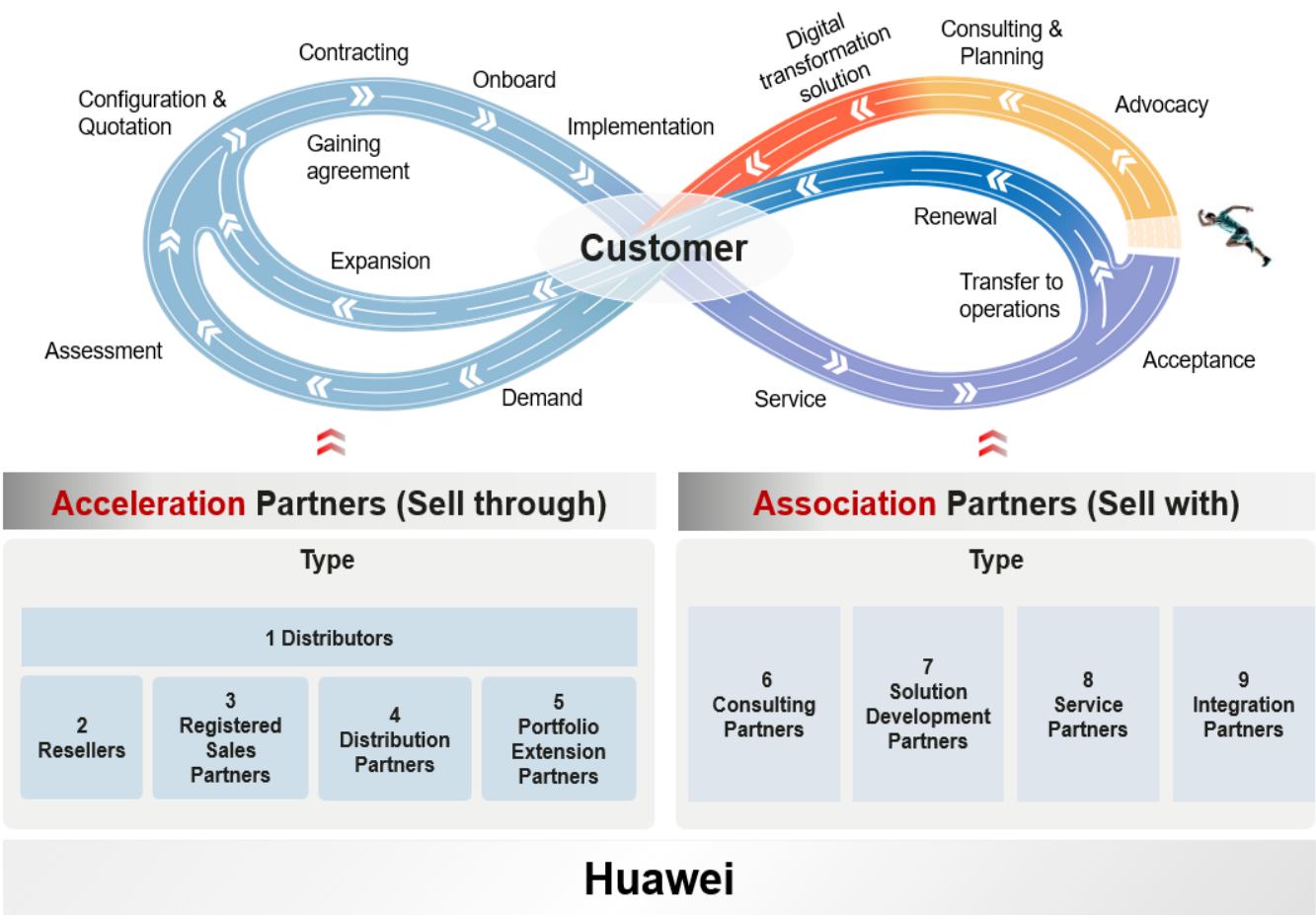
Huawei and partners stay customer-centric and strive to co-build a customer-centric culture and mechanisms. Huawei will continue creating a healthy business environment to grow together with partners and help customers succeed.

Huawei and partners must be committed to integrity and business ethics, strictly comply with all applicable laws and regulations, and adopt a zero-tolerance approach to bribery and corruption throughout the partnership.

Based on full-lifecycle customer requirements and capability elements, Huawei categorizes partners into two groups: Acceleration Partners and Association Partners. Acceleration Partners are partners involved in the sales of Huawei products, portfolios, solutions, and services to end customers. They are also called Sales Partners, including Distributors, Resellers, Registered Sales Partners, Distribution Partners, and Portfolio Extension Partners. Association Partners mainly refer to Consulting Partners, Solution Development Partners, Service Partners, and Integration Partners. In order to become a Sales Partner, Association Partners need to first get certified in and obtain the status of their desired subcategory of Acceleration Partners.



For more information, visit:
[Partner Policy Outline for Global Enterprise Business](#)



Partner Ecosystem Overview

Distributors

Resellers

Registered sales partners

Distribution partners

Portfolio Extension Partners

Consulting Partners

Solution Development Partners

Service Partner

Integration Partners

Partner Registration

Partner Certification

1. Distributor

are important sales partners of Huawei's enterprise business. They develop next-tier sales partners and provide them with strong support in terms of logistics, funding, technical aspects, enablement, and marketing. They focus on different types of markets and are the main sales entities for Huawei's enterprise business in authorized sales territories, and can directly purchase Huawei products, portfolios, solutions, and services from Huawei.

2. Resellers

provide Huawei products, portfolios, solutions, and services to customers, including Diamond Resellers, Gold Resellers, Silver Resellers, and Authorized Resellers. Starting from January 1, 2025, the Diamond Reseller level will be renamed as the Diamond level in markets outside the Chinese mainland, and partners who are renewed and certified as Diamond Resellers will be labeled as Diamond Resellers. If a partner has completed Diamond Reseller certification before January 1, 2025, they will have the same rights and responsibilities as a Diamond Reseller during the validity period of their Diamond Reseller status.

3. Registered sales partners

are sales partners who apply to collaborate with Huawei and are approved or certified as registered sales partners through the sales partner portal of Huawei's website — partner.huawei.com.

4. Distribution partners

are sales partners for authorized territories and authorized distribution products of Huawei. They provide logistics, funding, technical, enablement, marketing, and other support for next-tier sales partners, installers, and users. These partners include Gold DPs, e-Commerce DPs, Elite DPs, and Installer DPs. DPs should establish an appropriate level of inventory to ensure quick supply in local markets in accordance with Huawei's requirements on distribution business.

5. Portfolio Extension Partners

A Portfolio Extension Partner will purchase Huawei components or products and provide products or services to next-tier partners or customers under non-Huawei brands. This partner category includes Kunpeng Partners, Component Partners, and White Label Partners.

6. Consulting partners

possess a deep understanding of and valuable insights into various industries and provide consulting and planning services based on customer business. They develop reciprocal advantages with Huawei and promote the sales of Huawei's products, portfolios, and solutions.

7. Solution development partners

are partners who are able to develop and adapt software and hardware that can be combined with Huawei's products and portfolios to develop competitive industry solutions, or those who are able to adapt industry solutions to local markets and integrate industry applications for industry solution projects, thus promoting the sale of Huawei's ICT products and portfolios. Solution Development Partners include independent software vendor (ISVs)/independent hardware vendors (IHWs), and Industry Application Integration Service Partners.

8. Service partners

provide customers with services such as planning, implementation, maintenance, optimization, and operation support based on Huawei's products, portfolios, and solutions. These partners include ICT Service Solution Partners, Authorized Service Center Partners, and Huawei Authorized Learning Partners (HALPs).

9. Integration Partners

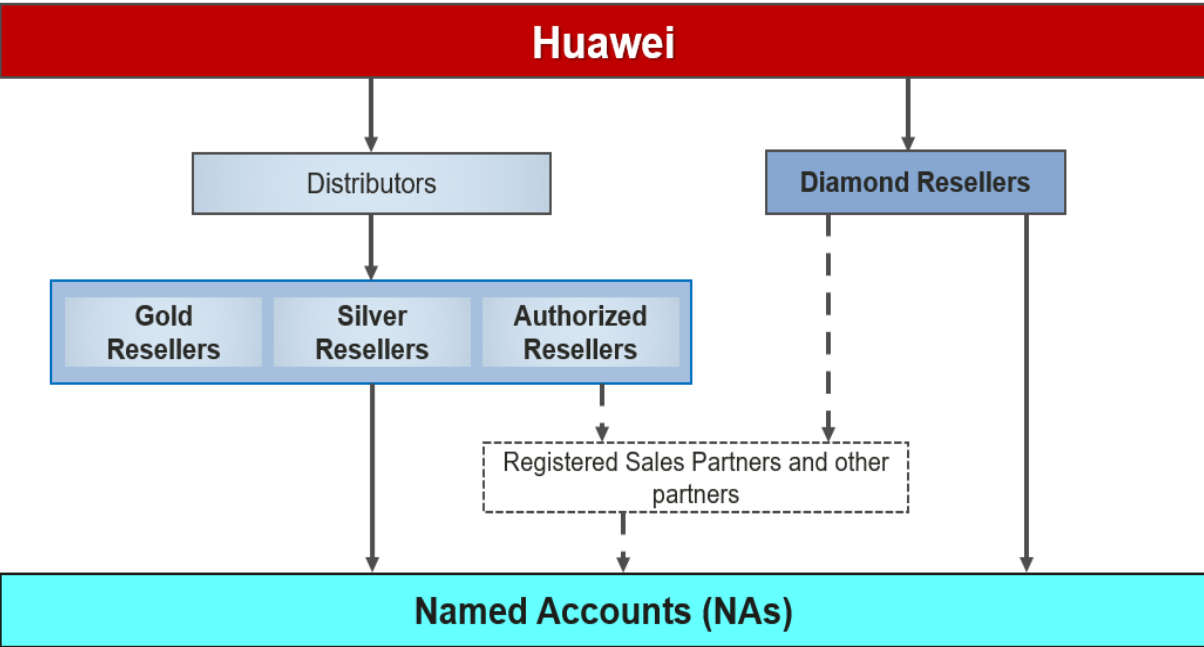
can provide customers with services such as system integration, solution implementation, and maintenance based on ICT products and solutions.

Huawei Sales Partner Framework

NAs:

Huawei takes the lead in investing resources and assigns high-quality resources to high-quality customers. Also, Huawei focuses on openly collaborating with mainstream partners for more opportunities and shared benefits. Huawei encourages partners to proactively participate in NA development, including but not limited to lead development, opportunity exploration, precision marketing, POC support, and bidding. Huawei will offer benefits and support to partners based on their quantifiable and verifiable activities and actual business outcomes.

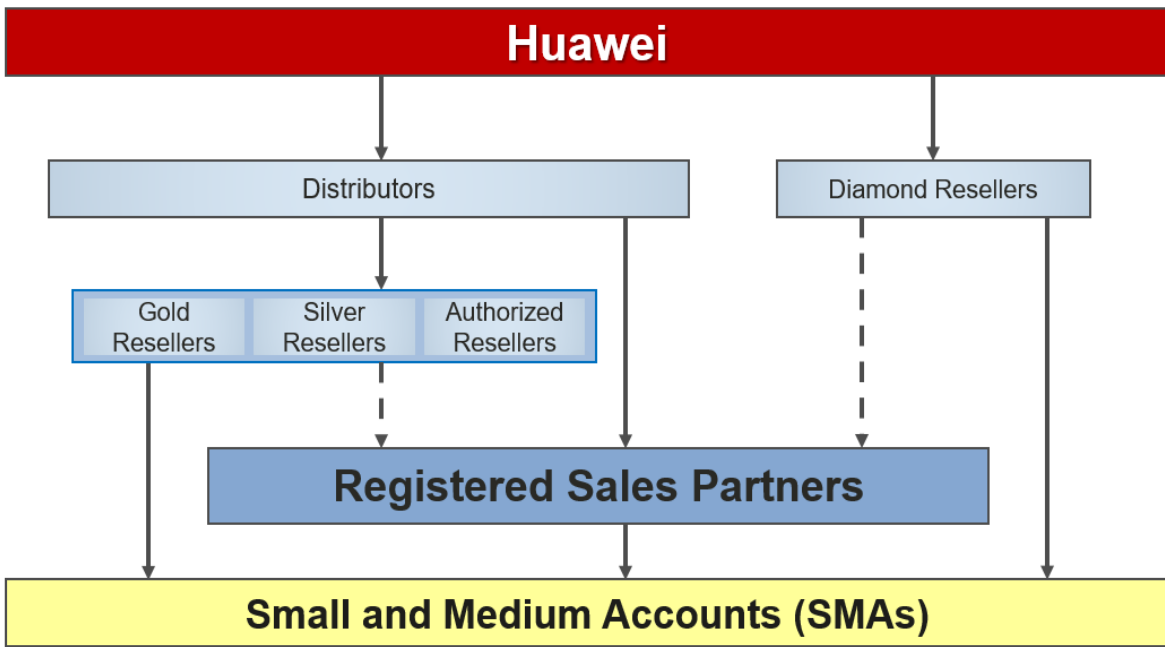
The focus of cooperation between Huawei and partners will be expanded from developing projects to operating customers and exploring markets, capitalizing on the initiative taken by partners and boosting shared success in the SMA market.



SMA Market:

For our customers in the SMA market, Huawei stays partner-centric when designing and building up its processes, IT systems, and organizations to help partners reach and serve customers more efficiently and support their independent sales. Huawei will develop products and portfolios which are easy to integrate, configure, sell, install, and maintain for SMAs; optimize the one-stop transaction platform for partners to help them with independent quotation, bidding, order placement, delivery, and maintenance; and enhance service capabilities and specialized teams to support and serve partners.

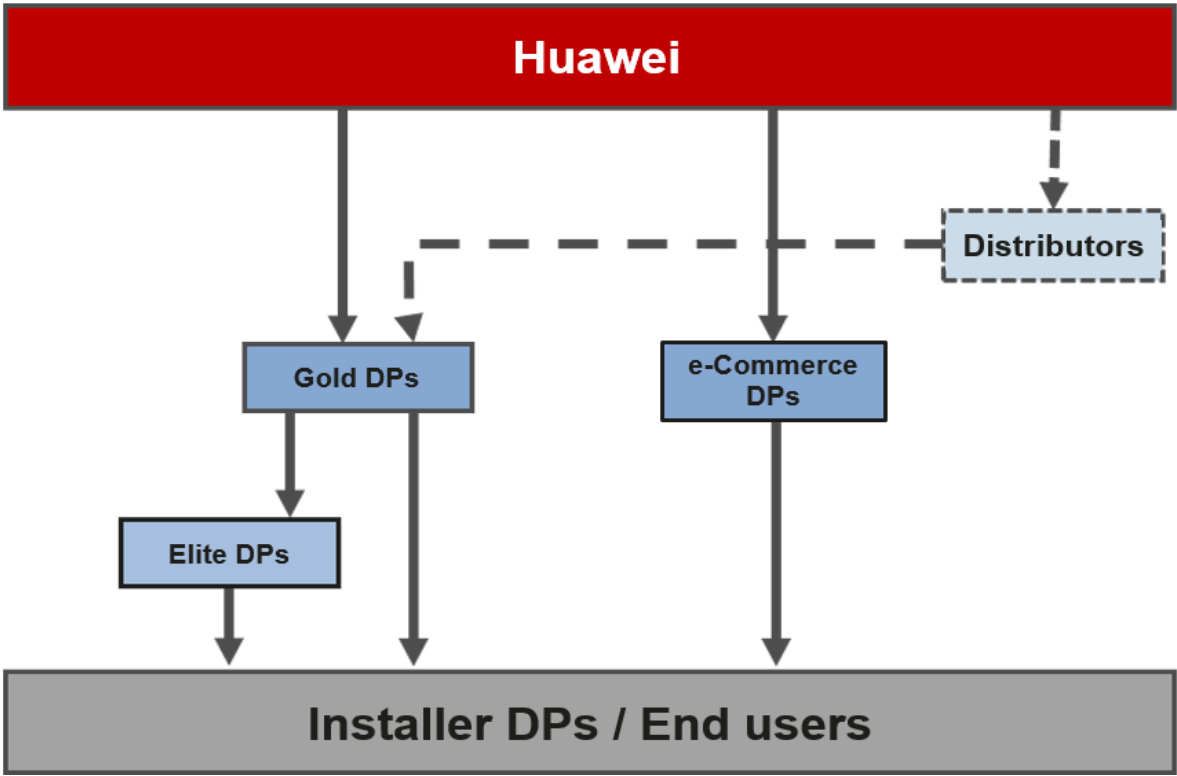
Partners should proactively invest resources to develop customers, understand the requirements of industry segments and SMAs, lead project operations, and take responsibility for project operation risks. They should also appropriately use Huawei resources and capabilities, integrate Huawei products or technical solutions to provide solutions and services for customers, and help customers address their pain points.



Huawei Sales Partner Framework

Distribution Business:

Distribution business is targeted at business scenarios of medium- and long-tail customers. HUAWEI eKit is primarily the unified brand name for Huawei's distribution products. Distribution products are easy to buy and sale, easy to install and maintain, and easy to learn and use. The DP system is established following the DP-led and installer-focused principle: Developing DPs who are competent and willing to cooperate with Huawei to support a vast number of installers in serving customers. DPs need to prepare an appropriate level of inventory and independently sell Huawei's offerings through wholesale or retail. The recommended sell-in prices for DPs should be relatively stable within a specific period of time.



Positioning of Distributors in Huawei's Enterprise Business

Distributors are important sales partners of Huawei's enterprise business, who develop next-tier sales partners and provide them with powerful logistics, capital, technical, enablement, and marketing support. They have their own emphasis in different types of markets and are the main transaction and sales entities of Huawei's enterprise business in designated and authorized countries and regions for authorized products.

Certification Standards for Distributors	
Company qualifications	Net assets ≥ US\$1.5 million; Credit rating: D or above
Sales performance	Baseline 2: US\$6 million Baseline 3: US\$2 million
Pre-sales/After-sales Capability	Sales Certificate: HCSA-Sales Pre-sales Certification: HCSA-Presales、HCSP-Presales After-sales Certification: HCIE、HCIP、HCIA
Other Capability	Marketing and sales: Marketing、Sales development、Pre-sales Partner development: Next-tier partner development、Next-tier partner enablement Warehousing and logistics management: Warehousing and logistics、PSI management

- Notes:
- Certification requirements are subject to local policies.
 - In principle, the distributors certification requirements in the same region should be consistent.

Framework of Benefits for Distributors		
Basic benefits	Directly placing orders	●
	Product commercial privilege	√
	100% prepayment discount	√
	Self-pickup discount	√
Performance benefits	Sales rebate	√
	MBO	√
	Specialization rebate	√
	Service sales rebate	√
	Pilot plan	Subject to specific rules of pilot plans.
Marketing support	MDF	●
	JMF	√
	Demo support	√
Other benefits	Subject to the specific benefit rules.	

- Notes:
- √ indicates benefits with specific values or range; ● indicates benefits that distributors are entitled to.
 - The benefits for distributors in different countries and regions are subject to the local partner policies.

Definition

Resellers, including Diamond Resellers, Gold Resellers, Silver Resellers, and Authorized Resellers, provide Huawei products/portfolios, solutions, and services for customers. Diamond Resellers can directly purchase products from Huawei. Gold, Silver, and Authorized Resellers need to purchase products from Huawei through Distributors. The authorization of a reseller involves the partner being identified as reseller with a partner level of Diamond, Gold, Silver, and Authorized, along with specific products, regions, and a valid period.

Reseller Positioning

1. Diamond Resellers

Diamond Resellers serve as the core sales partners of Huawei's enterprise business in industry/regional markets. They hold significant influence in these markets and maintain a robust financial position. In addition, they have strong sales, system integration, and service capabilities for Huawei products/portfolios and solutions. They excel in developing and executing marketing plans, expanding their customer base, and managing technical exchanges and project operations.

2. Gold and Silver Resellers

Gold and Silver Resellers serve as the important sales partners of Huawei's enterprise business in industry/regional markets. They have strong sales, system integration, and service capabilities for Huawei products/portfolios and solutions. They excel in developing and executing marketing plans, expanding their customer base, and managing technical exchanges and project operations.

3. Authorized Resellers

Authorized Resellers serve as the sales partners of Huawei's enterprise business in industry/regional markets. They have sales, system integration, and service capabilities for Huawei products/portfolios and solutions.

Status Certification Criteria

Partners should register on Huawei's official partner website before applying for reseller certification. The certification process evaluates company qualifications, performance, capabilities, and customer satisfaction. Diamond Resellers must sign the Sales Framework Agreement.

Status Certification Criteria

Partners should register on Huawei's official partner website before applying for reseller certification. The certification process evaluates company qualifications, performance, capabilities, and customer satisfaction. Diamond Resellers must sign the Sales Framework Agreement.

Company Qualifications Requirements

Reseller Level	Diamond	Gold	Silver	Authorized
Company Qualifications	Baseline 1: net assets ≥ US\$1 million; financial reports of the recent year; credit rating: E or above	Baseline 1: business scale ≥ US\$1 million; net assets ≥ 0;	Baseline 1: business scale ≥ US\$0.5 million	Baseline 1: business scale ≥ US\$0.25 million

Performance Requirements

Reseller Level	Diamond	Gold	Silver	Authorized
Sales performance	US\$2 million	US\$0.5 million	US\$0.25 million	> 0

Specialization Capability Requirements

Reseller Level	Diamond	Gold	Silver	Authorized
Specialization capabilities	Specialization (at least one advanced level) in 2 domains	Advanced-level specialization in 1 domain	Basic-level specialization in 1 domain	-

For details about the rules for managing partners' specialization capabilities, see the Partner Capability Development Policy for Global Enterprise Business V1.0.

Other Capability Requirements

Diamond and Gold Resellers must possess the following comprehensive capabilities and pass the corresponding assessment. The assessment criteria and weight of each sub-item are released by each region.

Reseller Level	Diamond and Gold
Marketing and sales	Marketing
	Sales development
	Pre-sales
Service and delivery	Service delivery
	Technical support and maintenance

Customer Satisfaction Requirements

Customer satisfaction refers to the overall satisfaction of customers who use Huawei products with their partners. This includes satisfaction with pre-sales support, product installation, and maintenance. Partners should provide Huawei with a specific number of customer contacts with their consent. Huawei or authorized third parties will then conduct surveys to assess satisfaction levels. Partners must achieve a satisfactory score that meets the specified requirements.Diamond and Gold Resellers must meet the relevant customer satisfaction requirements to renew their certification. In 2025, the customer satisfaction requirements will be piloted in regions outside the Chinese mainland.

Partner Benefits

In 2025, partners will receive different incentives based on their performance in both SMA and Non SMA markets. The benefits framework is as follows:

Reseller Level		Diamond	Gold	Silver	Authorized
Basic benefits	Directly placing orders	●	–	–	–
	100% prepayment discount	√	–	–	–
	Self-pickup discount	√	–	–	–
	Product commercial privilege	√	√*	√*	√*
	Base rebate	√	√	√	-
Performance benefits	Specialization rebate	√	√	√	√
	Performance growth rebate	√	√	√	-
	Service sales rebate	√	√	√	-
	Pilot plan	Subject to specific rules of pilot plans.			
Marketing support	JMF	√	√	-	-
	Demo support	√	√	√	√
	MDF	●	●	●	●
Other benefits	Subject to the specific benefit rules.				

NOTE:

1.√ indicates benefits with specific values or range; ● indicates default benefits that partners can enjoy.

2.* indicates that commercial privileges are provided by Huawei to its resellers for purchasing its devices and services, following the applicable product policies. The final price for Gold, Silver, and Authorized Resellers buying Huawei products and services is determined by the actual contract agreement they have with the distributors.

3.The preceding benefits are subject to the conditions specified in the partner's policies. For details, see the locally released partner policies.

Definition

Registered sales partners are sales partners who have submitted cooperation applications as required and have been approved or certified at the registered sales partner section on the Huawei partner official website (partner.huawei.com). For detailed registration requirements, see the Partner Registration and Cooperation Policy for Global Enterprise Business.

Authorized Products

Based on locally issued partner policies, Huawei authorizes partners by product category. The authorized products only include non-distribution series products under the following product sub-categories. Registered sales partners are eligible to sell the following products in authorized regions

No.	Product Category	Product Subcategory	Registered Sales Partners Outside the Chinese Mainland	Registered Sales Partners in the Chinese Mainland
1	Datacom	Datacom	√	√
		Datacom network security	—	√
2	Optical	Optical access	√	√
		Optical transmission	√	√
3	Data storage	Storage	√	√
4	Intelligent collaboration	Video conferencing	√	√
		IdeaHub	√	√
5	HCS	HCS	√	√
6	Computing	Computing	—	√
7	Enterprise services and software	Enterprise services and software	√	√
8	Enterprise wireless	Enterprise wireless	√	√
9	Commercial terminal products	Terminal	—	√
10	Industry consulting and application integration	Industry consulting and application integration	√	√

Partner Benefits

The framework of benefits for registered sales partners is shown in the following table:

Product Commercial Privilege	Pilot Plan	MDF	Other Benefits
√	Subject to specific rules of pilot plans.	●	Subject to the specific benefit rules.

Notes: 1. Incentives marked with "√" have a specified amount or range while those marked with "●" are default incentives partners are entitled to.2. The benefits for registered sales partners in different countries and regions are subject to the local partner policies.

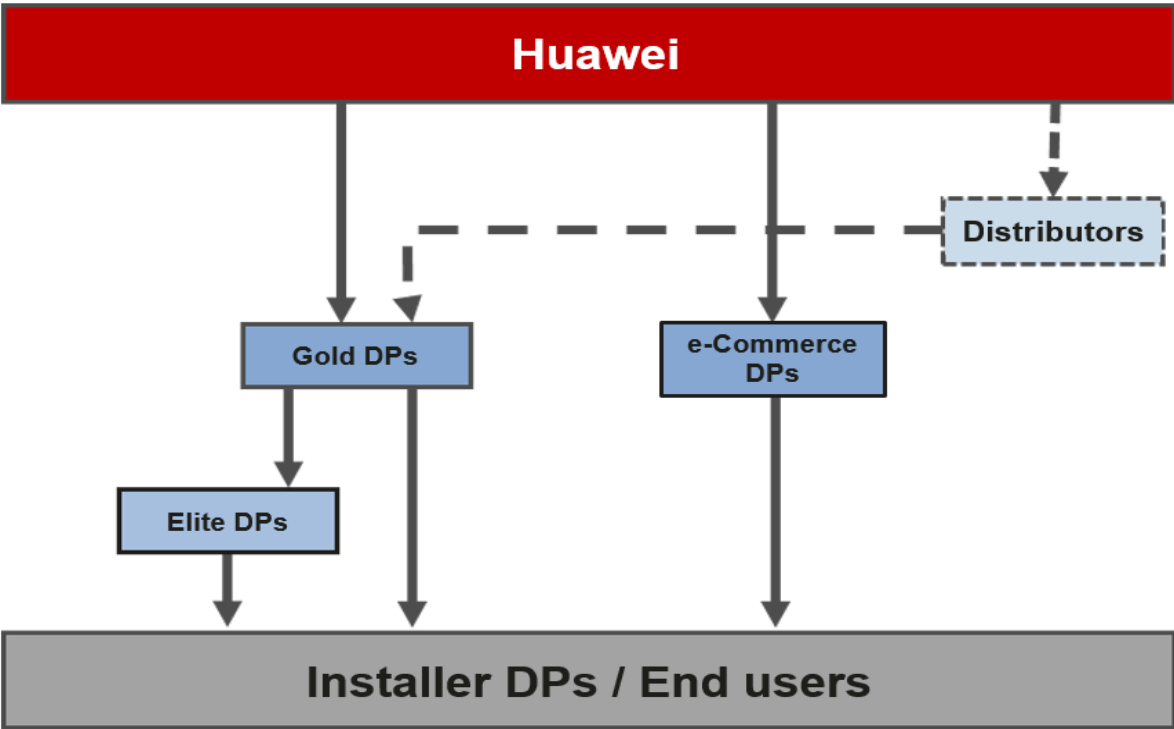
Product Commercial Privilege

Resellers at all levels enjoy commercial privilege for Huawei equipment and services released by Huawei according to relevant product policies. Registered sales partners enjoy commercial privilege when they directly purchase equipment and services from Huawei. The final price is subject to the actual contractual agreement between them and the distributor. For Hi-Care, Co-Care, and other collaboration services, privilege is provided based on the specialization capability level of resellers, as shown in the following table.

Service	Specialization Capability Level	List Price Discount (XX% Off)
Hi-Care	—	X
Co-Care	Basic	X1
	Advanced	X2
	Master	X3
IT integration, datacom network, optical network, network security, and IT product migration collaborative service	Basic	Y1
	Advanced	Y2
	Master	Y3

Note:The specific values of X, X1, X2, X3, Y1, Y2, and Y3 are subject to the local partner policy.

Types of Partners



Distribution business is targeted at business scenarios of medium- and long-tail customers. HUAWEI eKit is primarily the unified brand name for Huawei's distribution products. Distribution products are easy to buy and sale, easy to install and maintain, and easy to learn and use. The DP system is established following the DP-led and installer-focused principle: Developing DPs who are competent and willing to cooperate with Huawei to support a vast number of installers in serving customers. DPs need to prepare an appropriate level of inventory and independently sell Huawei's offerings through wholesale or retail. The recommended sell-in prices for DPs should be relatively stable within a specific period of time.

Distribution Product Category

No.	Product Category	Product Sub-Category
1	Datacom	Datacom
		Datacom Network Security
		SME Network
2	Optical	Optical Access
		MiniFTTO
		Light Field Display
		Intelligent Security
		Video Conferencing
3	Intelligent Collaboration	IdeaHub
4	Data Storage	Storage
		Storage Components
6	HCS	HCS
7	Computing	Kunpeng Computing
		Ascend Computing

Distribution Partner Benefits

Partner Level		Distributor	Gold DP	E-commerce DP	Elite DP	Installer DP
Basic Benefits	Direct order placement	●	●	●		
	100% prepayment discount	√	√	√		
	Self-pickup discount	√				
	Product promotion (If launched)		●	●		
	Price protection		●	●		
Performance Benefits	Sell-in (SI) rebate		√	√	√	
	Sell-through (ST) rebate		√		√	
	Pilot plan		Follow the released special incentive rules.			
Marketing Support	MDF		●	●	●	●
	JMF		√	√		
	Demo support		√	√		
Other Benefits			Follow the released benefits rules.			

Notes:

1. "√" indicates benefits with a specific value or range; "●" indicates default benefits that partners obtain.

2. ST rebates for gold DPs and elite DPs are applicable only to the Chinese mainland.

3. The preceding benefits are subject to the conditions specified in the partner's policies. For details, see the locally released partner policies.

4. For benefits related to performance, see the *Support Policy on Partner Performance and Incentives for Global Enterprise Business* for specific performance and incentive rules.

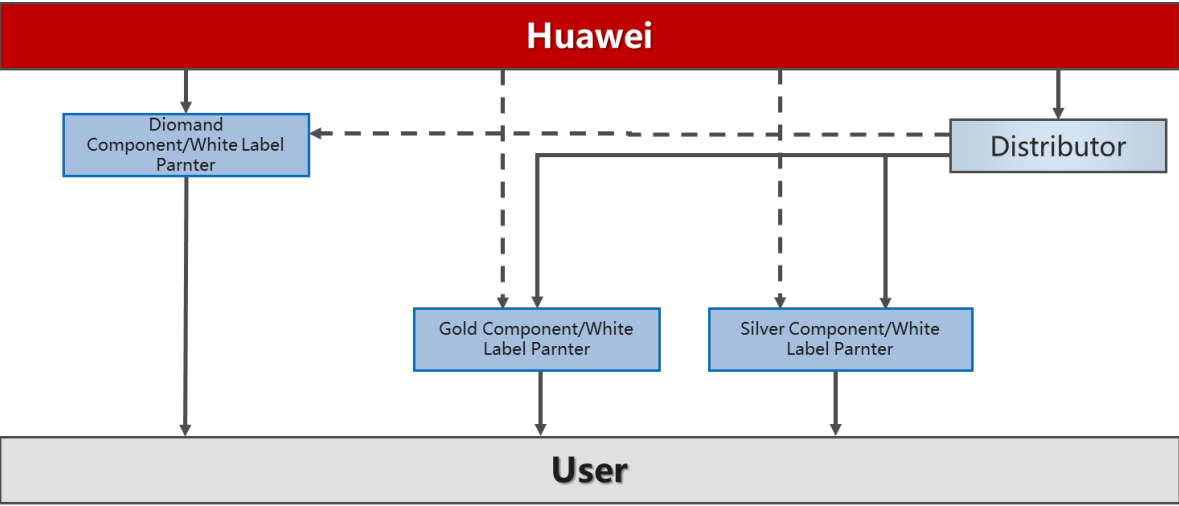


Definition

To support our growing number of component and white-label collaborations, we are introducing a new partner category called Portfolio Extension Partner into our enterprise business partner management system. A Portfolio Extension Partner will purchase Huawei components or products and provide products or services to next-tier partners or customers under non-Huawei brands. This partner category includes Kunpeng Partners, Component Partners, and White Label Partners.

- Kunpeng Partners(China only) are crucial to Huawei's Kunpeng and Ascend ecosystem. Huawei sells Kunpeng and Ascend components to partners as part of their complete product offerings and enables them in terms of R&D, marketing, sales, and services. These partners are responsible for the R&D, production, and sales of their own branded products.
- Component Partners purchase Huawei's self-developed components and incorporate them into their own products for sale through R&D and production. These partners do not directly resell or simply repackage and sell Huawei components. Component partners are classified into diamond, gold, and silver component partners.
- White Label Partners purchase Huawei products that do not bear the Huawei brand, and resell these products or provide services under a non-Huawei brand. White label partners are classified into diamond, gold, and silver white label partners.

Routes-to-Market



Product Classification

Component Partners

Product Category	Product Subcategory
Computing	Kunpeng Modules
	Ascend Inference Modules
Data communication	SSD Disk
	SuperCoding card
Data storage	Data Communication module
	Short-distance Optical module
Optical business	Electric Power HPLC Module
	Spectral Gas Sensing Module
	Coherent optical module
	Camera module and NVR module

White Label partners

Product Category	Product Subcategory
Data storage	Flash Storage
	Scale out Storage
	Data Protect
	Intelligent Collaboration
Data communication	Router
	Data Center Switch
	Campus Switch
	WLAN
	Security Products
Optical business	Industry Sensing: camera and Intelligent NVR/NVR
	Optical Access: ONU/ONT and OLT series
	Optical Transmission: OptiX OSN 1800 series and OptiXtrans DC908

Certification Standards

Differentiated certification standards for Components and White Label Partners are developed based on product lines and certification levels, including corporate qualification requirements, performance requirements, and capability requirements.

White Label Partners Benefits

Product		Computing			Data Communication			Data Storage			Optical Business		
Component Partner Level		Diamond	Gold	Silver	Diamond	Gold	Silver	Diamond	Gold	Silver	Diamond	Gold	Silver
Basic benefits	Product commercial privilege	√	√	√	√	√	√	√	√	√	√	√	√
Performance benefits	Pilot plan	Subject to specific rules of pilot plans.											
Marketing support	Demo support	√	√	√				√			√		
	MDF	●	●	●	●	●	●	●	●	●	●	●	●

Component Partners Benefits

Product		Data Communication			Data Storage			Optical Business		
White Label Partner Level		Diamond	Gold	Silver	Diamond	Gold	Silver	Diamond	Gold	Silver
Basic benefits	Product commercial privilege	√	√	√	√	√	√	√	√	√
Performance benefits	Pilot plan	Subject to specific rules of pilot plans.								
Marketing support	Demo support				√			√		
	MDF	●	●	●	●	●	●	●	●	●

Definitions

Consulting partners possess industry insights and understanding while offering consulting and planning services based on customer business needs, which forms complementary strengths with Huawei and promotes the sale of Huawei's products/portfolios, and solutions.

Certification Levels and Standards

- **Certification level:** Consulting partners include advanced (invite-only), preferred, and certified consulting partners.
- **Certification requirements:** According to the company's qualifications (registered capital, business scale, branch), cooperation achievement requirements (number of cooperation cases), capability requirements (consulting capability, specialization team) from which the certification is three dimensions.

Certification Requirement		Advanced	Preferred	Certified
Company Qualification Requirements	Registered capital	Chinese mainland: ≥ CNY50 million	Chinese mainland: ≥ CNY10 million	Chinese mainland: ≥ CNY2 million
	Business scale	Outside the Chinese mainland: ≥ US\$15 million	Outside the Chinese mainland: ≥ US\$3 million	Outside the Chinese mainland: ≥ US\$1.5 million
		Chinese mainland: ≥ CNY100 million	Chinese mainland: ≥ CNY20 million	Chinese mainland: ≥ CNY10 million
	Branch	≥ 5	≥ 3	—
Cooperation Achievement Requirements	Number of cooperation cases	≥ 10	≥ 5	Renewed certification ≥ 1
Capability requirements	Industry consultants	≥ 100	≥ 50	≥ 20
	Dedicated cooperation manager	≥ 1	≥ 1	—

Basic Benefits

Basic Benefits		Advanced	Preferred	Certified
Technical support	Huawei expert support	●	●	●
	Development support (communities, APIs, technical documentation, etc.)	●	●	●
	Service support (verification environment and integration verification service support)	●	●	●
Marketing support	Participation in Huawei's marketing activities	Preferential opportunity	Preferential opportunity	Potential opportunity
Sales support	Opportunity sharing	●	●	●
	Executive exchange	Preferential opportunity	Potential opportunity	-
	Dedicated cooperation manager support	Dedicated	Shared	-
Training support	Participation in Huawei's training programs	●	●	●

Note: "●" indicates the default benefits that can be enjoyed.

Special Benefits

The special action fund is established to support partners in investing resources to participate in special work such as consulting and planning, marketing, brand promotion, and market expansion specified in the joint BP of both parties.

Special Benefits	Advanced	Preferred	Certified
Special action fund	Outside the Chinese mainland: ≤ US\$X1 Chinese mainland: ≤ CNY¥1	Outside the Chinese mainland: ≤ US\$X2 Chinese mainland: ≤ CNY¥2	Outside the Chinese mainland: ≤ US\$X3 Chinese mainland: ≤ CNY¥3

The special action fund is a fund support program which is irregularly issued by Huawei to boost the sales of its products, solutions, and services while encouraging partners to engage in targeted market expansion or invest in capacity building. For details, see the special benefits for partners issued by Huawei.

Basic Benefits

Basic Benefits		Advanced	Preferred	Certified
Technical support	Huawei expert support	●	●	-
	Development support (communities, APIs, technical documentation, etc.)	●	●	●
	Platform support (cloud-based OpenLab)	●	●	●
	Service support (verification environment and integration verification service support)	●	●	●
Marketing support	Participation in Huawei's marketing activities	Preferential opportunity	Preferential opportunity	Potential opportunity
	Release on Huawei's marketing platforms	●	●	●
	Sample device support	✓	✓	✓
Sales support	Opportunity sharing	●	●	●
	Executive exchange	Preferential opportunity	Potential opportunity	-
	Dedicated cooperation manager support	Dedicated	Shared	-
Training support	Participation in Huawei's training programs	●	●	●
	Exam vouchers (unit: piece)	✓	✓	✓

Note: "✓" indicates benefits with a specific value or range;
"●" indicates default benefits that partners can enjoy.

Special Benefits

Special benefits include the **development fund**, **marketing fund**, and **special action fund**.

- **The development fund** is established to support partners in investing resources for developing joint solutions with Huawei.
- **The marketing fund** is established based on marketing and brand promotion plans to enhance Huawei's brand influence and promote the sales of Huawei solutions.
- **The special action fund** is established to support partners in investing resources in specific work such as solution development, market expansion, and project implementation as stipulated in the joint BP of both parties.

Special Benefits	Advanced	Preferred	Certified
Development fund	Outside the Chinese mainland: ≤ US\$X1 Chinese mainland: ≤ CNY¥1	Outside the Chinese mainland: ≤ US\$X2 Chinese mainland: ≤ CNY¥2	Outside the Chinese mainland: ≤ US\$X3 Chinese mainland: ≤ CNY¥3
Marketing fund	Outside the Chinese mainland: ≤ US\$X4; limit of amount per transaction: US\$Z1 Chinese mainland: ≤ CNY¥4; limit of amount per transaction: CNYZ4	Outside the Chinese mainland: ≤ US\$X5; limit of amount per transaction: US\$Z2 Chinese mainland: ≤ CNY¥5; limit of amount per transaction: CNYZ5	Outside the Chinese mainland: ≤ US\$X6; limit of amount per transaction: US\$Z3 Chinese mainland: ≤ CNY¥6; limit of amount per transaction: CNYZ6
Special action fund	Outside the Chinese mainland: ≤ US\$X7 Chinese mainland: ≤ CNY¥7	Outside the Chinese mainland: ≤ US\$X8 Chinese mainland: ≤ CNY¥8	Outside the Chinese mainland: ≤ US\$X9 Chinese mainland: ≤ CNY¥9

The special action fund is a fund support program which is irregularly issued by Huawei to boost the sales of its products, solutions, and services while encouraging partners to engage in targeted market expansion or invest in capacity building. For details, see the special benefits for partners issued by Huawei.

Industry application integration service partners

Industry application integration service partners are partners who have industry application integration capabilities of delivering Huawei's corporate-level baseline solutions and regional reference-level sales solutions. Such partners provide project integration design, integration verification, integration implementation, and project management.

Certification Levels and Standards

- **Certification level:** Industry application integration service partners include advanced (invite-only), preferred, and certified Industry application integration service partners.
- **Certification requirements:** According to the company's qualifications (registered capital, business scale, and staff size), cooperation achievements (cooperation cases), and capability requirements (Solution cooperation, specialization team, dedicated cooperation manager, and TAC) from which the certification is three dimensions.

Certification Requirements		Advanced	Preferred	Certified
Company Qualification Requirements	Registered capital	Chinese mainland: ≥10 million CNY	Chinese mainland: ≥2 million CNY	Chinese mainland: ≥2 million CNY
	Business scale	Outside the Chinese mainland: ≥1.5M USD	Outside the Chinese mainland: ≥0.3M USD	Outside the Chinese mainland: ≥0.3M USD
	Staff size	≥200	≥50	≥50
	Basic qualification	Have information system integration and service qualifications (including one or more certifications such as CMMI, ISO 20000, CS, and ITSS) or practical integration experience.		
Cooperation Achievement Requirements	Cooperation cases	≥5	≥2	Renewed certification≥1
Capability Requirements	System architect	≥20	≥10	≥5
	Software/Hardware development engineer	≥50	≥20	≥10
	HCIP/HCIE/HCSP/HCSE-Presales-Industry	≥10	≥5	≥2
	Project manager	≥10	≥5	≥3
	Dedicated cooperation manager	≥1	≥1	-
	TAC	7*24	7*24	5*24

Basic Benefits

Type	Benefit	Advanced	Preferred	Certified
Technical support	Service support (verification environment and integration verification service support)	●	●	●
	Platform support (SmartSI and eISDP)	●	●	●
	Remote technical support (Helpdesk/400 hotline)	●	●	●
Marketing support	Participation in Huawei's marketing activities	Preferential opportunity	Preferential opportunity	Potential opportunity
	Release on Huawei's marketing platforms	●	●	●
Sales support	Opportunity sharing	●	●	●
Training support	Participation in Huawei's training programs	●	●	●
	Exam vouchers (unit: piece)	✓	✓	✓

Note: "✓" indicates benefits with a specific value or range;
"●" indicates default benefits that partners can enjoy.

Special Benefits

The special action fund is established to support partners in investing resources in specific work such as industry application integration and POC as stipulated in the joint BP of both parties.

Special Benefits	Advanced	Preferred	Certified
Special action fund	Outside the Chinese mainland: ≤ US\$X1 Chinese mainland: ≤ CNY¥1	Outside the Chinese mainland: ≤ US\$X2 Chinese mainland: ≤ CNY¥2	Outside the Chinese mainland: ≤ US\$X3 Chinese mainland: ≤ CNY¥3

The special action fund is a fund support program which is issued by Huawei at irregular intervals to boost the sales of its products, solutions, and services while encouraging partners to engage in targeted market expansion or invest in capacity-building efforts. For details, see the special benefits for partners issued by Huawei.

Introduction

Service Partners provide customers with services such as planning, implementation, maintenance, optimization, and operation support based on Huawei's products, portfolios, and solutions. These partners include ICT Service Solution Partners, Authorized Service Center Partners, and Huawei Authorized Learning Partners (HALPs).



- 1) **ICT service solution partners** are partners who perform secondary development based on Huawei software platforms and tools. They develop and deliver scenario-specific service solutions in the enterprise ICT service and software fields to meet diversified customer requirements.
- **Certification level:** Partners are divided into advanced, preferred, and certified.
 - **Certification domains:** 5 service domains, include Training and Certification Service, Communication & Business Enablement Software Business, Industry O&M and Operation Support Service, IT Rollout and Integration Service, and Service Experience Management & Operation.

>> ICT service solution partners benefits and support

	Benefit/Level	Advanced	Preferred	Certified
Technical support	Huawei expert support	•	•	
	Platform support (O3, eISDP, etc.)	•	•	•
	Development support (communities, development toolkits, APIs, technical documentation, etc.)	•	•	
	Service support (verification environment and integration verification service support)	•		
	Remote technical support (TAC experts and Helpdesk/400 hotline support)	•	•	
Marketing Support	Participation in Huawei's marketing activities	•	•	
	Joint marketing activities	•	•	
Sales support	Opportunity sharing	•	•	
	Executive exchange	•		
	Priority in project cooperation	•		
	Discounts on ICT service- and software-related collaboration services, including the smart campus collaboration service, AICC collaboration service, etc.	√	√	√
	Dedicated cooperation manager support	•		
Training support	Participation in Huawei's training programs	•	•	•
	Training fund	•	•	•

2) **Authorized Service Center (ASC) Partners** are partners who have obtained Huawei service capability certifications. They provide customers with post-sales services (installation, implementation, and maintenance) of Huawei products.

- **Certification level:** Partners are divided into advanced, preferred, and certified.
- **Authorization for market services:**
 - Advanced partners can provide services in all markets
 - Preferred partners can provide services in the SMA and distribution markets
 - Certified partners can provide services in the distribution market

Benefit/Level		Advanced	Preferred	Certified
Technical support	Huawei expert support	•	•	
	Platform support (O3, eISDP, etc.)	•	•	•
	Remote technical support (TAC experts and Helpdesk/400 hotline support)	•	•	•
Marketing Support	Participation in Huawei's marketing activities	•	•	•
	Joint marketing activities	•		
Sales support	Opportunity sharing (Share the installed base information confirmed by Huawei)	•	•	
	Executive exchange	•		
	Priority in project cooperation	•		
	Discounts for collaboration services, including Co-Care maintenance service, IT integration service, IT product migration collaboration service, datacom network collaboration service, optical network collaboration service, and network security collaboration service	√	√	√
	Cooperation manager support	Dedicated	Shared	
Training support	Participation in Huawei's training programs	•	•	•

3) **Huawei Authorized Learning Partners (HALPs)** are authorized partners who provide training services encompassing Huawei's products, technologies, and solutions, to partners or customers (or individual users) of Huawei's enterprise business, in addition to cultivating talent that Huawei's industry chain requires.

- **Certification level:** Partners are divided into certified, preferred, and advanced.

Benefits and support

Category	Item	Advanced
Technical support	Course resource sharing	Access to Huawei course resources within the authorized technical field, including Huawei certification and partner position training course materials, instructor enablement videos, and TTT training materials
	Training fund	Huawei's training fund support and limited training and exam vouchers for free For details about the rules, see the Incentive Policy on the Market Development Fund (MDF) for Global Enterprise Business
	Participation in Huawei's training programs	Priority access to participate in Huawei Elite Camp and Golden Seeds training programs
Technical Support	Platform support	Teaching and resource center support using the Huawei Talent platform
	Service support	Right to purchase Huawei's Co-Learning collaboration training services for HALP partners, including experts, training tools, and lab environments
Marketing Support	Sample device support	Demo discounts for purchasing devices used for training (For details about the amount and rules of each level, see the Incentive Policy on Partner DEMO Products for Global Enterprise Business)
	Partner development fund support	Support from Huawei's Partner Development Fund (PDF) which is used to organize marketing activities aimed at enhancing the capabilities of enterprise business partners. The specific amount can be found in locally released partner policies (for details, see the Incentive Policy on Market Development Fund (MDF) of Global Enterprise Business)
	Participation in Huawei's marketing activities	Opportunities to participate in HALP annual conferences, HUAWEI CONNECT, and partner conferences
	Joint marketing activities	Joint marketing activities with Huawei
Sales support	Huawei certification exam discounts	Discounts provided by Huawei for HALPs to purchase exam vouchers

Definition

Integration partners refer to partners who are able to provide system integration, solution implementation, or O&M services to customers based on ICT products and solutions. Integration partners are classified into advanced, preferred, and certified integration partners. Advanced integration partner certification is invitation-based.

1、Company Qualification

Certification Requirement	Description of Certification Standards	Advanced	Preferred	Certified
Business scale	Accumulated business revenue over the past two years	≥ CNY300 million Or, ≥ US\$45 million	≥ CNY200 million Or, ≥ US\$30 million	CNY20 million Or, ≥ US\$3 million
Staff size	Number of employees	≥ 200	≥ 100	≥ 20

2、Capability Requirements

Capability Assessment	Description of Certification Standards	Advanced	Preferred	Certified
Capability certificates	Each region adapts the qualifications and requirements based on the actual situation of each country.			
Project sales and delivery	The partner has directly won and delivered at least five projects (which include ICT products and services) in the past two years, and the contract amount of each project meets requirements.	≥ CNY10 million Or, ≥ US\$1.5 million	≥ CNY5 million Or, ≥ US\$0.7 million	≥ CNY1 million Or, ≥ US\$0.15 million
Solution integration and sales	The partner has product or solution R&D capabilities and has integrated Huawei products into its own products or solutions. The partner has won a specific number of contracts and delivered them to end customers in the recent two years. The amount of each contract is greater than or equal to CNY500,000 or US\$100,000.	≥ 10 contracts	≥ 5 contracts	≥ 2 contracts

- Business scale: Financial reports or tax certificates can be provided.
- Staff size: Employees' social security certificates can be provided, or regions can customize specific requirements as needed.
- Project sales and delivery: The contract cover can be provided after legal authorization is obtained. The contracting entity must be the end user or the agent construction party/carrier designated by the end user.
- Partners can select any of the three items: capability certificates, project sales and delivery, and solution integration and sales.



Partner Benefits

1、**Basic Benefits:** After a partner passes status certification, the partner automatically obtains the basic benefits of their level, including technical, marketing, sales, and training support.

Category	Benefit	Advanced	Preferred	Certified
Technical support	Huawei expert support	●	-	-
	Platform support (cloud-based OpenLab, O3, SmartSI, eISDP, Talent, etc.)	●	●	●
	Development support (communities, development toolkits, APIs, technical documentation, etc.)	●	●	●
	Service support (verification environment and integration verification service support)	●	●	●
	Remote technical support (TAC experts and Helpdesk/400 hotline support)	●	●	●
Marketing support	Demo support	√	√	-
	Release on Huawei's marketing platforms	●	●	-
	Participation in Huawei's marketing activities	Preferential opportunity	Preferential opportunity	Potential opportunity
	Joint marketing activities	●	●	-
Sales support	Opportunity sharing	●	●	-
	Executive exchanges	Preferential opportunity	Potential opportunity	-
	Priority in project cooperation	●	●	●
	Dedicated cooperation manager support	Dedicated	Shared	-
Training support	Participation in Huawei's training programs	●	●	●
	Course resource sharing	●	●	-
	Exam vouchers (unit: piece)	√	√	-
	Training fund	√	√	-

Note: "√" indicates benefits with a specific value or range; "●" indicates benefits that integration partners are entitled to by default.

2、**Special Benefits:** Both parties sign a joint BP, and the corresponding amount of benefits is granted to partners.

Special Benefit	Advanced	Preferred	Certified
Marketing fund support	Outside the Chinese mainland: ≤ US\$X1 Chinese mainland: ≤ CNY¥1	Outside the Chinese mainland: ≤ US\$X2 Chinese mainland: ≤ CNY¥2	-

The benefits of partners in different countries and regions are subject to local partner policies. For the distribution mode and process of special benefits, see the Incentive Policy on Market Development Fund (MDF) for Global Enterprise Business.

Registering as a Huawei Registered Partner

1. Definition

Partner registration is a precondition for obtaining various partner statuses from Huawei. Before cooperating with Huawei, partners must complete registration on [partner.huawei.com](#), the HUAWEI eKit official website, or the HUAWEI eKit app. They must submit relevant materials and sign the necessary agreements as per Huawei's requirements. After approval, they will proceed with the certification process for various partner sub-categories. Partners must ensure that the relevant materials provided during registration are authentic, valid, and compliant with laws and regulations.

2. Content

- ① Typically, partners must be legal entities established in accordance with local laws.
- ② Partners should provide their company/organization's full name and relevant information as required by Huawei, and upload relevant materials such as business licenses, organizational code certificates, or tax registration certificates during the registration process. If these materials are not available, partners need to provide documents with equivalent legal validity in the local jurisdiction. Huawei reserves the right to cancel partner transactions and revoke partner statuses if the provided documents are found to be false or invalid.
- ③ Partners must submit a registration application on [partner.huawei.com](#) and sign the *General Terms and Conditions of Partnership*. To get certified as an Acceleration Partner, partners must also sign the *Sales Partner Cooperation Agreement*.
- ④ If a partner signs the initial agreement in the first half of the year, the validity will last until February 1 of the following year. If the partner signs the initial agreement in the second half of the year, the validity will last until February 1 of the third year. Renewal will begin 90 days before the agreement expires, with the new term running from the February 1 of the first year after renewal to the February 1 of the third year. If the partner fails to complete the renewal before the agreement expires, the partnership will terminate and the Huawei enterprise business partner status will be



Register link, visit:

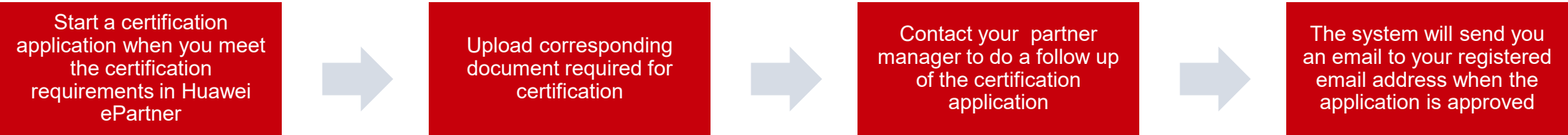
[Partner Registration and Cooperation Policy for Global Enterprise Business](#)



Partner Certification

After becoming a registered partner, you can apply to become a Huawei Certified Partner. A Huawei Certified Partner can obtain the additional corresponding benefits. For more details, please refer to the Partner Program.

Certification Process

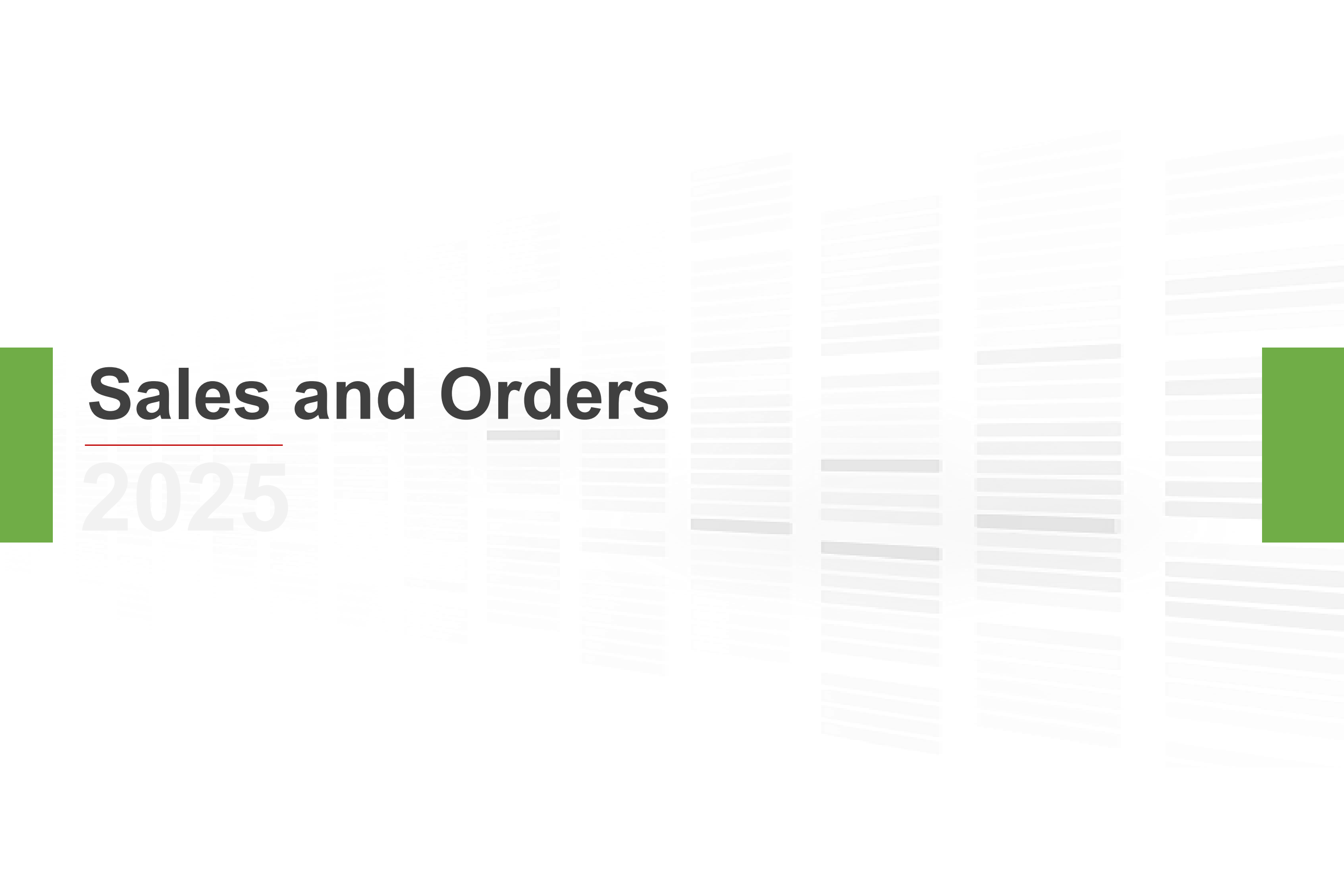


Partner Certification Process:

- 1. The registered Partner administrator logs in to e+Partner to apply for a certification type. Distributor certification adopts an invite-only mode.
- 2. The registered Partner provides information as required, including certification and contact information, uploads company certification materials, and submits a certification application.
- 3. After the application is approved, the Huawei system sends a notification email to the Partner’s registered email address.

Note: Huawei may refuse a certification application if the partner doesn’t meet the corresponding requirements as specified in the previous slides.

 For more information of partner certification requirement, please find the Partner Development Policies on 2025 Huawei Partner Policy for Global Enterprise Business:
<https://partner.huawei.com/eplus/#/aui/en/web/partner-policy-en>



Sales and Orders

2025



Deal Registration(DR)

Huawei encourages partners to explore business opportunities actively by allowing partners to register deals in advance. You will receive special support and extra rewards if you successfully register deals with Huawei.

Benefits

For a successful deal registration, Huawei may provide you with benefits such as:

- 1. Pre-sales support
- 2. Quotation support
- 3. Deal Authorization
- 4. Other Rewards According to Local DR Programs.

Actual rewards of certain registrations will be determined on a case-by-case basis, and will be dependent upon regional Huawei Policies of your area. You can confirm with your Huawei local contact.

Eligibility

Normally, Huawei accepts deal registrations from Client Facing Tiers (CFT), including Registered Sales Partners, Authorized Resellers , Silver Resellers , Gold Resellers, and Diamond Resellers. With the authorization, Distributors can submit deal registrations on behalf of CFT.

In some cases, Distributors can register deals for themselves, depending on local Huawei policies. If you are a Distributor wanting to submit a deal, please discuss with your Huawei Coordinator.

How Huawei Validates and Approves Deal Registration

Huawei will review a deal registration mainly by the criteria below, and only deal registrations that meet all requests can be accepted as successful ones:

- 1. The registration application should be submitted through Huawei’s deal registration system, with complete and authentic registration information, including but not limited to the customer name, project name and background, estimated project signing amount and time, product or solution requirements, and partners’ early investment in the opportunity. Information collection and use should comply with local laws and regulations.
- 2. The deal registered should fall within the scope of the partner's authority (authorized regions, authorized products, etc.).
- 3. All other local conditions for valid deal registration should be met as well. For more information about local conditions for valid deal registration, Please confirm with your Huawei local contact

Registration Operation

- 1. Companies who submit the deal registrations should first of all register as Huawei partners in Huawei Partner Portal.
- 2. After the deal registration is successful, partners need to regularly update related deal information or it might become invalidated, dependent upon regional Huawei Policies.
- 3. Huawei may ask you to supplement or modify the information submitted if your registration information is incomplete.

Normally, the validity period for a deal registration is six months, starting from the date when you submit the application. In case your registered deal requires more than six months to close, please do not forget to tell your Huawei contact to extend the validity period. The e+Partner will send you a notice before the registration expires.



Website link: [Deal Registration](#)

UniSTAR SCT is a Web-based configuration and quotation & Solution Design tool that is smart and simple.

SCT helps you

- Quickly learn about Huawei products:
 - ▼ Promotional products
 - ▼ Hot products
 - ▼ New products
- Intelligently configure products:
 - ▼ Intelligent configuration help
 - ▼ Automatic configuration verification
 - ▼ Configuration sharing function
 - ▼ Quick Product Selection
- Simply Wizard Design for Solution:
 - ▼ Clear operation guide
 - ▼ Various parameter display modes
 - ▼ Diverse Deliverable
- Easily create BOQs:
 - ▼ Specific discount setting
 - ▼ Automatic price verification
- Get helpful inputs:
 - ▼ Intelligent selection of products
 - ▼ Advantage analysis of competitors' products
 - ▼ Comparisons of Huawei products
 - ▼ One-click download of bidding documents

Key Operations

Applying for SCT Permission

Please refer to Online Account in this document to apply for permission.

Quotation Process

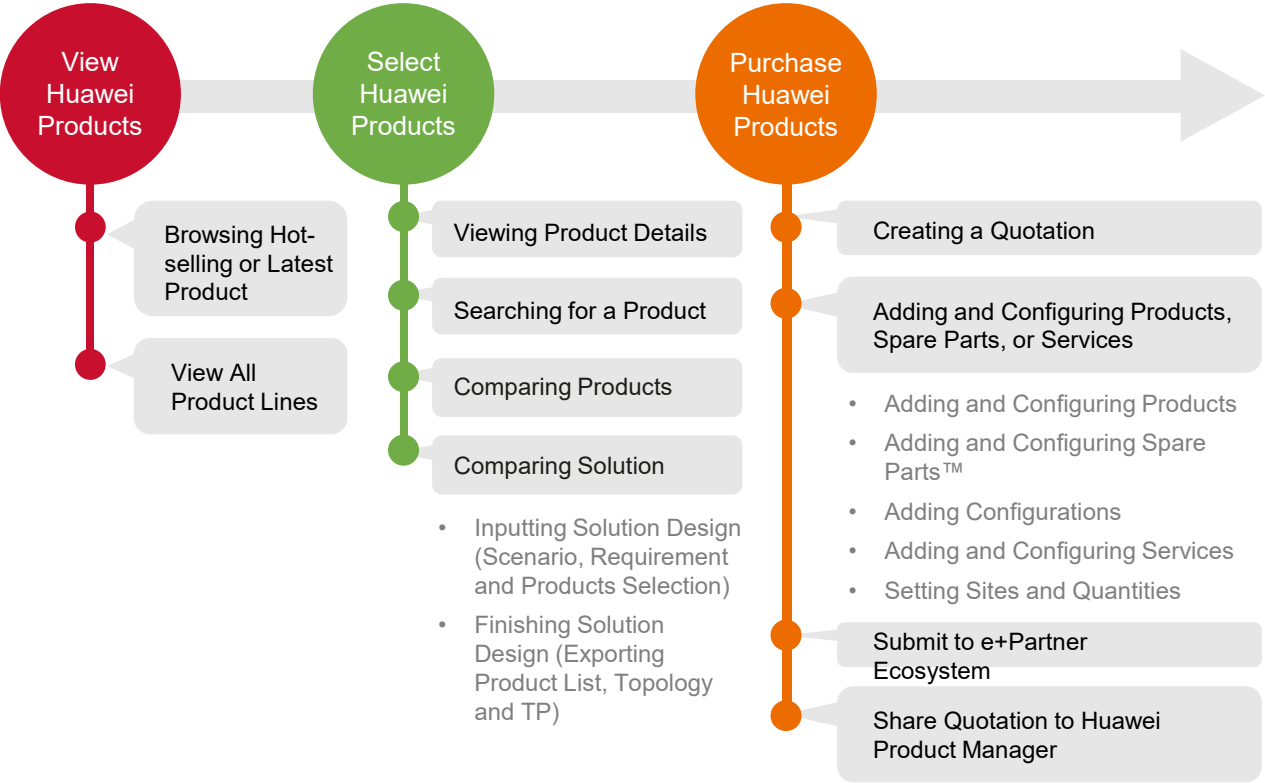


Figure: Quotation Process by SCT

Notes: The SCT shows the full and new range of Huawei products and provides catalog browsing and quick and advanced search. This function helps you quickly find products that meet your requirements. The SCT also shows product details, which can help boost your product knowledge.



For more information, visit: <https://unistar.huawei.com/unistar/sctnext/#/worldwide>

The following guidelines define the procedures for placing a Purchase Order (PO):

If the Partner has already signed the Sales Framework Agreement with Huawei, there are two choices for a Partner to place a PO;

1. Online PO: Place the PO through the online ordering system - e+Partner(Partners with a valid Distributor, Diamond Reseller certification) /eKit(Partners with a valid Distribution Partner certification)
2. Offline PO: Place the PO through a traditional way, such as print the PO or as an electronic PO.

Online PO

For an online PO, a partner can place a PO through the Huawei e+Partner/eKit Ecosystem directly, and check the PO status (logistics status and more) online. To use the online ordering system, you only need to sign the online ordering agreement with Huawei, and Huawei will arrange the system training for you as a partner.

Following these main steps for placing an online PO:

1. Log in to the e+Partner/eKit using Huawei Partner Uniportal ID and password
2. Create an order by selecting a configuration, and fill in the billing and shipping information.
3. Submit the order in the system

After a Sales Partner submits an order, Huawei will receive and review the order, then send an order receipt notification to the Sales Partner through the system. During order processing, the Sales Partner can view the order status through online system.

Offline PO

For an Offline PO, the partner needs to first create the PO according to the PO template, then sign the PO, and send to Huawei by mail or other ways. To check the PO status for an offline PO, the partner needs to contact the Huawei Coordinator.

Following these main steps for placing an offline PO:

1. Partner creates the PO according to the PO Template defined in the Sales Framework Agreement .
2. Partner submits the PO to Huawei: Electronic PO, by email, or print PO then sends by mail.

Huawei receives the PO: Huawei PO Specialist will organize and check the PO, then send an email to notify the partner whether the PO is accepted or rejected.



Step-by-step IT Guide:
[Introduction of Online Order Process](#)

Sales Partners may be able to get products or services on credit instead of prepaying the entire cost. The credit is interest-free within the payment terms, reducing partners’ overall costs.

Huawei designates the credit limit and payment terms. The credit limit is a revolving amount for credit sales that Huawei grants to a Sales Partner, based on Huawei’s evaluation of the Sales Partner. Payment terms are the number of days between the invoice date and due date, which is no more than 30 days.

Requirements

All partners having credit sale transactions with Huawei should apply for credit at least seven days before a transaction. To qualify for credit, a Sales Partner must provide a copy of the company’s business license, audited financial reports for the previous three consecutive years, and any other materials specified by Huawei.

Along with this information, the Sales Partner must submit an application for the credit request to the Huawei Partner Manager. The Huawei Partner Manager informs the Sales Partner of the credit decision after Huawei’s evaluation.

If the credit requested by the Sales Partner is not approved, Huawei may ask the Sales Partner to provide other materials or credit support; otherwise, Sales Partners must place orders with 100% of advance payment for new transactions.

Credit Adjustment

Sales Partners can apply for credit limit adjustment at any time. Applicants must provide their latest audited financial reports. Huawei may adjust the credit limit based on comprehensive evaluation of the Sales Partner’s financial position, historical payment records, actual business needs, and other factors.

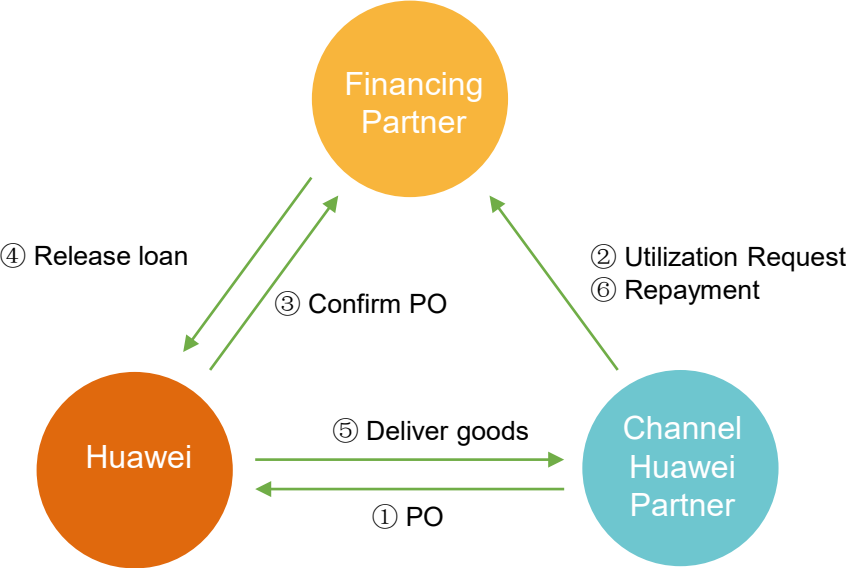
Huawei may unilaterally adjust or cancel the credit granted to Sales Partners with poor payment records, those whose credit has been idle for more than six months, or partners with credit that has been underused.

If a Sales Partner fails to pay an undisputed invoice by the required date, Huawei is entitled to suspend the received Purchase Order (PO) as well as preparation and shipment of the goods for the Sales Partner and freeze partners’ rebate until the overdue Accounts Receivable (AR) amount is cleared.



PO financing is a global financing solution that helps Huawei Sales Partners cost-effectively purchase Huawei’s products, solutions, and services. Based on the authenticity of Sales Partners’ purchase orders to Huawei, third-party financing partners, after a comprehensive evaluation of the risks, provide a revolving, short-term credit line to Sales Partners. The financing is exclusively provided for Sales Partners to pay Huawei for the PO.

The PO financing process includes the following steps:



Huawei Sales Partners may gain the following benefits from PO financing:

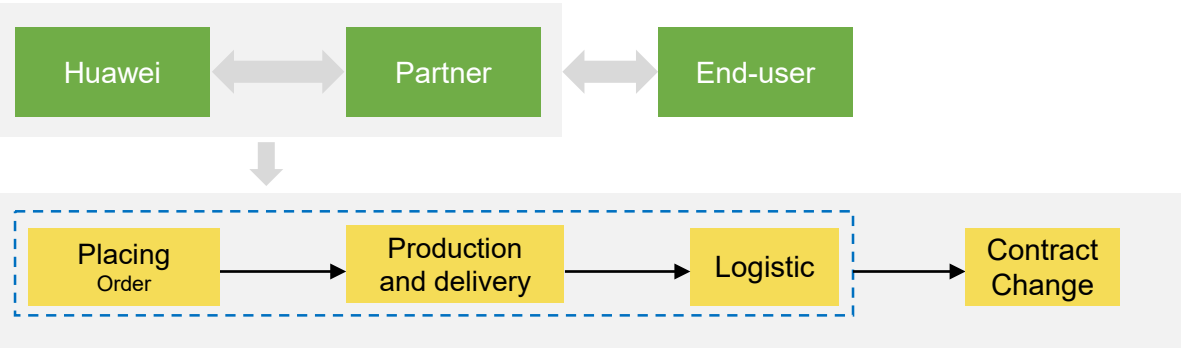
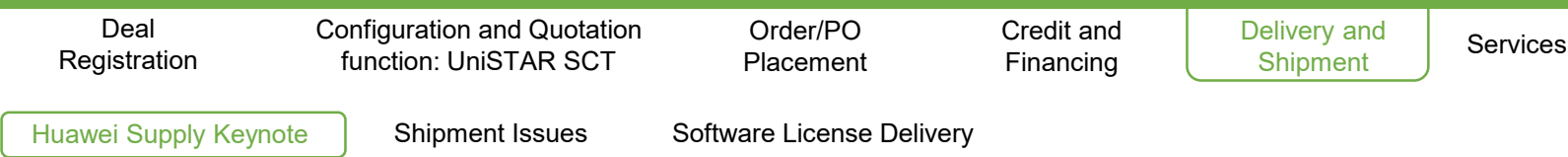
- Increased credit capacity
- Longer payment terms
- Enhanced cash flow
- The ability to pass on extra payment terms to their second-tier partners

Requirements

In accordance with the specific requirements of the financing partner, the Sales Partner must meet certain credit qualifications.

How PO financing works

- The financing partner releases credit for the approved Sales Partner.
- Against the issuing PO, the financing partner pays Huawei the PO value.
- The Sales Partner pays principle and interest on the due date to the financing partner.
- The financing partner bears credit and collection risks.



Huawei works with Sales Partners to supply and deliver end customers. To achieve efficient and fast delivery, Sales Partners can cooperate with Huawei in the following aspects:

Placing Order:

- Placing Order via Huawei Online Order System on time.
- Formulate a reasonable order delivery time based on the product lead time, fund arrangement, and the readiness of lower-level partners or end-users to accept goods.
- Provide clear and accurate delivery addresses and recipient information. For EXW/FOB orders provide logistics forwarder information.
- Submit factory acceptance test (FAT) and special packing requirements when placing orders

Production and shipping:

Huawei starts production and makes shipment after goods preparation conditions (such as L/C) and shipment conditions (such as payment before shipment) are met according to contract clauses.

Logistic:

- For PO of E-category Incoterm: Partner shall pickup goods within **three days** after the production and packing is finished. Provide waybill or bill of lading to Huawei within **seven days** after cargos depart from port
- For PO of F-category Incoterm: Partner shall confirm the shipping documents from Huawei within **one day** after receiving the documents. Provide waybill or bill of lading to Huawei within **seven days**
- For PO of C/D-category Incoterm: Partner shall confirm shipping documents within **one day** after receiving the confirmation from Huawei, and pick up the Products **within three days** after the Products have been delivered to designated address
- Partner shall check the product package when receiving the goods. If there is any damage to the package, mark it on the POD. Huawei will not be responsible for goods damage after clean POD is signed.

PO Change:

- PO Change time: Partner should change or cancel PO at least **seven days** prior to the estimated packing date of Product. The PO desired arrival date should be change at least **seven days** prior to the estimated packing date of Product. The change of shipping information (including delivery address in the same country, consignee/ Contact Person/ Phone number /email) should be made at least **seven days** prior to the estimated packing date of Product.
- Once the Products departure from the last Huawei physical site, including supply center, hub, central warehouse and EMS factory, the Purchase Order may not be changed or cancelled
- PO for Customized Products, once accepted by Huawei, may not be changed or cancelled.
- All Contract Change Applications need to be approved by Huawei. After the change, the delivery time is recalculated from the date of Huawei’s approval.

Definition of Shipment Issues

- **Dead on Arrival (DOA) goods** are products that appear to be undamaged after shipping but fail to operate after power-on or fail to perform correctly within **48 hours** after power-on.
- **Shipment damage** means that products and their packaging are obviously deformed or damaged..
- **Inconsistent goods** means that the goods quantity shipped are different from those specified on the customer’s PO. Possible differences include insufficient, incorrect, and excessive items.

Requirements for Handling Shipment Issues

The main principle for dealing with shipment issues is that those who sell the goods are responsible for dealing with such issues. Huawei accepts shipment-issue applications only from direct sales end-users, distributors, and Diamond Resellers

Customers who are not Huawei’s direct sales end-users must submit their application forms to Sales Partners. Sales Partners then submit these applications to distributors. Distributors submit the applications to Huawei.

DOA status for goods must be claimed within **30 days** from Huawei’s warranty starts if the engineering installation service is not performed by Huawei. If the engineering installation service is performed by Huawei, DOA must be claimed within three days from the date when the DOA occurs and before the equipment installation report or the Preliminary Acceptance Certificate (PAC) is signed.

Goods damage must be claimed within **14 days** after the Proof of Delivery (POD) is signed. Clear photos of the entire damaged goods and close-up photos of the damaged parts and the six sides of the package should be provided.

Inconsistent goods must be claimed within **30 days** after the POD is signed.

After receiving replacement goods, distributors or Diamond Resellers should return the damaged goods to Huawei’s central warehouse in their local countries or regions within **10 days**.

Process for Handling Shipment Issues

Following are the steps for distributors and Diamond Resellers to follow in handling shipment issues:

1. Follow preliminary inspection standards upon receiving goods.
2. Raise a service request to the Huawei Technical Assistance Center (TAC) for entitlement check and hardware failure troubleshooting.
3. Sign POD after Huawei replaces the goods.
4. Pack the faulty part, label the Fault Tag on the box, and return it to Huawei’s designated warehouse in the local country or region after receiving the Return Notice from Huawei.



For more information about Global Service Hotline, visit:
<http://e.huawei.com/go/servicehotline>

Deal Registration	Configuration and Quotation function: UniSTAR SCT	Order/PO Placement	Credit and Financing	Delivery and Shipment	Services
Huawei Supply Keynote	Shipment Issues	Software License Delivery			

Scope of Delivery: Huawei-developed software and third-party software license

Delivery Mode: The Huawei Software License is delivered electronically (push mail or downloaded online) if there is no special requirement — some third-party software licenses can only be delivered as a physical product (paper, disk, etc.).

Huawei Delivery Software License to Sales Partner

- 1) For Software developed by Huawei, the Software License shall be delivered electronically through Huawei Official ESDP website (<https://esdp.huawei.com/sdpcust/#/>). The Software license, which shall be obtained from Huawei official authority, will be sent to Partner's indicated email address and its Huawei ePartner system account, and the Software license is deemed to be delivered. Partner shall on line distribute the Software entitlement to the end customer in ESDP system. Such Software license can also be printed by Partner for physical license requirement.
- 2) For Third Party Software, the License will be delivered in the manner of physical delivery (the Paper or CD-ROM contain the software license) or electronic delivery (push mail or download online).
- 3) The risk of the physical license is transferred by terms and conditions for equipment transfer in the related contract.

Post-sales Support

If Partners or end-users have software license problems, contact the local Huawei TAC at <https://e.huawei.com/en/service-hotline-query>.

 For more information about Huawei Software platform(ESDP), visit: [Software Order Fulfillment Management online course](#)

Order Visibility

The Order Visibility Platform is a global platform that helps Huawei partners realize one-station order fulfillment visibility, based on POs.

- Partners can view details of the PO's process status in the platform.
- Partners can export Packing Lists, Serial No. and PODs from the platform.
- Partners can evaluate and rate their order satisfaction online.
- Partners can contact the PC online support team.

Follow the main steps for inquiring order information:

1. Sales Partner can ask the Sales Partner Administrator to apply for privileges.
2. Visit <https://partner.huawei.com> to enter the ePartner platform.
3. Click “Search Order” to enter the Order Fulfillment Visibility Platform.
4. Users can precisely track order status, , batch fulfillment, billing and payment status and download the packing list, POD.

 [Order Visibility Website](#) link:

Distributors and Diamond Resellers :

- Please Log into: partner.huawei.com then click: Transactions-> Orders->Search Orders;

 Step-by-step IT Guide:
[Order Visibility Online Course](#)

Warranty Services

Huawei enterprise hardware products are generally covered by a one (1) year warranty. Several products have extended warranty up to three (3) years or more. For detail information about corresponding product, please visit following URL.

Outside China (except European Union Region)	
Enterprise Warranty Policy	URL
Enterprise Product Warranties	URL

European Union Region	
Huawei WEU Enterprise Product Warranty Policy	URL

All Huawei warranties extend only to the Original End User Customer (the individual or entity who purchased the product for their own use, collectively referred to in this document as “Customer”) in the countries or regions where you purchase the products; and are nontransferable. The warranty shall be provided by Huawei or the Huawei authorized Sales Partner (collectively referred to in this document as “Huawei”). Huawei warranties are subject to and provided only on the terms and conditions depict in this document. If there is any conflict with contract terms and conditions, the contract terms and conditions shall prevail.

Support Services

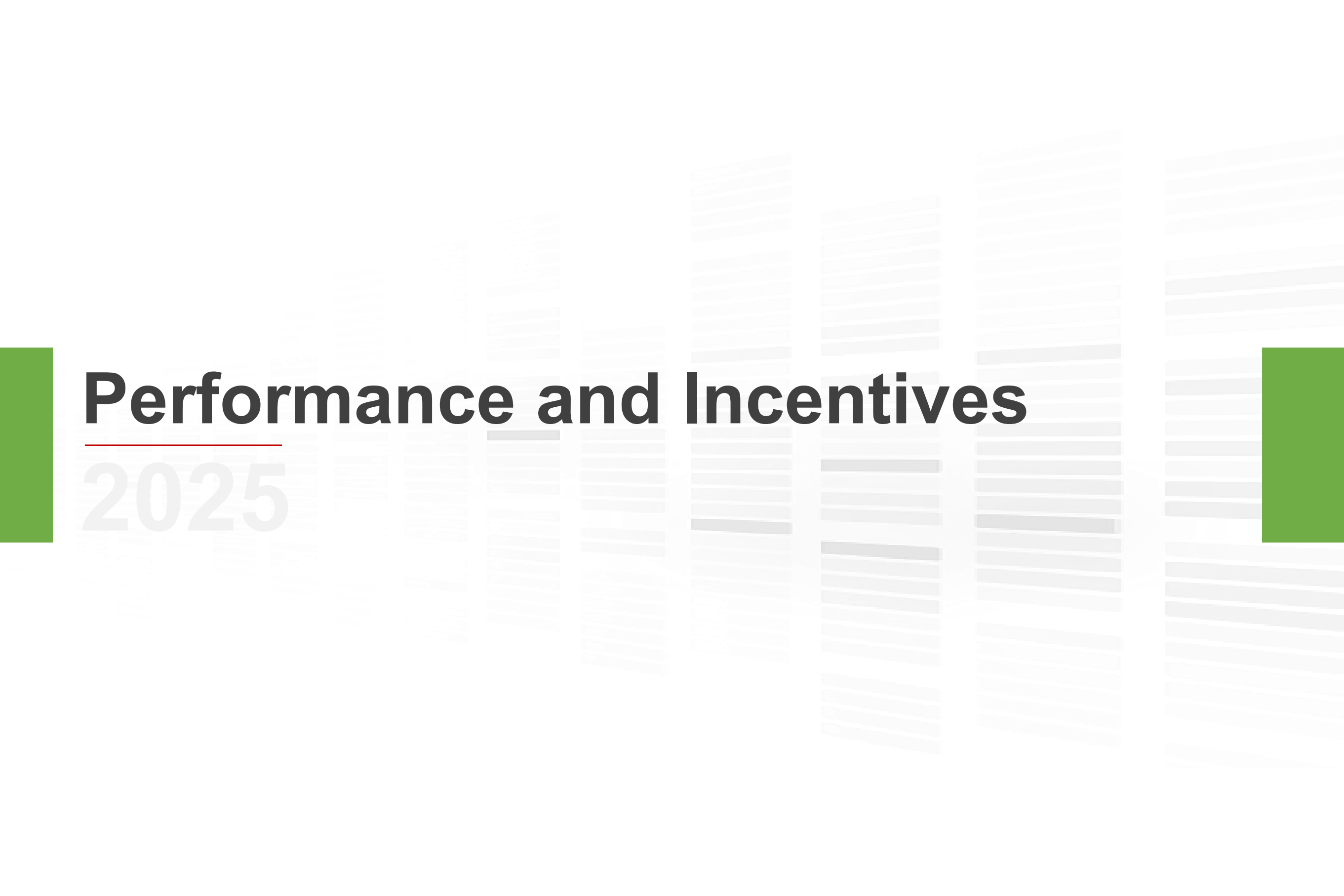
Enterprise Product Support Services offers Hi-Care and Co-Care services that perform continuous and reliable maintenance services based on the Service Level Agreements (SLAs) you choose.

Huawei Hi-Care service provides maintenance service for customers. With this service, Huawei responds to your technical requests for remote troubleshooting and advance hardware replacement in the shortest possible time. Hi-Care provides onsite technical support to help you maintain a more efficient and stable network environment and improve network productivity.

The Co-Care Services are Huawei maintenance service solutions which are designed for Certified Partners. A Certified Partner who purchases Co-Care Services is supposed to integrate its value-added services (on-site technical support, equipment health check, etc.) with the Co-Care Services, to form and deliver Partner-branded technical support services to the End Customer.

Outside China (except European Union Region)	
Huawei Enterprise Hi-Care Services	URL
Huawei Enterprise Co-Care Services	URL

European Union Region	
Huawei Enterprise Hi-Care Service	URL
Huawei Enterprise Co-Care Service	URL



Performance and Incentives

2025



In order to build trust with Partners, to achieve mutual benefits, and to become the most valuable partners directly with customers, Huawei’s Partner **Benefits Framework** is intended to increase profits for Huawei Partners who help sell or promote Huawei’s enterprise products and services. including 100% prepayment discount, rebates, marketing support, and pilot plans etc.

Overview

Benefits Framework for partners:

Basic Benefits					Performance Benefits						Marketing Support			Other Benefits
Directly placing orders	Product commercial privilege	100% prepayment discount	Self-pickup discount	Base Rebate	Specialization rebate	Sales rebate	MBO	Service sales rebate	Growth Rebate	Pilot plan	MDF	JMF	Demo Support	Subject to the specific benefit rules
√	√	√	√	√	√	√	√	√	√	Subject to specific rules of pilot plans	√	√	√	

Remark:For distributors, Specialization rebate are performance benefits.

Directly placing orders with Huawei

Distributors/Diamond Resellers are entitled to directly placing orders with Huawei.

Product Commercial Privilege

Distributors /Diamond Resellers can directly purchase equipment and services from Huawei based on the commercial privilege released by Huawei to distributors /Diamond Resellers according to relevant product policies.

Gold, Silver, and Authorized Resellers can purchase equipment and services of Huawei based on the commercial privilege released by Huawei according to relevant product policies. The final price is subject to the actual contractual agreement between them and the distributor.

100% Prepayment Discount

The 100% prepayment discount is designed to encourage distributors/Diamond Resellers who directly transact with Huawei to make 100% prepayment through cash or telegraphic transfer by providing a discount to reduce the overall transaction price.

Self-pickup Discount

The self-pickup discount encourages distributors /Diamond Resellers to give full play to their logistics advantages. If a to distributors /Diamond Resellers opts to pick up the product by themselves at Huawei fulfillment center or other pickup addresses agreed by both parties when making a purchase, they can enjoy a discount for devices.

Base Rebate

It refers to the rebate offered to Diamond Resellers, Gold Reseller, and Silver Reseller for their sales performance in the assessment period.

Specialization Rebate

To drive Sales partner to improve their specialization capabilities, and is granted based on the specialization capability level.

Sales Rebate

To motivate distributor to achieve the sales performance target expected by Huawei and signed in the contract within a certain period of time.

MBO

MBO rebate applies to distributor, it encourages distributors to develop and support next-tier partners. Country-level teams or rep offices set and release detailed assessment rules for local distributors on a quarterly basis, give scores at the end of each quarter, and apply the scores to rebate calculation.

Service Sales Rebate

To help distributors , Diamond Resellers, Gold Reseller, and Silver Reseller enhance service sales, improve service profitability, and ensure the quality and experience of end customers.

Growth Rebate

Growth rebate applies to Diamond Resellers, Gold Reseller, and Silver Reseller. The purpose of this incentive is to encourage these partners to increase their sales performance.

Pilot Plan

Pilot plans are issued by Huawei from time to time to promote the sales of Huawei products/product portfolios, solutions, and services, and to guide distributors to invest in specific market expansion activities or capability building. For details, see the pilot plans released locally.

Demo Support

To improve partners' independent sales and service capabilities and help qualified partners conduct PoC tests and establish their own labs and exhibition centers, Huawei provides software and hardware demo products at preferential prices.

Market Development Fund (MDF)

The MDF is a fund dedicated to facilitating the attainment of sales and market targets based on requirements such as marketing & promotion, partner capability improvement, and sales target achievement.

Joint Marketing Fund (JMF)

The JMF is a fund dedicated to facilitating the attainment of sales and market targets and expanding pipelines based on requirements such as marketing and brand promotion.

Other Benefits

Other benefits enjoyed by partners are subject to local partner policies.

Distributors

Service Sales Rebate: To help partners enhance sales, improve service profitability, and ensure quality and experience for end customers, Huawei provides service sales rebates to partners.

The rebates include maintenance service rebates and high-value service rebates. The details are as follows:

1、Maintenance Service Rebate A maintenance service rebate includes a:

Threshold: achievement rate of corresponding performance targets

Incentive base: is the performance generated from the sales of maintenance services to SMA and non-SMA market customers.

Frequency: Quarterly

Formula: Incentive for maintenance services = Incentive base x Maintenance Service rebate percentage

Rebate details:

Non-SMA market customers	Performance Target Achievement Rate	Achievement Rate < Z1%	Achievement Rate ≥ Z1%
	Rebate	X1%	X2%
SMA market customers	Performance Target Achievement Rate	Achievement Rate < Z2%	Achievement Rate ≥ Z2%
	Rebate	Y1%	Y2%

2、High-value Service Rebate:

Incentive base: performance generated by partners' sales of high-value services.

Frequency: Quarterly.

Formula: Rebate amount for high-value services = Rebate base for high-value services x High-value service rebate percentage

Reseller (Diamond, Gold, and Silver resellers)

Service Sales Rebate: include Huawei branded maintenance service rebates, collaborative maintenance service rebates, and high-value service rebates. The rebates are designed to encourage resellers to enhance their service sales. Huawei provides these rebates based on reseller performance and appraisal results. The rebate proportion increases as the performance and appraisal results increase.

1、Huawei branded Maintenance Service (HBMS) Rebate :

HBMS Incentive base: performance generated from selling Huawei-branded maintenance services.

Frequency: Quarterly

Formula: Rebate amount = Incentive base x (AR rebate percentage + RR rebate percentage). The data at the end of each quarter is taken as the AR and RR values.

Rebate details

Performance Indicator	Performance Indicator Range	Rebate Percentage
AR (Attach Rate)	AR > X3%	R1
	X3% ≥ AR > X2%	R2
	X2% ≥ AR > X1%	R3
RR (Renewal Rate)	RR > Y3%	R4
	Y3% ≥ RR > Y2%	R5
	Y2% ≥ RR > Y1%	R6

2、Collaborative Maintenance Service (CMS) Rebate:

CMS Incentive base: performance generated from selling collaborative maintenance services.

Frequency: Quarterly

Formula: Rebate amount = Incentive base x (AR rebate percentage + RR rebate percentage) x (factors include SR and RMA values), which are both subject to the data at the end of each quarter.

Rebate details

Performance Indicator Range		Delivery Performance Factor
SR	RMA	
SR ≤ X1	RMA ≤ Y1	Z1
X1 < SR ≤ X2	Y1 < RMA ≤ Y2	Z2
X2 < SR ≤ X3	Y2 < RMA ≤ Y3	Z3

3、High-value Service Rebate:

Incentive base: service performance generated from selling high-value services

Frequency: Quarterly

Formula: Rebate amount = Incentive base x High-value service rebate percentage

Above **AR/RR/SR/RMA** definition and calculates formular, please review the partner.huawei.com or consult your [local partner manager](#).

Performance Calculation (NA and Commercial Markets)

Rule

Equipment

POD amount approved by Huawei are used as the criteria for partner sales performance recognition. (Revenue triggered by POD in general accounting period excluding manual adjustment)

Service

Service PO amount are used as the criteria for partner sales performance recognition.

Note: Commercial market project performance is classified based on the project end customer classification when the contract/order is first activated.

Formula

Partner Type	Sales Performance	Scenarios
Distributor and Diamond Reseller	POD amount + Service PO amount	Project
Registered sales partners	Scenario 1: (POD amount + Service order amount) x Shipment coefficient	
Resellers (gold, silver, and authorized)	1、 For RTMs: Huawei — Distributor — Gold reseller/Silver reseller/Authorized reseller/Registered sales partner	
Component partners (gold, silver)	2、 For RTMs: Huawei — Distributor —(Gold/Silver) component partner/(Gold/Silver)white label partner	
White label partners (gold, silver)	Scenario 2: POD amount + Service order amount	
	1、 For RTMs: Huawei — Gold reseller/Silver reseller/Authorized reseller/Registered sales partner	
	2、 For RTMs: Huawei —(Gold/Silver) component partner/ (Gold/Silver)white label partner	

Performance Recognition Rule	Requirement
① Identity validity	Performance is calculated based on the valid identity of the partner in the transaction country (in the system) when the order is activated.
② RTM compliance	(1) Huawei — Distributor — Gold Partner/Silver Partner Authorized Partner/Registered Sales Partner: The performance of the tier-2 partner and the partner that signs the contract are calculated. (2) Huawei — Diamond Reseller — End user: The Diamond Reseller's performance is calculated. (3) Huawei — Distributor — Diamond Reseller — End user: Only the Diamond Reseller's performance is calculated. (4) Huawei — Gold Partner/Silver Partner Authorized Partner/Registered Sales Partner— next-tier partners — End user(The performance of the partner that signs the contract is calculated.) (5) Huawei — Distributor — (Diamond/gold/silver)component partner/(Diamond/gold/silver) white label partner (Count the performance of tier-2 partners.) (6) Huawei – (Diamond/gold/silver) component partner/(Diamond/gold/silver) white label partner (Count the performance of contracted partners.)
③ Contract eligibility	Partner performance is not counted in the whole DEMO contract.
④ Performance Finalization	Any changes to performance will be made before performance is finalized on a quarterly basis.

Performance Calculation (Distribution Business Markets)

Sell-in Performance

➤ Recognition time

For Gold/e-Commerce DPs

- 1.Equipment: The POD amount approved by Huawei is used as the standard for partner SI performance recognition, and the time when Huawei approves the POD is used as the time when equipment SI performance is recognized.
- 2.Service: The service order amount is used as the standard for partner SI performance recognition, and the time when Huawei's contract/order is activated is used as the time when service SI performance is recognized.

For Other partners

The ST time reported to the PSI system by the Gold DP (the time when the Gold DP's item outbound document is finalized in the PSI system) is used as the time when the SI performance of other partners is recognized.

(2) Partner identity

For Gold/e-Commerce DPs, the performance is calculated based on the valid partner identity in the transaction country/region when the contract/order is activated. For other partners, the performance is calculated based on the valid partner identity in the transaction country/region at the ST time reported to the PSI system by the Gold DP.

➤ Calculation Rules

Contracted Partner Identity	Next-Tier Partner Identity	Whether to Calculate Contracted Partner's SI Performance	Whether to Calculate Next-Tier Partner's SI Performance
Gold DP	Partner (Not Gold DP that has the authorization of the same product category)	Y	Y
	Gold DP that has the authorization of the same product category	Y	N
	Invalid identity	Y	N
e-Commerce DP	All	Y	N

➤ Calculation Method

(1) Gold/e-Commerce DPs:

SI performance in the calculation period = $\sum(\text{POD amount generated from POs directly placed by the Gold or e-Commerce DP with Huawei}) + \sum(\text{Service order amount generated from POs directly placed by the Gold or e-Commerce DP with Huawei})$

(2) Other partners:

SI performance in the calculation period = $\sum(\text{ST quantity declared by the Gold DP} \times \text{Recommended purchase price for Elite DPs})$

Note: The recommended purchase price for Elite DPs refers to that at the ST time reported to the PSI system by the Gold DP.

Sell-through Performance

➤ Recognition Principles

Quantity and recognition time

The ST performance is recognized at the ST time reported to the PSI system by the Gold DP (the time when the Gold DP's item outbound document is finalized in the PSI system). The ST quantity is calculated based on the ST data reported to the PSI system by the Gold DP.

Partner identity

The performance is calculated based on the valid partner identity in the transaction country/region at the ST time. Only the performance of Gold DPs is calculated.

➤ Calculation Rules

Contracted Partner Identity	Next-Tier Partner Identity	Whether to Calculate Contracted Partner's SI Performance	Whether to Calculate Next-Tier Partner's SI Performance
Gold DP	All	Y	N

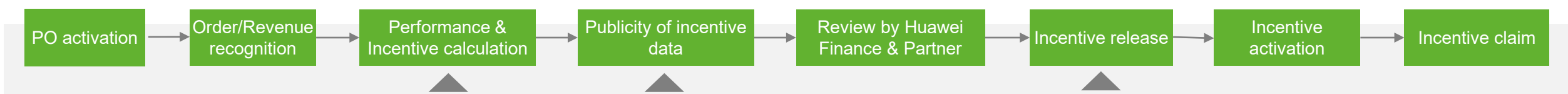
➤ Calculation Method

Gold DP's ST performance in the calculation period = Distribution product ST quantity of the Gold DP in the calculation period x Recommended purchase price for Elite DPs upon ST performance recognition

** Only Gold DPs whose PSI reconciliation accuracy and stocktaking accuracy both reach at least 95% are eligible for ST rebates.*

Incentive Execution (NA and Commercial Markets)

Business Flow for Channel Performance and Incentives



Rules for Confirming Partner Identity and Incentives

- ✓ A partner who has a valid partner identity in Huawei's system can enjoy incentives rewarded to them based on the valid identity at the end of the calculation period.
- ✓ For the scope of incentive products, see List of Incentive Products for Partners. The list is updated on a semi-annual basis (released by mid-year and at year end, and takes effect in the next month). All products not specifically designated as non-incentive are considered eligible for incentives.
- ✓ The partner performance generated by each Huawei entity is included in the incentive calculation, and incentives are distributed based on the incentive amount of each Huawei entity separately.
- ✓ Partner incentives are calculated on a quarterly basis. (Mid-year incentives are calculated with Q2 incentives, while annual incentives are calculated with Q4 incentives).
- ✓ The reduced performance as a result of contract changes is directly reflected in the incentive base of the current quarter. If the contract/order amount of a partner is changed to 0, or the sales channel of a partner's contract/order is changed, the performance and incentives of partners on the original channel will become 0.
- ✓ For information about the types and details of rebates for partners see related partner policies.

Scenarios Where Incentives Are Not Counted, Incentives for performance are not counted if:

- ✓ A Gold/Silver/Authorized Reseller or Registered Sales Partner directly trades with Huawei.
- ✓ A partner places an order under a carrier framework agreement.
- ✓ A Distributor/Diamond Reseller directly signs a contract with Huawei, where it purchases products from Huawei for its own use as an end customer and does not resell the products.

Rules for Incentive Publicity and Distribution

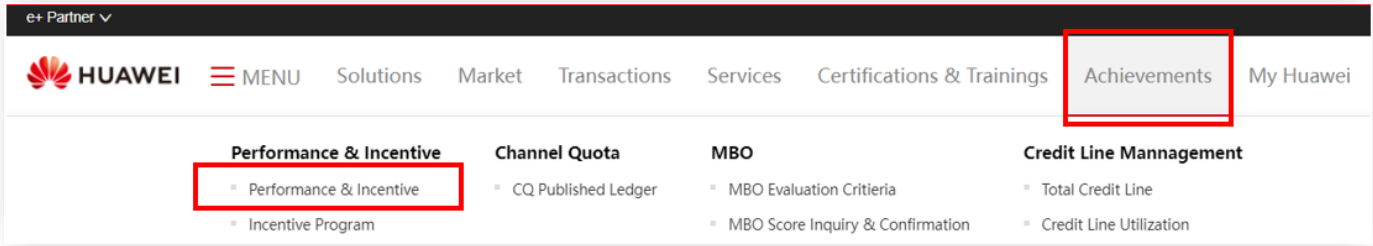
- ✓ After the calculation period ends, Huawei will publicize the incentive results to partners (the publicity period is 14 calendar days). If a partner disagrees with the incentive result, the partner can provide feedback on the publicity page.
- ✓ After a partner confirms the incentives within the publicity period, the incentive amount can be released to the partner's account. If the partner does not confirm the incentives within the publicity period , the incentive amount will be released after the publicity period ends.

System Entrance and Data Query

Sales Performance query and Incentive Confirmation & Query

login <https://partner.huawei.com/>

From top menu, go to Achievements → Performance & Incentive



Partners' Sales Performance and Incentive data query authority management

1	For partners	Performance	Partner users with Admin/Commerce role have access to this information
2		Incentive	Partner users with Admin/Finance role have access to this information

Details of partner performance are shown below:

Performance

1 Select the corresponding period of the Sales Performance

Period: 2023Q4

Calculated Date: 2024-01-15

Unit: USD

Total: 0.00

Equipment Performance: 0.00

Service Performance: 0.00

2 View summary/order details/COA details

View by Detail

View by Certification Countries

3 Sales performance of partners with valid certification status in the country/region

Country	Performance Type	Performance(USD)
1		812,749.00

4 View sales performance by product type and sub-product type

View by Product

Product Type	Product Subtype	Sales Performance(USD)
Data Center Facility & Critical Power	Data Center Facility	5
Optical Business	NCE Optical Network	
	Optical Transmission Network	9

Partner Incentive Query :

Incentive

1 Select the appropriate period for the incentive

Period: 3H2-20

2 View History data or Details data

History

View by detail

Unconfirmed

Confirmed

The rebate will be displayed below based on the transaction currency of the corresponding order, which is the same as the published rebate amou

3 view all kinds of rebate type in the trading currency

	EUR	USD		EUR	USD
JMF			MBO		
Sales Performance	0	0	Sales Performance	0	0
Rebate Base Performance	0	0	Rebate Base Performance	0	0
Rebate Amount	7,785	8,570	Rebate Amount	1,752	1,928
Sales Rebate			Maintenance Service Sales Rebate		
Sales Performance	0	0	Sales Performance	0	0
Rebate Base Performance	0	0	Rebate Base Performance	0	0
Rebate Amount	35,818	28,995	Rebate Amount	5,530	

Note:

The performance and incentive data calculated and shown here is based upon certain formula subject to further review by both Huawei finance team and Partner. During the publicity period,

(1) If both of them confirms fine with the incentive data, then such incentive will become effective immediately;

(2) If any of them finds any problem and such problem is further verified by the parties, Huawei will make correction immediately;

(3) The rebate shall be released based on the Transaction Currency of the corresponding order. Please

4 Confirmation of performance & incentive data or feedback of problems

Confirm

Feedback

Incentive Implementation Requirements

Requirements for Rebates

To receive rebates, a partner must meet the following requirements:

- ▼ The list of Sales Partners authorized in related IT system of Huawei is the basis for Sales Partners to enjoy incentives. Sales Partners that are newly authorized, renewed for their certification, or upgraded/downgraded shall enjoy incentives based on the valid status at the end of the calculation period.
- ▼ After each incentive period ends, Huawei publishes the incentive calculation results to Sales Partners, partner need to feedback the calculation results in publicity period.
- ▼ Tier-1 Partners (including Distributors /Diamond Resellers/Gold Distribution Partners) must complete payment collection for orders within the incentive period. JMF Incentives can be activated and claimed once the partner confirms the event.
- ▼ The rebates are inapplicable to sales performance incurred by tier 2 partners' direct transaction with Huawei (except for carrier partners and GPs). When Gold Partners, Silver Partners, Authorized Partners, Registered Partners and Partners with invalid status places order/Contract with Huawei directly, no rebate will be counted. The status is based on the identity when placing the order with Huawei
- ▼ The rebates are inapplicable to Sales Partners' sales performance achieved under the CNBG Frame Agreement.

 For more information, visit:
[Support Policy on Partner Performance and Incentives for Global Enterprise Business](#)



Incentive Claim

Incentives such as the Base rebate, MBO rebate, Specialization Rebate, and JMF are valid within one year after its release.

Partners may choose to claim their incentives through credit notes (Claim by Credit Note), AP payment, AP/AR netting (Deduct in Huawei AR/AP, for negative incentives), direct deduction in next POs (Deduct in Next PO), or entrusted reimbursement (Delegation). Regions can claim incentives in appropriate ways based on local market needs and external compliance requirements.

JMF: These incentives will be activated after partners confirm that activities have been held.

Non-JMF: For Distributors and Diamond Resellers, non-JMF incentives generated under contracts only activate after the full performance payment is collected. **For gold and e-commerce DPs, non-JMF incentives generated under contracts only activate after the full payment of SI performance is collected.** For other partners, non-JMF incentives are activated as soon as they are distributed.

Tier-1 partners can submit Credit Note application in channel quota system in e+Partner, or use rebate when placing an online order. Tier-1 partners will receive a Credit Note and need to notify Huawei with the corresponding invoice number if they wish to offset a payment.

Tier-2 partners will claim through Distributors/ Diamond Resellers/ Gold DP/Elite DP after delegating the rebate to distributors/ Diamond Resellers /Gold DP /Elite DP.

Applicability

Tier-1 Partners: Distributors and Diamond Resellers and Gold DP and E-commerce DP

Tier-2 Partners: Gold, Silver, Elite, Authorized Partners, Installer Distribution Partner, etc.

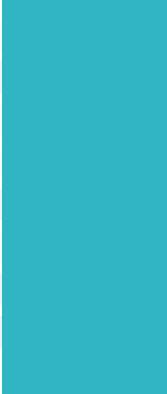

For practice, please log in to:
<https://partner.huawei.com/eplu/#/en/group/cq-published-ledger>





Certification and Training

2025



Specialization Capabilities

Specialization capabilities refer to a partner company's technical expertise in its designated products or solutions, as well as its strengths in sales and services. It indicates a partner company's ability to meet customer needs throughout the entire business process.

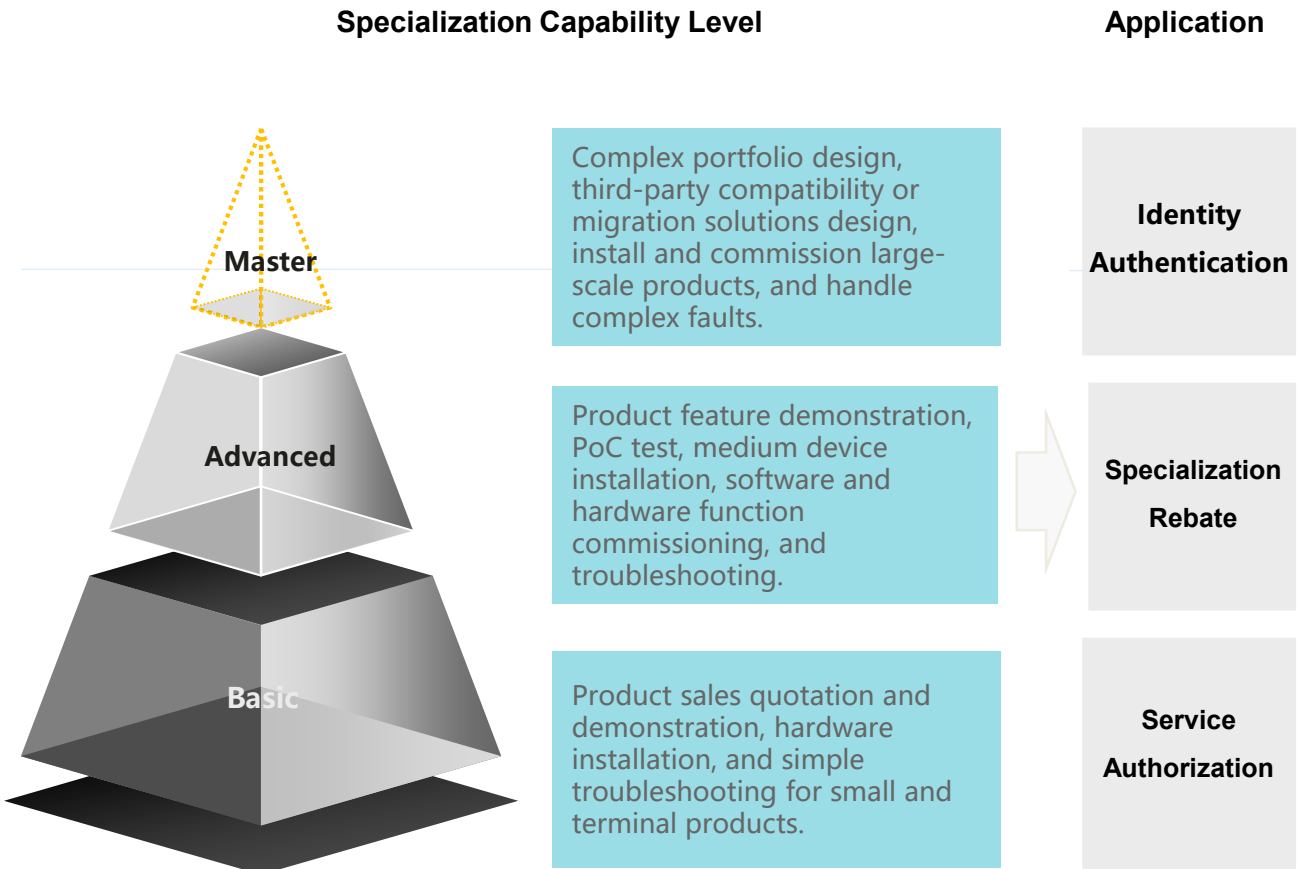
Specialization capabilities are rated into three levels: Basic, Advanced, and Master. A partner company's specialization capabilities are assessed based on the number of its employees who have obtained Huawei's career and specialist certificates. The certificate will gradually improve the individual comprehensive ability assessment, including knowledge, hands-on skills and project practices.

Reseller Specialization Capability

L E V E L	Position	Sales	Pre-sales			Post-sales		
	Cert. Type	HCSA-Sales	HCSA-Presales	HCSP-Presales	HCSE-Presales	HCSA-Service /HCIA	HCSP-Service /HCIP	HCSE-Service /HCIE
	Master	1	0	0	1	0	0	1
	Advanced	1	0	1	0	0	1	0
	Basic	1	1	0	0	1	0	0

Distribution Partner Specialization Capabilities

L E V E L	Position	Pre-sales		Post-sales	
	Cert. Type	HCSA-Presales (Distribution)	HCSP-Presales (Distribution)	HCSA-Field (Distribution) /HCIA	HCIP /HCIE
	Master	Planning			
	Advanced	0	1	0	1
	Basic	1	0	1	0



Comprehensive Capability Assessment

Design the "comprehensive capability" framework for various partners. Based on the framework, select evaluation items, design the weight of each evaluation item, and calculate the final result to support identity authentication of various partners.

Item	Sub-item
Product and solution development	Hardware development
	Software development
	Solution development and application
	Ecosystem partnership
Marketing and sales	Consulting
	Marketing
	Sales development
	Pre-sales
Partner development	Next-tier partner development
	Next-tier partner enablement
Service and delivery	Service delivery
	System integration
	Technical support and maintenance
	Spare part management
	Installed base management
Warehousing and logistics management	Warehousing and logistics
	PSI management
Platform	Specialization team
	Enablement training
	Lab/Experimental environment
	Project management

Reseller Partner Competency Assessment (Example)

Partner Type	Diamond reseller	Gold reseller
Requirements for scoring other capabilities assessment	≥ 70	≥ 60
Validity period of the capability assessment	2 years	

Item	Sub-item	Assessment Criteria	score
Marketing and sales	Marketing	Hold local online and offline marketing activities, such as new product launch events, partner recruitment meetings, and technical salons. (eg: 4 points/activity)	X
		Be able to develop marketing materials that cater to the local market. (eg: 4 points/material)	X
		Organize next-tier partners and customers to visit Huawei or showcases.(eg: 5 points/time)	X
	Sales development	Projects that have been successfully developed or won, including project quantity and amount eg:≥ US\$0.5 million (6 points/project) ;≥ 0.2 million USD (4 points/project)	X
		Maintenance service sales capability (The attach rate (AR)/renewal rate (RR) (AR ≥ XX%, RR ≥ XX%).Huawei eIBMS system automatically collects statistics.	X(must)
	Pre-sales	① Guide the development of bidding documents or budget plans.(eg: 4 points/time)	X
		② Complete project quotation.(eg: 4 points/time) ③ Offer customer network/solution design cases. (eg: 4 points/time)	
Service and delivery	Service delivery	Success stories about service delivery for products and solutions eg: project amount ≥ US\$0.1 million (5 points/case)	X
	Technical support and maintenance	① Have a service hotline number.	X(must)
		② Have a secure and reliable customer service email address.	
		① customer issue management system(eg: 5 points) ② issue handling and escalation process (eg: 5 points)	X
Total			100

Partner Instructor Development

The purpose of partner instructor development is to encourage excellent employees of Huawei Authorized Learning Partners (HALPs) and major partners to actively enable other partners' personnel, as well as improve the management, consulting, development, marketing, sales, service, and commercial skills of global partners. Further optimize instructors 'qualifications and incentives:

Hands-on Enablement Instructors

For resellers

For Distribution Partners

Position	Requirement	Junior Instructor	Intermediate Instructor	Senior Instructor	Position	Requirement	Junior Instructor
Basic Requirements	ICT work experience (years)	≥2	≥3	≥5	Basic Requirements	ICT work experience (years)	≥2
	Successful project cases	≥2	≥3	≥5		Teaching capabilities	For new qualification applications or newly added technical domains, the applicants need to go through a trial lecture for HUAWEI eKit distribution enablement standard courses.
	Teaching capabilities	For new qualification applications or newly added technical domains, the applicants need to go through a trial lecture for partner enablement standard courses.			Pre-sales	Certificates	HCSX-Presales (Distribution)
Pre-sales	Certificates	HCSP-Presales or above	HCSP-Presales or above	HCSE-Presales		Technical presentation experience	Number of technical salon presentations or equivalent experiences ≥ 3
Post-sales	Certificates	HCIP, HCSP-Field, HCSP-Service, or above	HCIP, HCSP-Field, HCSP-Service, or above	HCIE or HCSE-Service	Post-sales	Certificates	HCIA or HCSA-Field (Distribution) or above
						Product delivery experience	Number of HUAWEI eKit product delivery cases or equivalent experiences ≥ 3

Certification Course Instructors

Position	Requirement	Junior Instructor	Intermediate Instructor	Senior Instructor
Certification course instructor	ICT work experience (years)	≥3	≥5	≥7
	Certificates	HCIP/HCSP or above	HCIE/HCSE	HCIE/HCSE
	Teaching capabilities	For new qualification applications or newly added technical fields, the applicants need to pass the Huawei Certified Systems Instructor (HCSI) exam and go through a trial lecture for Huawei certification courses.		
	Teaching experience (year)	≥1	≥3	≥5



Marketing Central

2025



Marketing Central

Marketing Assets

Huawei Brand Logos for Enterprise Business Partners

Huawei brand logos: refer to the four types of logos specified in this document: Huawei corporate logo, HUAWEI eKit logo, partner certification badges, and technical certification badges. The rules for authorizing and using other registered trademarks and brands of Huawei shall be subject to other policies, agreements, and authorization letters.

Huawei corporate logo

The corporate logo represents the Huawei brand, and has horizontal, vertical, and other versions. The logo shown on the right is the vertical version.



Huawei corporate logo

HUAWEI eKit logo

The HUAWEI eKit logo represents the Huawei sub-brand in the distribution market (ICT infrastructure for governments and enterprises). The logo has horizontal, vertical, and other versions. The logo shown on the right is the vertical version.



HUAWEI eKit logo

Partner certification badge

Huawei grants certification badges to its certified Enterprise BG partners. The badge shown on the right is a universal one. In some documents, it may also be called "partner logo".



Partner certification badge

Technical certification badge

Partners' products or solutions are granted Huawei's technical certification badges if they pass Huawei's technical certification testing. In some documents, it may also be called "authentication mark".



Technical certification badge

Introduction / HUAWEI eKit logo

Minimum size and clear space

The HUAWEI eKit logo must be surrounded by a minimum clear space to ensure no other graphic elements appear too close to it.

Minimum size usage principle

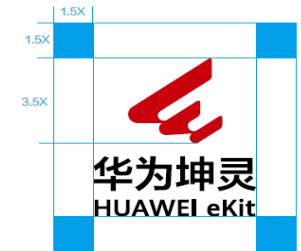
The minimum printing size is 6 mm in height; the minimum digital size is 18 px.

Minimum clear space usage principle

The height of the symbol is defined as 3.5X, for both the horizontal and vertical versions, and the size of the minimum clear space is 1.5X.

Exceptions

The logo can be smaller than the minimal size when used in special scenarios, such as name cards.



最小打印尺寸和最小数码尺寸



Introduction / HUAWEI eKit logo

Logo background control

This page lists the specifications of using the red logo in gray and auxiliary colors (with different brightness), and in image backgrounds.

When using the logo in other colors, measure the brightness of the background color by referring to this color plate and select the gradient red, monotone black, or reversed white logo accordingly.

Flat gray background control

Use the gradient red logo when the value of the background color is lower than 40% or higher than 80%. Use the reversed white logotype when the value of the background is between 90%–100%.

Use the monotone black logo or reversed white logo when the value of the background color is higher than 40% and lower than 80%.

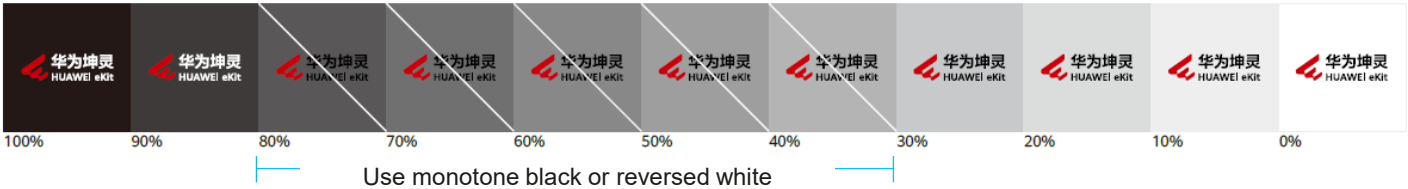
Secondary color background control

The scheme on the right must be strictly followed to ensure the correct usage of secondary colors as background. Please use the monotone black logo or reversed white logo when the corporate logo is not clearly legible against secondary colors.

Image background control

Ensure sufficient color contrast between the background image and the corporate logo when the logo is placed against an image. Avoid placing the corporate logo against a complex image to ensure the legibility and presence of the logo. Use the reversed white "HUAWEI" logotype against an image in the value range of 90%–100%.

Flat gray background control



Secondary color background control

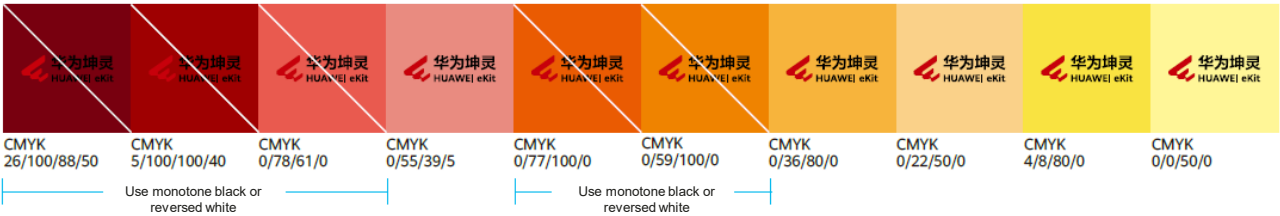


Image background control



Introduction / Huawei partner certification badges

Partner certification badges are the identity badge that Huawei provides to its Enterprise partners. Partners can use the certification badge, which corresponds to the Huawei Enterprise partner program they participate in, to indicate their business relationships with Huawei.

Partner certification badges can only be used to reflect partnerships between partners and Huawei. Partners can only use badges that correspond to their identities or Huawei Enterprise partner programs they participate in.

Under no circumstances shall partner certification badges be used as a description of partners' products/solutions, nor shall they be used alone as a partner's trademark.

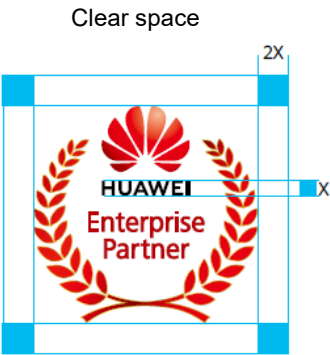
Minimum size and clear space

The badge is surrounded by a minimum clear space to ensure no other graphic elements, such as text or symbols, appear in the clear space to ensure the badge's visual effect. The height of the clear space is defined as X, equivalent to the height of "H" in the "HUAWEI" logotype. The size of the clear space changes according to the size of the badge. The minimum printing size of the badge is shown on the lower right. If the badge is smaller than this minimum size, it will become illegible.

Badge color

The badge color is standardized and cannot be modified. The gradient red badge is preferred in all VI designs. In special cases, the monotone black badge or the reversed white badge can be used.

Minimum size and clear space



Minimum printing size and minimum digital size



Gradient red



Monotone black

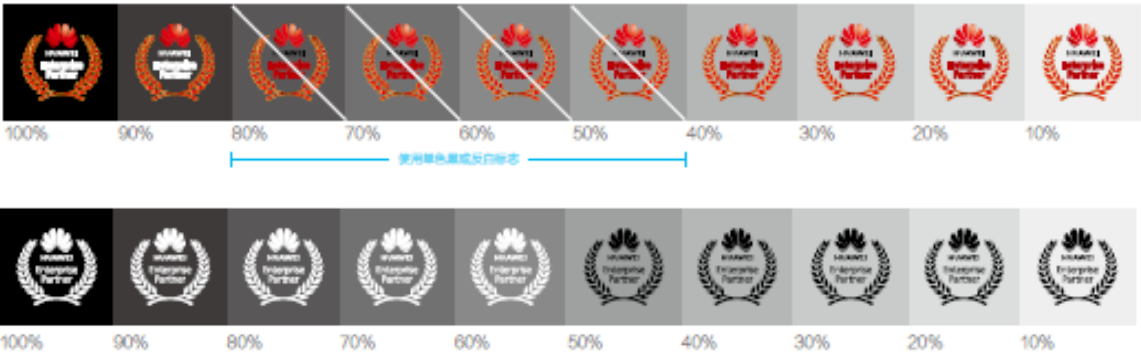


Reversed white



Use of the Partner certification badge in the Color Environment

- As the logos have different representations during actual use, we give some examples on how to use logos in different color forms in frequently seen colors to unify the brand image
- Use of a gray background**



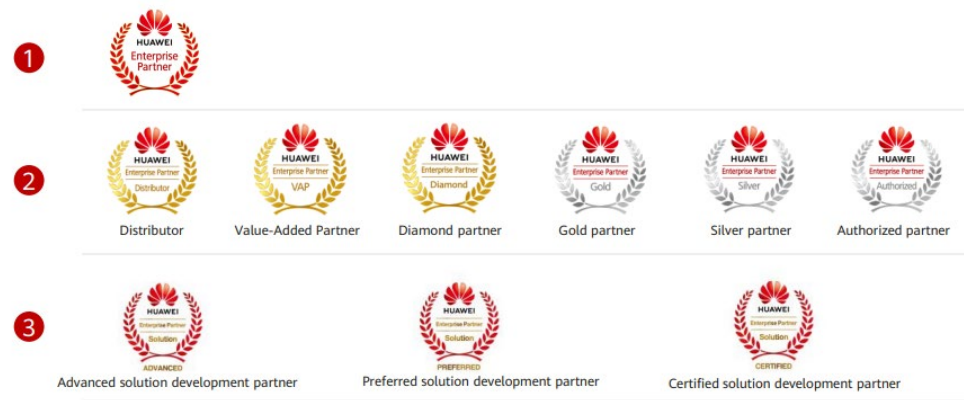
- Use of a picture as the background**



Introduction / Huawei partner certification badges

Current categories of Huawei Enterprise partner certification badges

- Universal Enterprise partner badge
- Sale partners
- Solution development partners



- If no corresponding badge is available, use the universal Enterprise partner badge.
- From 2025, newly certified Diamond Partners can use new Diamond partner badge. A VAP partner whose identity has not expired can continue to use the VAP partner badge.

General Requirements

Enterprise business partners can use Huawei brand logos for normal business purposes under necessary and legal circumstances within Huawei's business scenarios and authorization scope.Partners shall comply with the following three principles when using Huawei brand logos:

Principle 1	Accurately reflect the relationship between partners and Huawei.	Be practical and realistic. Meet real business requirements when applying for brand authorization from Huawei. Authorization must focus on scenarios related to cooperation (such as on technology, product, and solution), truly reflect the purpose, content, and scope of the relationship, and do not exaggerate or imply that Huawei has a partnership beyond the partnership plan. Comply with the principle of equal responsibilities, rights, and benefits. In partner-led scenarios, focus on their own companies and products and do not abuse Huawei logos. Partners can use the partner certification badge and technical certification badge based on specific scenarios. In equal cooperation scenarios, reflect the equal relationship of both parties.
Principle 2	Help improve the brand value of both parties.	Meet the business strategy requirements and comply with the brand strategy of both parties. Do not damage Huawei's brand reputation, including but not limited to depreciating Huawei's products, services, or partners.
Principle 3	Comply with laws and regulations.	Comply with applicable laws and regulations and do not violate relevant agreements signed between Huawei and partners. Huawei brand logos belong solely to Huawei and cannot be used without authorization from relevant Huawei departments. Partners can use Huawei brand logos only within the authorization scope and cannot authorize any third party to use them. Logo authorization must not be used for military or other purposes that are prohibited or restricted by laws (such as nuclear weapons, chemical and biological weapons, missiles, weapons of mass destruction, terrorism, and human rights abuse), violate laws, infringe others' rights and interests, or violate local social order and customs under any circumstances.

Specifications

- 1.Applying for authorization:** For using the HUAWEI eKit logo (excluding door headers), the partner certification badge, or the technical certification badge in the scenarios defined in the Guidelines, approval is not required in principle and the specifications in the Guidelines shall be followed. For using the Huawei corporate logo and the HUAWEI eKit logo (on door headers) in the scenarios defined in the Guidelines, the partner/partner manager must submit a brand authorization e-flow and obtain Huawei's approval and authorization. Partners can submit authorization requests to the corresponding Huawei partner manager for brand logo authorization in product application scenarios (product packages, boot screens, and product body) and exceptional scenarios not defined in the Guidelines..
- 2.Brand Authorization E-flow:**
Partners can submit brand authorization e-flows by themselves:
https://partner.huawei.com/eplu/#/en/group/DSTEBrmCustomerWeb?lang=zh_EN
or partner managers submit brand authorization e-flows on behalf of their partners:
<https://dste.huawei.com/dste/brmindex.html#/brmManage/authorizedApplyManage>
to initiate the application process of brand logo authorization.
- 3.Huawei has unilateral rights to formulate, release, modify, interpret, and revoke relevant documents. Relevant documents may be updated from time to time and released on partner.huawei.com. Partners can check out the latest version of this document at any time for compliance purposes.
4. The HUAWEI eKit logo and the partner certification badge mentioned in this policy can only be used by partners with corresponding identities certified by Huawei. Once a partner loses their certification or does not participate in Huawei's cooperation program, the partner shall immediately stop using the HUAWEI eKit logo and the partner certification badge.
5. Once the Huawei corporate logo authorization issued by Huawei to a partner becomes invalid, the partner shall immediately stop using the Huawei corporate logo.
6. Once the validity period of the technical certification badge issued by Huawei to a partner expires, the partner shall immediately stop using the technical certification badge.
7. Partners agree that Huawei has the right to review the use of Huawei brand logos from time to time.
8. In addition to this document, partners shall comply with other trademark policies, visual requirements, and other regulations related to the use of Huawei brand logo assets issued by Huawei.

Marketing Materials

Marketing materials are available from the Huawei website. To obtain these materials, you must become a Huawei certified partner and get account and access rights. You can search for materials by keyword or document name. You can also get lists of all documents for categories such as products and solutions of specific types.

Huawei's marketing materials range from brief descriptions of Huawei technologies to in-depth documents about products, solutions, and services. The brief descriptions are for use in such locations as exhibition halls and demo trucks. Product, solution, and services materials include bidding and branding documents, brochures, case studies, slide presentations, sales guides, training programs, and white papers.



Website link: <https://partner.huawei.com/edg/portal/index.html#/material>



Co-Marketing Funds

Joint Marketing Fund

The **Joint Marketing Fund (JMF)** is a special marketing fund that's established for marketing and brand promotion plans in order to achieve sales and market goals and drive business pipeline expansion. It is determined based on the calculation of partners' sales performance and mainly used for marketing activities initiated by partners.

Partners obtain JMF based on a percentage of partners' sales performance according to the **Support Policy on Partner Performance and Incentives for Global Enterprise Business**. JMF CQs is valid within one year of its release.

After obtaining valid JMF amount, partners can get rewards for hosting marketing activities approved by Huawei, or participating in Huawei's marketing activities. Partners need to apply for a specific JMF amount based on activity types, according to the **Incentive Policy on Joint Marketing Fund (JMF) for Global Enterprise Business**.

Applicable Partners

Distributors, Diamond Resellers/Diamond Resellers, Gold Resellers, Gold Distribution Partners (DPs), e-Commerce DPs.

Applicable Activities

The JMF supports marketing activities carried out by partners as described in the following table.

Activity Type	Activity Definition and Description
Event Marketing & Training	1.Business communication activities: visits to Huawei's/partner's demo sites, or their online/offline exhibition halls; visits to Huawei; and attending Huawei's marketing activities, third-party exhibitions/meetings, and training sessions. Employees/Next-tier partners/Customers of the partners can be invited to attend these activities. 2. Workshop and enablement: technical exchanges and product promotion, workshops, training, enablement, etc. 3.Partner development: partner annual conferences, partner recruitment and development, etc. 4.Others: market insight, exhibition, exhibition hall construction, etc.

Activity Type	Activity Definition and Description
Advertising & Digital Marketing	1. Advertising: print, outdoor, TV and radio, mail, and Internet media ads (including website banners, clicks, pop-up windows, search keywords, search rankings, and logo display) 2.Digital marketing: email direct marketing (EDM), webcasts, live stream marketing, social media, etc. 3. Production of marketing materials: low-value (Note: The unit price of low-value items, including taxes, should not exceed \$50.) co-brand collateral, printed materials, videos, advertorials, brochures, manuals, roll-up banners, cases, related translations, etc.
POC Test	Test activities enabling admission of Huawei's products and solutions, competition in bid evaluation, tests after bid, compatibility compliance, etc.

Implementation Requirements:

- Partners shall submit activity application at least seven working days before a JMF activity starts and obtain Huawei's approval before the activity is carried out.
- JMF activity applications must include information such as the activity type, audiences, purposes, scale, planned date, and venue
- partners shall use the HUAWEI brand logo to represent activities that are related to Huawei's business, and shall comply with related clauses of the Operation Policy on Partners' Use of Huawei Brand Logos for Global Enterprise Business.
- A partner shall confirm the completion of a JMF activity online within 90 days after the activity is complete.
- For the same JMF activity, partners must not split orders or submit repeated applications for JMF.
- It is prohibited to confirm false JMF activities. Partners must promise to carry out JMF marketing activities according to the activity application and applicable laws and regulations. Partners must also give feedback on the actual implementation time of JMF activities.
- If the valid JMF amount is less than the JMF incentive standard defined, the JMF reward will be given as per the valid JMF amount.



For more information, visit: [Incentive Policy on Joint Marketing Fund \(JMF\) for Global Enterprise Business](#)

Step-by-step IT guide: [Operation Guide for Partners \(Enterprise\)](#)

If a region or rep office releases the localized policy, the localized policy shall prevail.

Market Development Fund

The **Market Development Fund (MDF)** is a special incentive fund for market development, which was established based on promotion, partner capability, and sales requirements to meet sales and market objectives. Huawei independently invests in MDF for market development activities and uses the fund to encourage partners to explore pipelines, register deals, and independently develop markets, and to drive partners to expand market coverage of independent sales. It encompasses: PDF、CDF、SPIF、FH、DIF、DRR.

MDF shall be used according to the Regulations on *Incentive Policy on Market Development Fund (MDF) for Global Enterprise Business*.

Partners can get expense reimbursement for hosting marketing activities approved by Huawei, or participating in Huawei’s activities, and get rewards according to specific incentive programs released by Huawei.

1. **Partner Development Fund (PDF):** marketing activity expenses intended to drive the development of pipelines, expand Huawei's brand influence, and promote the sale of Huawei products and solutions, in accordance with marketing and brand promotional plans
2. **Capability Development Fund (CDF):** a special fund intended to encourage partners to grow their capabilities, with incentives to cultivate partner talent, product and solution enhancements, and project self-delivery capabilities
3. **Sales Performance Incentive Fund (SPIF):** an incentive fund intended to encourage employees of partners to proactively support the sale, pre-sales, POC test, and service delivery of Huawei products and solutions. SPIF can be directly or indirectly provided for partner employees by partners in compliance with applicable laws and regulations.
4. **Funded Head (FH):** an incentive intended to improve independent sales of partners and to encourage partners to input full-time employees to meet specific business goals.
5. **Demo Incentive Fund (DIF):** an incentive fund intended to encourage partners to use demo equipment to complete marketing activities, provide guidance in the POC test, expand the reach of Huawei products and solutions, and improve the project success rate.
6. **Deal Registration Reward (DRR):** a reward fund intended to encourage partners who expand pipelines, brings incremental deal opportunities, and successfully register deals.

The implementation details shall be subject to local MDF policies.

MDF Categories and Applicable Activities

MDF Sub-category	Applicable Partners	Description
PDF	All Partners	✓ Partner development: partner recruitment and development ✓ Communication with customers/partners: joint sponsorships, customer/partner experience activities, third-party forums and exhibitions, Huawei and partner marketing conferences, etc. ✓ Workshop and enablement: workshop, training, and enablement ✓ Advertising, digital marketing, and media publicity materials: advertising and branding, direct mail (DM)/Electronic direct mail (EDM) marketing, telemarketing, webcasting, marketing materials preparation, co-branded promotional materials, and success stories ✓ Product admission, test certifications, and joint development: customized development and joint development, and product admission and test certifications ✓ Joint exhibition hall and test center construction: joint exhibition hall and test center construction ✓ Market insight consulting: market insight
CDF	Partners and their employees	Refers to rewards for partners who have improved capabilities related to sales, pre-sales, services, logistics, commerce, etc. It includes the following: ✓ Training fund: certification-related training vouchers and exam vouchers that Huawei provides to partners ✓ Advanced certification reward: rewards granted to partners or partner employees who have obtained Huawei certifications such as the Huawei Certified ICT Expert (HCIE) certification, or partners and trainers within the Talent Alliance who have met specific training and certification-related performance goals ✓ Skill competition reward: rewards granted to partners or individuals who have won prizes in Huawei-organized skills competitions (such as the ICT Competition) ✓ Service delivery incentive: incentives intended to encourage partners to improve their integrated delivery capabilities, in accordance with Huawei products ✓ Elite club: For more details, please refer to the incentive plan for your region.

MDF Sub-category	Applicable Partners	Description
SPIF	Employees of Acceleration Partners (Sales partners) (only for sales personnel, pre-sales personnel, and after-sales service personnel)	Refers to incentives intended to reward sales partner employees who proactively participate in the sale, pre-sales, POC test, and delivery of Huawei products, portfolios, and solutions. For more details, please refer to the SPIF plan for your region. It is recommended that the incentive plan drive independent sales of partners.
FH	Partners	Refers to subsidies provided to partner companies for their full-time personnel who handle Huawei business. FH requirements should be specified in the agreement, such as the personnel competency model, performance evaluation criteria, and expense proportions borne by both parties. Performance evaluation criteria need to include measurable and quantifiable indicators for partner independent sales. Full-time personnel are employed or hired by partner companies and work for partners' benefits. They are dedicated to partners' market development relating to Huawei. Note: Partners' full-time personnel who are dedicated to collaborative business with Huawei are employed, hired, or assigned by partner companies. They are not Huawei employees and shall not constitute a non-employee staffing model.
DIF	Partners	Refers to incentives awarded to partners who use demo equipment to display equipment, receive customers, carry out training and enablement activities, perform POC tests, conduct secondary development, certify products, pursue joint innovation, and develop solutions. For more details, please refer to the DIF incentive plan for your region.
DRR	Acceleration Partners (Sales partners)	Refers to rewards granted to partners who have successfully registered deals, such as independent sales, competitions, and incremental deals, which allows for Huawei products relating to the deals to be sold in the region. For more details, please refer to the DRR incentive plan for your region.

MDF Process

MDF usage generally follows the procedure shown below, although some details may differ, depending upon MDF category and activity type:

- Activity application:** Partners shall submit activity application at least seven working days before an MDF activity starts and obtain Huawei's approval before the partner-hosted activity is carried out.
- Participate in incentive program (optional):** Partners shall sign in specific incentive program of MDF after the program is released by Huawei for some types of MDF activities.
- Activity execution:** When using the MDF to carry out marketing activities, partners should use the Huawei brand logo in compliance with the *Operation Policy on Partners' Use of Huawei Brand Logos for Global Enterprise Business*. Distribution of prizes and gifts (including goods and services) in MDF activities shall comply with applicable laws and regulations. The MDF should not be used for the purchase of prizes and gifts that are not relevant to the specific activities.
- Activity acceptance:** Partners shall submit activity acceptance with required documentations within 90 days of completing the activity.
- Cash In:** After the activity acceptance approved, partners will obtain the reimbursement or reward (cash/non-cash).
- Others:**
 - (1) In principle, the SPIF amount granted to a partner's employee should not exceed 2% of the sales revenue from the relevant products in the SPIF program.
 - (2) The DIF amount granted to partners should not exceed the PO amount of the demo equipment purchased by the partner.
 - (3) If gifts are purchased or a lucky draw is arranged in a marketing activity, the total amount of gifts/prizes should not exceed 15% of the total budget for the activity.

Non-reimbursable Expenses

Expenses that cannot be reimbursed using the MDF include:

All activities that violate the spirit of the fund, such as, directly or indirectly, giving gifts to, entertaining, or arranging trips for, giving cash or other cash equivalents to, providing luxury hospitality for, or arranging private travels for public officials, customers, or partners, including but not limited to:

- Purchases of high-end** watches, gold and silver, jewelry, cultural relics, artwork, prepaid cards for supermarkets & stores & malls, and other liquid items.
- Purchases of high-end health care products and medicines.**
- Expenses on large-scale events** (such as sporting events) that are not directly related to Huawei's business; and expenses on purely entertainment/hospitality-related activities in places such as karaoke establishments, dance halls, nightclubs, bathhouses, foot spas, massage parlors, and beauty salons.
- Expenses related to private activities**, such as travels and shopping of customers, partners, and their families.
- Travel expenses related to business and first class cabins in airplanes and expensive hotel suites.**
- Reception expenses for public officials (**see the appendix**). However, hotel and travel expenses of end customers can be reimbursed using MDF.
- Business travel expenses incurred by Huawei employees (excluding business travel expenses of Huawei trainers) required for participating in partner marketing activities, such as airfare, accommodation, and allowances.
- Other expenses not related to specific MDF activities.

Appendix:

- Do not give gifts whose amount exceeds the limit specified by local laws and regulations.
- Partners are not allowed to present gifts or other valuable items to public customers in the following situations:
 - Intended to influence public customers, such as individual business decisions or other official acts.
 - Intent to obtain an unfair commercial advantage.
 - Other reasons prohibited by law.
- All gifts and product samples provided to public customers must be used for legitimate business purposes.
- Activities, notices, invitation letters, registration forms, etc. must disclose the following information:
 - Gift list.
 - Scenarios when a partner gifts to public partners and requires payment for the gift.
 - It is prohibited to pay for public customers' travel and accommodation expenses.
 - It is prohibited to provide undisclosed gifts before an activity begins.
 - Partners must ensure that public customers promise to accept gifts in compliance with applicable local laws and regulations.
- Gifts must not be provided to family members, friends, and relatives of public customers.

Other Instructions

1. Partner marketing activities need to use Huawei brand logos for Huawei-related business and must comply with relevant requirements specified in the Operation Policy on Partners' Use of Huawei Brand Logos for Global Enterprise Business.
2. Partners must comply with the agreements signed with Huawei and Huawei's policies, and shall not conduct external publicity and marketing for Huawei-related business without Huawei's permission; otherwise, partners need to be held accountable according to the agreements signed with Huawei and Huawei's policies.
3. Huawei has the right to require partners to provide additional application/acceptance materials for post-event verification and audit. For false and repeated applications, Huawei has the right to review the case, hold relevant personnel accountable, and implement penalties according to relevant regulations.
4. If a partner violates relevant regulations, Huawei has the right to cancel the partner's qualification to apply for MDF of the current year and implement penalties on the partner according to the Operation Policy on Partner Order for Global Enterprise Business.

Compliance Requirements

1. Huawei Anti-Bribery Compliance and related requirements, Anti-corruption Policy for Huawei Partners, as well as customers' internal management requirements. Partners shall not use MDF incentives granted by Huawei for any illegal purpose, for example, to bribe public officials or other personnel in any direct or indirect manner for the purpose of helping Huawei obtain or retain business opportunities.
2. Partners must comply with personal privacy protection requirements. If an application or acceptance materials involve third-party personal information, the consent or authorization of the third party must be obtained.
3. Partners shall comply with trade secret protection, advertisement, and competition laws in all corresponding activities. For example, relevant activities must not contain unauthorized information about third parties. Exaggerated and false information must not be used for marketing. It is prohibited to make inappropriate comparison with competitors. Partners must describe their relationship with Huawei based on facts and must not publicize the partnership in a confusing way.

For more information, visit [For detail information, please visit Huawei local partner policy.](#)

Step-by-step IT guide: please contact with the local Huawei Partner Managers for more information.



Demo Program

To support partners in carrying out activities such as POC tests, product demonstration, training and enablement, solution development, and integrated development and testing, Huawei provides software and hardware DEMO products for partners at preferential prices.

Eligibility

1. Huawei Demo program is applicable to distributors, resellers(diamond/gold/silver/authorized), solution development partners, integration partners, HALPs, distribution partners(Gold/E-commerce), component partners and white label partners. Partners have demo quotas based on their statuses.
2. The purchasable DEMO product quota of a partner is generated on January 1 of each year. Any unused quota by December 31 will automatically expire and will not carry over to the following year.
3. The purchasable DEMO product quota of a partner is calculated based on the DEMO product discount price. Huawei issues commercial discounts or discount prices for DEMO products to partners who directly purchase from Huawei. For partners who do not purchase directly from Huawei, the transaction prices for DEMO products are subject to the actual agreements signed between the purchasers and the distributors or upper-level resellers.
4. When the certification level of a partner changes, the annual quota limit of the partner will be adjusted accordingly, but the used quota cannot be reset.
5. If a partner has multiple partner statuses, the partner's quota of the same product type cannot be accumulated. Instead, the maximum quota of the partner shall apply.
6. For business needs, partners are allowed to submit a quota increase application once a year. The application can be executed only after being approved by Huawei.

Regulations

1. DEMO product POs must be placed separately. Online POs are preferred. In regions where online PO placement is not available, partners should use the PO template for DEMO products to place POs.
2. Partners can also place POs under a frame contract, but the corresponding DEMO product use terms must be added to the frame contract.
3. Distributors, diamond resellers, gold DPs, e-commerce DPs, component partners, and diamond white label partners can directly purchase DEMO products from Huawei, while other partners should purchase DEMO products through distributors.
4. After shipment, DEMO products cannot be returned or exchanged unless the products are dead on arrival (DOA).If the product cannot be delivered due to Huawei's supply, follow the instructions of Huawei's return and exchange policies and related agreements.
5. Partners are not allowed to resell DEMO products within 12 months after the contract is activated. During this period, Huawei reserves the right to check the status of the DEMO products. Partners who resell DEMO products in violation of regulations will be held accountable according to the Operation Policy on Partner Order for Global Enterprise Business. For DEMO products that are normally resold 12 months after the contract is activated, partners must comply with the local DEMO product resale policy.



For more information, visit:

[Incentive Policy on Partner DEMO Products for Global Enterprise Business](#)

For detail information, please visit Huawei local partner policy.



Partner Complaints Handling

2025



Partner Complaints Handling

To build a sound and well-regulated ecosystem in which Partners have a fair, competitive environment and gain reasonable business profits, Huawei provides a dedicated complaint system.

Complaint Content

Channel complaints may refer to any non-technical issues related to channel business, which include complaints about economic issues, fake products, unauthorized sales, channel conflicts, and other types of channel complaints.

During cooperation between Partner and Huawei, if any Huawei Partner Manager is engaged in corruption or bribery (soliciting bribes from or holding shares or a position in the Partner company), the Partner should report it to Huawei and cooperate in an investigation to protect the legal interests of the Partner.

Additionally, during cooperation between Partner and Huawei, if Partner Manager fails to perform his/her duties and seriously affects the normal business operations of the Partnership, the Partner should report the failure to Huawei.

Complaint Methods

Report complaints to Huawei Enterprise BG using the following methods:

- By Creating voice in Voice of Partner (VOP) Platform which links to : <https://partner.huawei.com/eplus/#/cn/web/voice-create>
- By email complaint: BCGcomplain@huawei.com

Confidentiality Commitment

Huawei promises that the reporting organizations, persons, and content shall be kept strictly confidential.

Complaint-handling Conditions

Please follow these guidelines when making complaints:

- Real-name complaints with more detailed and accurate info are encouraged which is helpful for Huawei to follow up and investigate.
- Clear and detailed facts are needed so that Huawei can deal with the issue in a timely way, including the Partner info and relevant evidence such as contracts, documents, emails, and product barcodes.

Huawei will send the investigation result as soon as possible.





Appendix

2025



Enterprise Business Online

Enterprise Business One-Stop Platform: e+Partner

e+Partner is a portal for Partners doing business with Huawei. Partners can use this portal to quickly handle the following tasks (follow the links for more information):

- [Partner registration](#)
 - [Find a partner](#)
 - [Partner certification](#)
 - [Deal registration](#)
- [JMF application and acceptance online](#)
 - [Partner Transaction Center \(create quotes, place orders, finance inquiry\)](#)
 - [Quotation configuration online](#)
- [Partner certification and capabilities inquiry](#)
 - [Partner performance and incentives](#)
 - [PSI management](#)

Huawei will continue to add new functions to the Partner site to make it is easier for partners to do business with Huawei.

Different types of partners have different access rights:

Partner Type	Partner Certification	Information Center	Partner Information Maintenance	Deal Registration	Order Management	Channel PSI	Partner Performance	Joint Market Fund	Partner Incentive
Distributor	•	•	•	•	•	•	•	•	•
Diamond Reseller	•	•	•	•	•		•	•	•
Gold	•	•	•	•	•		•	•	•
Silver	•	•	•	•	•		•		•
Authorized	•	•	•	•	•		•		•
Registered Partner	•	•	•	•	•				
HALP	•	•	•						
Solution Partner	•	•	•						

Benefits for Partners

- Online partner resources give you a one-stop work platform to simplify your work with Huawei.
- The partner site is integrated with other Huawei IT systems.

 For more information, visit: <https://partner.huawei.com>

Online Account

Access Management

Partners can obtain IT system permissions on e+Partner — My Huawei — Access Management. Permissions include the following:

- Partner administrator: Complete company certifications, review employee association applications, and apply for IT system permissions for other users. The first person to complete a company’s registration on e+Partner is regarded as the administrator by the system.
- Partner employees: View and maintain personal information and submit association applications.

Roles and Permissions in e+Partner

Type	Role Name	Role description
Pre-sales	Quotation Manager	You can log in to the SCT and configure Huawei products. In addition, you can view product prices and submit quotations through distributors, and Diamond Resellers to the order system.
Pre-sales	Channel product manager	Channel product manager (for Distributor/Diamond Reseller) could access to:Deal Registration/Marketplace/Quote/Order/My Capabilities
Pre-sales	Solution Cooperation Manager	Manager relevant tasks when Huawei works with the Solution Partner. (Submit applications for the solution and certification. Release the solution. Develop the solution.)
Sales	Account Manager	Account Manager (for Distributor/Diamond Reseller) could access to: Marketplace/Leads/Deal Registration/Authorization Letter/Quote/Order/My Capabilities; Account Manager (for Reseller) could access to: Leads/Deal Registration/Authorization Letter/Search Reseller Orders/My Capabilities
Business	Commerce Manager	Commercial Manager (for Distributor/Diamond Reseller) could access to: Deal Registration/Quote/Order/Payment/Invoice Visibility/PSI/Program/JMF/Channel Quota Management/Complain
Service	License Administrator	Software License Management(Partner online manage Software Orders on ESDP Platform(http://app.huawei.com/isdp), receive /split/distribute/download/active Commercial Software license, apply temporary License)
Service	Service director	You can view the data and indicators of the company's delivery-related business, manage members of the company, assign contracts, and assign maintenance renewal tasks to service sales, etc.

Type	Role Name	Role description
Service	Service Manager	Service Manager could access to:Manage SR/Search Order/Complain
Service	Service Engineer	Service Engineer could access to:Create SR
Service	Safety & Quality Assurance Engineer	Service security quality engineers are the direct owners of electric security and quality. They must master related regulations and requirements, implement security and quality control measures in the project lifecycle, and ensure that security and quality are planned, implemented, monitored,
Service	Service Project Manager	You can view contracts under your names, initiate projects, manage project plans and progress, and view project data and indicators, etc.
Service	Service Quality Manager	You can view the customer satisfaction of projects and approve the quality self-check reports submitted by engineers, etc.
Service	Service Technical Director	You can customize employee skill assessment models and set up capability development goals, formulate company's capability development plans, review project delivery solutions and change solutions, view trouble tickets and change orders, escalate them to the original manufacturer for help, and view Huawei's incentive data, etc.
Service	Service development engineer	You can learn courses related to secondary development, conduct hands-on experiments, design solutions, online development and testing, and perform tasks related to service solution development.
Service	Director of Service Development	You can assign learning tasks, set capability development goals and plans for service solution development engineers, and view the development progress, technical problems, and requirement handling progress.
Service	Technical manager	You can customize employee skill assessment models and set up capability development goals, formulate company's capability development plans, review project delivery solutions and change solutions, view trouble tickets and change orders, escalate them to the original manufacturer for help, and view Huawei's incentive data, etc.
Service	Service solution development engineer	You can learn courses related to secondary development, conduct hands-on experiments, design solutions, online development and testing, and perform tasks related to service solution development.
Service	Service solution development director	You can assign learning tasks, set capability development goals and plans for service solution development engineers, and view the development progress, technical problems, and requirement handling progress.
Service	Service sales	You can view and compare the installed base information of the company, and track the installed base expansion tasks assigned by service director, etc.
Marketing	Marketing Activity Administrator	Channel Marketing Activity(JMF) Administrator. Check Channel Marketing Activity Budget/Application for Marketing Activity/Check Activity.
Marketing	Marketing Activity Applicant	Marketing Activity Applicant could access to: Marketplace/Joint Marketing Fund(JMF)

Acronyms and Abbreviations

Acronyms	English
AICC	Artificial Intelligent Contact Center
AR	Attach Rate
CBG	Consumer Business Group
CDF	Capability Development Fund
CFT	Client Facing Tier
CNBG	Carrier Network BG
DIF	Demo Incentive Fund
DM	Direct Mail
DOA	Dead On Arrival
DR	Deal Registration
DRR	Deal Registration Reward
EBG	Enterprise Business Group
EDM	Email Direct Marketing
ESDP	Electronic Software Delivery Platform
FH	Funded Head
HALP	Huawei Authorized Learning Partner
HCAI	Huawei Certified Academy Instructor
HCIA	Huawei Certified ICT Associate
HCIE	Huawei Certified ICT Expert
HCIP	Huawei Certified ICT Professional
HCSE	Huawei Certified Specialist Expert
HLD	High Level Design
IASC	Huawei ICT Academy Support Center
iDOP	Intelligent Digital Operation Platform
IHV	Independent Hardware Vendor
IMOC	Intelligent Maintenance and Operation Center
IOCC	Intelligent operation command center
ISDP	Integrated Service Delivery Platform
ISV	Independent Software Vendor

Acronyms	English
JMF	Joint Marketing Fund
KV	Key Vision
L/C	Letter of Credit
LLD	Low Level Design
LSP	Logistics Service Provider
MBO	Management By Objective
MDF	Market Development Fund
MOOC	Massive Open Online Course
NA	Named Account
O&M	Operations and Maintenance
OD	Operation Director
PAC	Preliminary Acceptance Certificate
PDF	Partner Development Fund
PO	Purchase Order
POC	Proof of Concept
POD	Proof of Delivery
PSI	Purchase, Sales, Inventory
RPA	Robotic Process Automation
RR	Renewal Rate
SA	Solution Architect
SCT	Smart Configuration Tool
SLA	Service Level Agreement
SMA	Small and Medium-sized Account
SPIF	Sales Performance Incentive Fund
TAC	Technical Assistance Center
TP	Technical Proposal
TTT	Train The Trainer
Diamond Reseller	Value-Added Partner

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