



TP-Link Roadshow – Hosted by Purdicom



© 2024 TP-LINK CORPORATION PTE. LTD., Not for distribution or reproduction.



Overview

- TP-Link Summary & Introductions
- Meet The TP-Link Team
- Why Partner With TP-Link
- Case Studies (Education & Hospitality)
- Solution X Partner Program
- Current NFR Offer
- Any Questions

About us

TP-Link is a global multinational group in enterprise networking, software and security, consumer networking and electronics, and their supporting cloud services.

Started in 1996, TP-Link has grown into a global networking leader. The company has headquarters in Singapore and the United States, and 42 global offices. Our smart networking devices connect billions of users, across enterprise and consumer, in over 170 countries and regions with cutting-edge technologies.

We believe in harnessing the power of innovation to enrich lives around the world and TP-Link is dedicated to delivering reliable, high-performance, convenient products and services to global users.

Innovation, excellence and simplicity are at the heart of what we do, and we aim to assist our partners in achieving remarkable global performance, and our customers to enjoy the wonders of technology.



Omada Business Networking

Recognized for **SIX** Consecutive Years in the 2024 Gartner® Magic Quadrant™ for **Enterprise Wired and Wireless** LAN Infrastructure



Source: Gartner, Magic Quadrant for Enterprise Wired and Wireless LAN Infrastructure, Tim Zimmerman, Christian Canales, et al., 6 March 2024.

World's
No.1

Global Vendor
12 Consecutive Years



IDC Worldwide Quarterly Wireless LAN Tracker
Q4 2022
(Claim based on worldwide shipments).

170+

Countries
and Regions

42

Subsidiary
Companies

23

Global
Call Centers



Our Family of Brands



Business

Omada

Professional
Enterprise
Networking Solution

Aginet

Advanced Access and
Management Solutions for
Service Providers

VIGI

Professional
Surveillance
Solution

Consumer

deco

Consumer Wi-Fi
Networking Devices

 HomeShield

tapo

Comprehensive Consumer
Electronics Ecosystem

 tapocare

 kasa
smart

Leading Smart Home
Brand

Meet The Sales Team



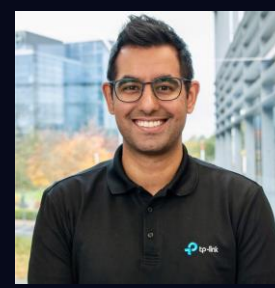
Ben Allcock
Sales Director



Kieran Vineer
Distribution Channel
Manager



Ross Albertyn
Distribution Account
Manager



Kallum Flora
Distribution Account
Manager



**Darren James-
Walker**
BDM – Electrical
Wholesale



Francis Ho
Account Manager



Jamie Thornton
BDM – Unified
Communications



Gary Roche
BDM – Public Sector



Andrew Moss
BDM – Hospitality



Steve Klapiscak
Reginal Sales
Manger - Security



Anthony Liu
Account Manager



Meet The Pre Sales & Tech Team



Andrew Blomley
Product & Solutions
Manager

Leswin Dias
Pre Sales Engineer

1 x
Pre Sales Engineer



Clive Fernandes
Senior Pre Sales
Engineer

1 x
Pre Sales Engineer



Arturo Murguía
Senior Pre Sales
Engineer



Reliable Product & Services

Longer Product Warranty



Up to Limited Lifetime Warranty

- Omada Access Points
- Omada Controllers
- Omada Routers
- Omada Switches

Superb Pre-Sales Services



Partner Program

Tailored by our solution experts, this program adds sales, technical, training and MKT benefits to grow businesses together.



Certification and Training



Associate-level and professional-level training and certifications are provided.



Tailored Network Deployment Advisor and Design Center

Customised solutions tailored to clients' unique needs - Website emulator



Professional Site Survey

Full-process investigation and review of local deployment status by professional teams.

Superb After-Sales Services



Official Enterprise Community

Official community services including timely Q&A and authoritative information supply.



Localization Support Teams

Reading based support and stock

Higher Reliability for Stable Operation

99.9%
SLA Availability**

24/7
Automated
Fault Detection

Higher Reliability

Geographically
Isolated
Back-up Servers

Reliable Products
High Quality

**You're in
Safe Hands**



**LIFETIME
WARRANTY**



**24/7
TECHNICAL SUPPORT**



**PRE & POST SALES
LOCAL SUPPORT**



**FREE NETWORKING
SITE SURVEYS**

**Quality is
Everything**



**RIGOROUS TESTING &
QUALITY CONTROL**



**0.2% FAILURE RATE
BEST IN CLASS**



**99.99% SLA WITH OMADA
CLOUD SOLUTIONS**



**MULTI AWARD WINNING
DESIGN & PERFORMANCE**

**Free Training
and Education**



**OCNA ACCREDITATION
COURSES**



**ON-SITE TECHNICAL
WORKSHOPS**



PARTNER WEBINARS



**TP-LINK
DEMO VAN**

**Best in Class
Availability**



**EFFICIENT SUPPLY
CHAIN**



**LOCAL WAREHOUSING GOOD
STOCK AVAILABILITY**



**ESTABLISHED DISTRIBUTION
CHANNEL**



**NEXT DAY
DELIVERY**

**Commercially
Beneficial**



PARTNER PROGRAMME DISCOUNT



NFR DEMO KIT 40% OFF



DEAL REGISTRATION



**PUBLIC SECTOR
DISCOUNTS**

Case Study:



LANDAU FORT ACADEMY

Turn-IT-On, a leading solutions integrator in the Education sector, work with Education Trusts and LEA's to support and improve schools evolving modern connectivity and telephony needs.

CHALLENGE

The Trust needed a thorough Wi-Fi overhaul since its legacy Wireless N access points did not have the functionality to support Active Directory or to provide separate VLANs for stakeholders. Hampered by outdated infrastructure, teachers faced serious issues accessing learning tools when moving from one building to the next to deliver lessons, using Microsoft 365 and Microsoft Teams to deliver digital and blended learning.

SOLUTION

A TP-Link network site survey demonstrated the benefits of high-density Wi-Fi 6 access points, with a heat map and bespoke report clearly detailing the quantity and location for each access point to provide seamless, high-speed campus-wide Wi-Fi 6 coverage. The survey confirmed the Trust needed 4x4 MU-MIMO access points, with a total of 225 Wi-Fi 6 Omada access points to cover the whole campus. Once these were installed, it took Landau Fort IT Systems Manager Tom Bowdley just three days to configure and test the network using the Omada OC200 Cloud Controller.

RESULT

For maximum performance, security and convenience three VLANs were created on the Omada network, for staff, pupils and guests. Three of Landau Fort's sites have already transferred to the Omada platform with plans to add outdoor coverage to the existing sites, plus upgrade more schools within the Trust to Wi-Fi 6. The upgraded network is now allowing schools to deliver blended learning and convenience.



“ The Omada range is a no-brainer. It has all the features and functionality we need at 20% of the price other brands quoted for the same project. And there are no ongoing license fees that need to be factored into future budgets. ”

Tom Bowdley IT Systems Manager, Landau Fort Academy

Case Study:



THE INN COLLECTION
GROUP

A premier pub chain in the UK, boasting 35 hostelryes predominantly situated in the north of England. TP-Link collaborated closely with Centurion Computers to deliver a comprehensive connectivity solution, ensuring seamless networking across the group's pubs, restaurants, and hotels.

CHALLENGE

The Inn Collection Group faced challenges with unreliable Wi-Fi connectivity, crucial for card payments, order processing, and customer satisfaction. Seamless coverage was essential for business operations and guest experience, prompting the need for a robust networking solution.

SOLUTION

Omada provided a total connectivity solution for stable connectivity crucial for point-of-sale, back-office functions, and guest satisfaction. With reliable Wi-Fi coverage indoors and outdoor, coupled with a remote management controller, Inn Collection maintained seamless operations across all sites, ensuring uninterrupted service delivery and customer satisfaction.

RESULT

Inn Collection uses Omada Cloud-Based Controller to manage sites, remotely change settings and monitor hardware. The business gets notified by email and on the portal about any issues, with details of when, where and what so they can address them before the pub or its customers even notice there's a fault resulting in better customer satisfaction.



“We needed a versatile and reliable Wi-Fi solution for our business. TP-Link does everything we need at an excellent price, with all the features you'd expect from a business solution.”

Martyn Hepple, Head of IT, The Inn Collection Group



TP-Link's Partner Programme

Ready to take your business to the next level?

Join TP-Link's partner program and you'll enjoy exclusive benefits, support and resources to accelerate your growth and success.

Why Join?

- ✓ £££ - Get access to exclusive pricing and offers only available to our partners
- ✓ Training - Enhance your expertise through webinars, comprehensive training and certification
- ✓ Product - Get insider information on upcoming product launches
- ✓ Demo Units - Utilise our NFR Kit to understand the power of Omada
- ✓ Marketing – Collaborate with TP-Link to boost your brand visibility and attract more customers



SolutionX

Join TP-Link's Partner Program

Boost Your Business to New Heights



[Visit our website for further details](#)

TP-Link Partner Programme Benefits

Item	Registered	Silver	Gold	Platinum
Qualification Confirmation				
Sales Revenue Requirement	Min £5,000 business product sales per quarter		Min £25,000 business product sales per quarter	Min £100,000 business product sales per quarter
Customer Type	TP-Link Trade Reseller	SI/MSP/Installer	SI/MSP/Installer	SI/MSP/Installer
OCNA Certification (TP-LINK On-Site Training And Accrediation Course)		√	√	√
Benefits				
Updates On New Products, Events And TP-Link News	√	√	√	√
Access to Partner Webinars And Training Courses	√	√	√	√
Support For Successful Case Studies	√	√	√	√
Access To NFR Product Offers (Not for Resale)	√	√	√	√
Public Sector Discount Pricing	√	√	√	√
Free Site Surveys for pre-qualified customers	√	√	√	√
Deal Registration	√	√	√	√
Priority Technical Support		√	√	√
Exclusive Price Support Programme		√	√	√
Demo/Sample Units - Available for 30-day loan		√	√	√
Access To Partner Program Website And Roadmaps		√	√	√
Exclusive Partner Promotions		√	√	√
Co-branded Marketing Support			√	√
TP-LINK Sales Leads			√	√
Achievement-Based Rebate Programme			√	√
Priority For New Product Supply And Testing			√	√
TP-Link Demo Van Access			√	√
Reimbursement/Subsidy For Training & Certification course				√
Listing On Official TP-Link Website				√
Exhibition Support (People, Products and/or Financial Contribution)				√
Invite To TP-LINK Exclusive Annual Partner Event				√



Entry Level Solution



ER7212PC,
EAP615-Wall
EAP653)

Advanced Solution



ER706W-4G, OC200
TL-SG2008P
EAP655-Wall, EAP673



DEMO KIT OFFER

Up to

40% off

Experience our multi award-winning
Omada Networking Solution

Select either our:
Entry Level Solution
Advanced Solution

Sign up to our
Partner Programme
to take advantage of
this great offer



SCAN
QR
CODE

 tp-link | Omada

OCNA

TRAINING & CERTIFICATION COURSE

★ ★ ★

19th June 2024 | 09:30 am - 17:00 pm



[Register Now](#)

 ADDRESS: 21 Kelvin Dr, Knowlhill,
Milton Keynes MK5 8NH

 WEBSITE:
www.tp-link.com/uk/

 tp-link | Omada

OCNA

TRAINING & CERTIFICATION COURSE

★ ★ ★

16th July 2024 | 09:30 am - 17:00 pm



[Register Now](#)

 ADDRESS: TP-Link UK Office,
Suite 8, 250 South Oak Way,
Reading, RG2 6UG

 WEBSITE:
www.tp-link.com/uk/

 tp-link | Omada

OCNA

TRAINING & CERTIFICATION COURSE

★ ★ ★

20th August 2024 | 09:30 am - 17:00 pm



[Register Now](#)

 ADDRESS: TP-Link UK Office,
Suite 8, 250 South Oak Way,
Reading, RG2 6UG

 WEBSITE:
www.tp-link.com/uk/



Thank you