



Distributor Management Strategies

Multimedia Solutions, APAC Region

Ronald Wee, 5 Jan 2016

PLATFORM TO ENHANCE CUSTOMER SERVICE **LINKING THE FUTURE** STRONG
LEADING TECHNOLOGY LEADING TECHNOLOGY
WORLDWIDE LEADER IN RENEWABLE ENERGY
EXTENDED PRODUCT OFFERING IN OGP AND IN

Prysmian
Group



Multimedia Solutions (MMS)

This following content dictating the basic foundations of Multimedia Solutions business approaches, which include high level strategies and sales tactics.

It is STRICTLY CONFIDENTIAL.

Multimedia Solutions: Mission Statement

"Multimedia Solutions provides cable solutions for all kind of communication needs in premises, industry and transport infrastructures."

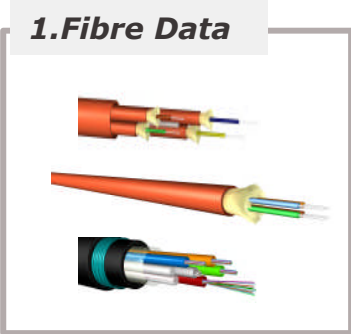
- Although everybody nowadays is using mobile phones, the **vast majority of applications is run on cabled infrastructures**
- **MMS develops, produces and sells** copper and optical fibre cables that cover virtually every **communications application** in this field
- Technologies involved cover **wire based cable for signaling and control purposes**
 - Twisted pair cable / balanced
 - Coaxial cable / unbalanced
 - Fibre optic cable, both multi- and singlemode



Multimedia Solutions (MMS)

- **Products Overview**
- What has Changed
- Strategies Overview
- Developments in 2016
- Distributor Management
- Distributor Policies
- Supporting Organization

Products Overview



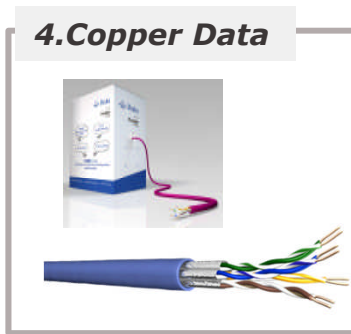
- Fibre optical data cables mainly multi modes fibres with focus on OM3/OM4/Bend Insensitive.
- Usually LSZH for indoor applications, compact high density design for minimal space usage
- SM & OM1 are standard



- Connectivity solutions for both copper and fibre to complete a structured cabling channel link
- Higher technology and premium designs are focus on Cat 6 & Cat 6a
- SM & Cat 5e connectivity are standard



- Premium range focus on ICS for SCADA & DCS. ie Bus cables, PAGA, Industrial Ethernet
- Standard range focus on CCTV usages ie Coaxial, and BMS ie 2464 /485 modbus signals
- Added value for customization, ie SWB ./ SWA / LSZHFR



- Twisted pairs Category cables from 5e to 8 for data transmission in Ethernet.
- Cat 5e to Cat 6 is standard range
- Cat 6a and above is premium range with stronger focus on shielded cables.
- Can be value added with SWB.

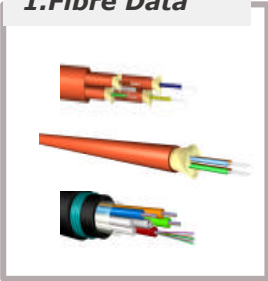


- Coaxial Radio Frequency antennas for mobile networks
- Connectivity (feeder & jumper cables) between base station and antennas

Products Overview - UCFIBRE®

Overview

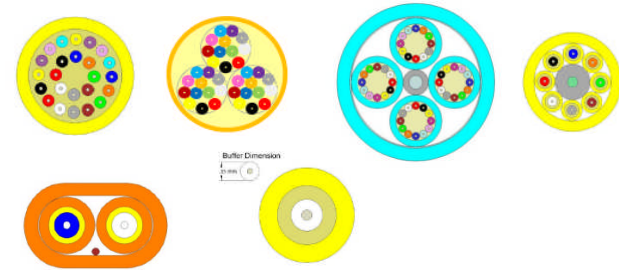
1. Fibre Data



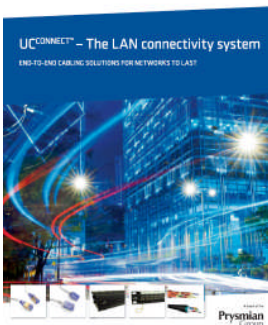
Indoor FO Cables

- Used in indoor premises, LANs, Datacenters.
- Tight buffered, breakout, compact designs.
- Zipcords, Interconnect 2~8 cores allows connection to desks.
- LSZH mostly to IEC 60332-3C.
- Available up to OM4 , bendbright XS.

Product types

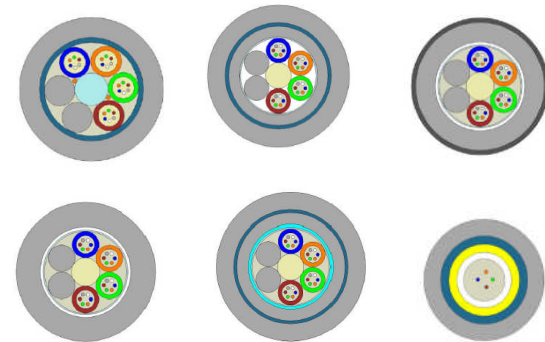


UCFIBRE®



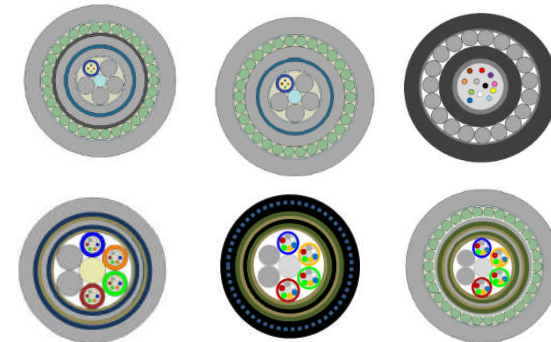
Light Armoured FO Cables

- Loose tubes or unitubes with water blocking gel.
- Armoured by metallic (corrugated steel tape) or non metallic (glass yarns).
- Between buildings, in ducts underground or indoor dark areas.
- HDPE or LSZH.
- Good water blocking properties.



Specialty FO Cables

- Loose tubes, heavily armored by double sheaths and steel wire armouring.
- Special chemical resistance sheath, Nylon
- Used mainly in industrial, direct buried, OGP and harsh elemental environment.
- Fire resistance type using special fire barriers.
- Rodent/Termite/Water protected, can be LSZH.



Products Overview - UC DATA®

Overview

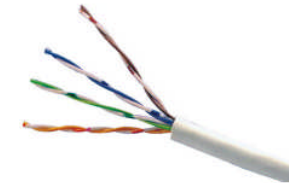
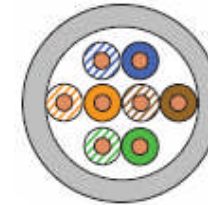
Product types

4. Copper Data



Category 5e

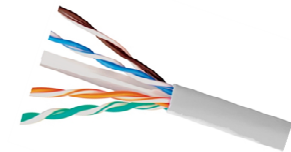
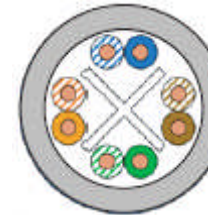
- Class D, link/channel up to 100MHz
- Up to 1000BASE-T
- Typical 24 awg conductor size
- 25 watts carrying for POE applications
- Used primarily in premises.



UC DATA®

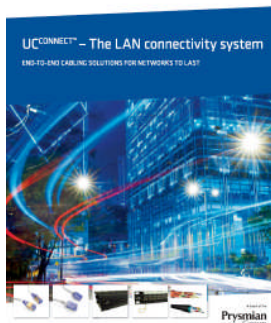
Category 6

- Class E, link/channel up to 250MHz
- Up to 10GBASE-T , 55m max.
- Typical 23~24 awg conductor size
- More stringent in Xtalk & system noise.
- Used primarily in premises & enterprise.



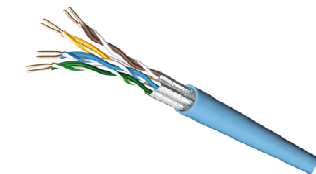
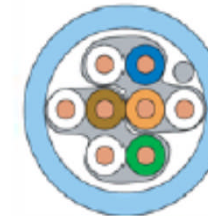
1/2

Draka



Category 6a

- Class Ea, link/channel up to 500MHz
- Up to 10GBASE-T, 100m
- Typical 23 awg conductor size
- High alien-Xtalk performance in higher freq.
- Used primarily in enterprise and datacenters.



Category 7

- Class F, link/channel up to 1000MHz
- Up to 10GBASE-T, 100m
- Typical 22~23 awg conductor size High alien-Xtalk performance in higher freq.
- Used primarily in datacenters & future proofing



Products Overview - UC DATA®

Overview

Product types

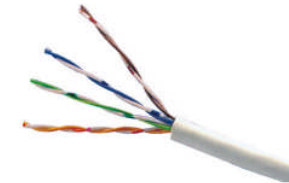
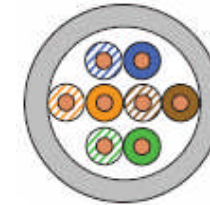
4. Copper Data



UC DATA®

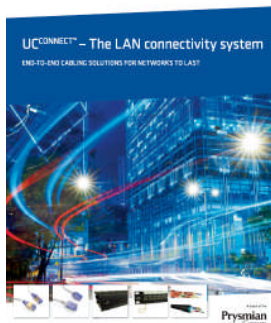
Category 7a

- Class F_A, link/channel up to 1200MHz
- Suitable for multiple applications ie CATV (862MHz)
- Typical 22~23 awg conductor size High alien-Xtalk performance in higher freq.
- Used primarily in datacenters & future proofing
- Not recognized by EIA/TIA yet.



2/2

Draka



Category 8.2 @ 40Gbits !

- Class F_A, link/channel up to 2000MHz!
- World first certified channel with Cat 8.2 acc. ISO/IEC 11801-99-1 Class II
- Compact 22 awg, SFTP design.
- Used exclusively in high transfer flow datacenters requiring 40Gb/s up to 30m.

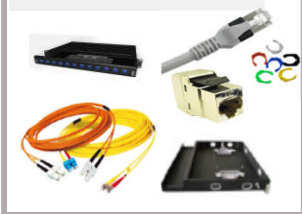


Products Overview - UCCONNECT®

Overview

Product types

2.UC Connect



UCC_Copper_Keystones Jacks

- Plug in connectors for patchcord to cable.
- Available in premium, toolfast
- Available in standard, punchdowns and toolfree.
- Cat 5e to Cat 6a.



UCCONNECT®

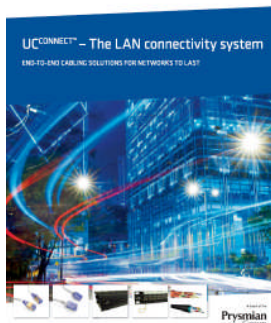
UCC_Copper_Patchcords

- Stranded copper cable terminated with RJ45 connectors on both side.
- Available in premium and standard level.
- Cat 5e to Cat 6a.



1/2

Draka



UCC_Copper_Panels & Managements

- Housing for the proper arrangements of keystones, so that patching can be done neatly.
- Punchdown and empty panels.
- Available in premium and standard level.
- Cat 5e to Cat 6a



UCC_Copper_Faceplates

- Plastic or metal plating at the end of the work for end connection to machines.
- Cosmetic outlook is concern.
- Available in premium and standard level.
- UK, France, Asia design



Products Overview - UCCONNECT®

Overview

Product types



UCC_Copper_Accessories

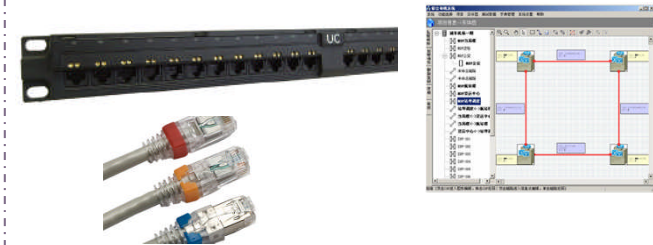
- Accessories for security ie Panel secure plug, release key
- Termination tools for Toolfast and normal punchdown keystones jacks.



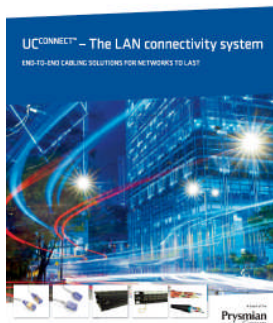
UCCONNECT®

UCC_Copper_Smart Manage

- A solution of interfacing connectivity primarily panels and patchcords which are linked by a pre-set software, to monitor various status of any points, ie loading %, connection %, and breakage, point-point trace, loose links etc...

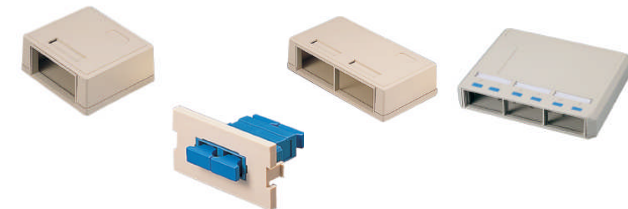


2/2
Draka



UCC_Multimedia boxes

- Office/home points for jointing of horizontal to last end connection to peripherals.
- Copper or fibre or both boxes are available.



UCC_Fibre_Adaptors

- Available in multiple connectors types ie LC/FC/ST/SC/Escon/MTRJ.
- UPC (ultra polished contact) is default, Angled Polished Contact is also available.



Products Overview - UCCONNECT®

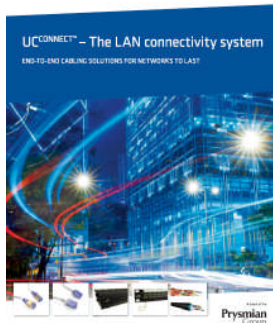
Overview

Product types



UCCONNECT®

3/3
Draka



UCC_Fibre_Patchcords & Pigtails

- Available with G652D, OM1 & OM2 and specialty fibres, OM3, OM4, BendbrightXS bend insensitive fibres.
- Available in multiple connectors types, ie LC/FC/ST/SC



UCC_Fibre_Panels

- Enclosures for cross connections.
- Aluminum for light weight
- Drawer and fixed types
- Normal 1U to high density 4U 566 ports LC.



UCC_Fibre_MPOs

- The MTP/MPO cabling system is a factory pre-terminated and tested solution with a high density MPO connector.
- Available in complete solution for MPO, ie Pre-terminated FO cables with MPO, modules etc



UCC_Fibre_IDC Cabinets

- Standard 19' / ETSI racks configures with mounting rails, shelves and sub racks.
- Specially design locking mechanism
- Compatible with all 19' rack products
- 42U or 47U, double depth racks available.



Products Overview – Multimedia Specials

Overview

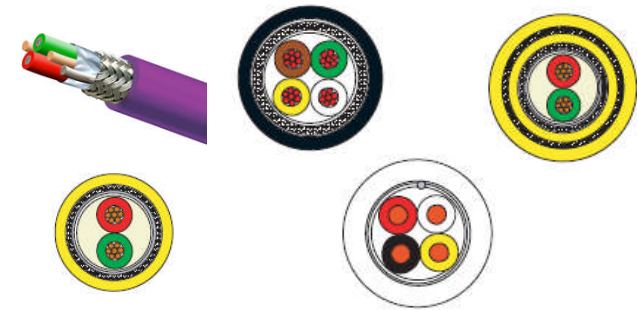
Product types

3.MMSpecials



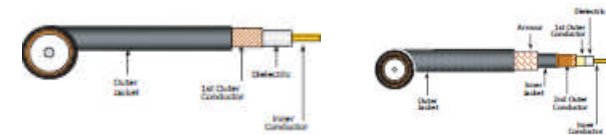
Bus Cables

- Used for interconnecting sensors to monitoring peripherals i.e computers.
- Characteristics usually shielded, bare conductor, and have high capacitance tolerance.
- For fast data rate transfer.
- Profibus DP/PA, Fieldbus, Canbus etc..



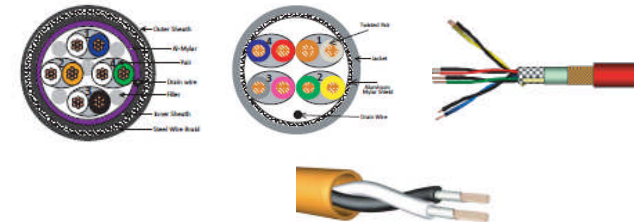
Coaxial

- Used as transmission line for higher frequency signals, primarily in CATV and CCTV usages.
- 75ohm primarily for Pictures, 50ohm for Data.



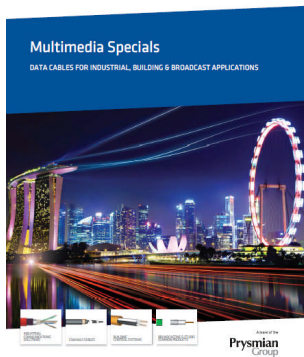
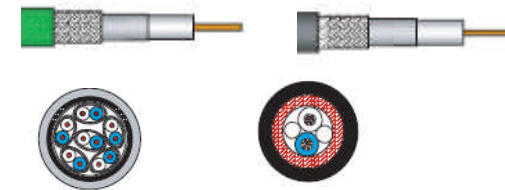
Screened Data, Security & Alarm

- Control data cables used primarily for serial link networks,
- Security and audio cables
- Public Alarm & General Address.
- Speaker cables and multipairs data cables



Studio & Broadcast

- Studio cables used in media broadcast facilities.
- Audio and multi-pairs cables for connecting broadcasting equipment.
- Microphone cables, audio cables, video links etc.



Products Overview – Mobile Network

Overview

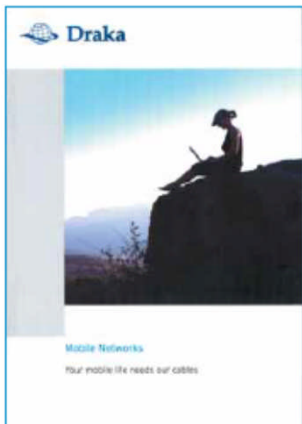
Product types

5. Mobile Network



RFX & RF2X

- coupled mode cables with a corrugated and milled outer conductor. RFX cables have slots in one line on the outer conductor and RF2X have slots in two lines on the outer
- deliver excellent longitudinal attenuation and coupling loss.



RFA, Feeder Cables

- Radiating or “leaky” cables that transmit and receive radio waves, enabling transmission in enclosed area ie tunnels, elevators, basements etc..
- Standard size 1/4, 3/8, 1⁵/₈, 7/8 etc..
- In Copper or Aluminum conductors.



Mobile Networks

Jumper Cables

- For antenna line connections.
- Super flexible cable and a special connector head design, and a soldered inner and outer conductor.
- Standard 1/2 inch, angled or non angled type.
- Only copper conductor.



Multimedia Solutions (MMS)

- Products Overview
- **Strategies Overview**
- What has Changed
- Developments in 2016
- Distributor Management
- Distributor Policies
- Supporting Organization

Strategy Overview – 2 Main Channels

Channel

Strategy

Our Position

DISTRIBUTION

Sector	Daily sales & projects
Products	Standard catalogue sales, UC & MMSpecials
Approach	Authorized distributor, regional distribution model
Price	Standard distribution – Business Partners Price
Stocks	A must to service all business partners and market demands
Value Adds	Strong distribution model, supply chain excellence
Responsible	Account Manager - Regional

Brand, Cost Competitive, attractive & relevant **product range** and **reliable supply chain** put us as a preferred principle.

DIRECT SALES

Sector	Industrial & Infrastructure
Products	All MMS, MMSpecials, customized
Approach	Direct, collaboration with OGP/OEM BUs & related customers
Price	Premium, high value adds, MTO prices
Stocks	Standard products from distributors, mainly customized MTO
Value Adds	Customization, technology, flexibility
Responsible	Local Sales Manager

Brand, Innovation & technological leadership position us as a preferred Manufacturing Partner.

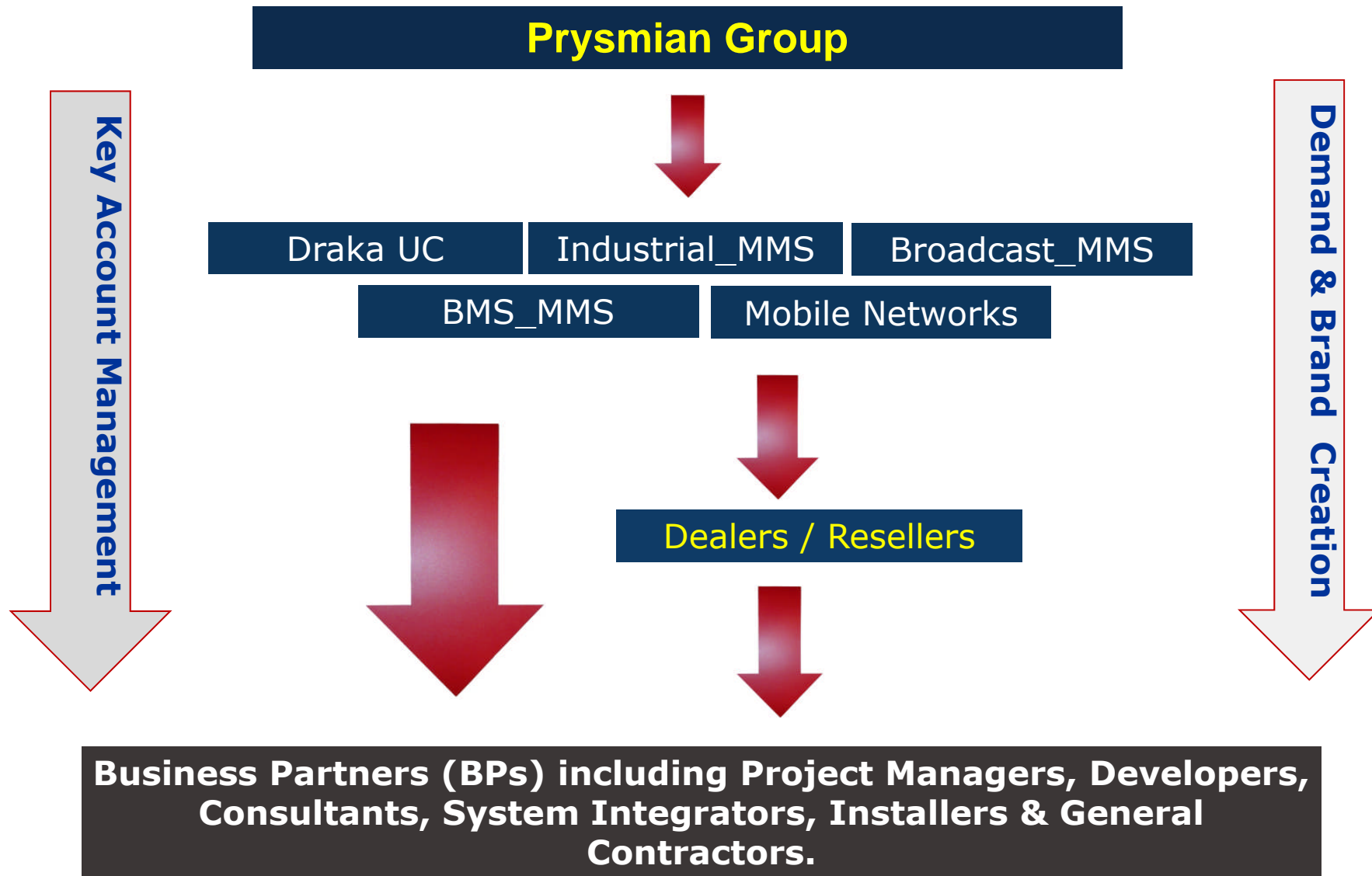
Strategies Overview – Market Segmentation

Business Sector	Customer	Products
Premises / Commercial	Distributors, Mainly M&E Contractors, System Installers, Consultant (Influencer)	Draka UC - 100% Cat 5e & 6, min Indoor LSZH FO cables MMSpecials – Standard UL 2464s, Security and Alarm, PAGA Cables.
Enterprise	Distributor, Mainly System Installers, M&E Contractors,, Consultant (Influencer)	Draka UC – min Cat 5e, majority Cat 6, 6a min, Indoor LSZH FO cables. MMSpecials – UL 2464s, 2919s, Security and Alarm, PAGA Cables.
Datacenters	Distributors, Only System Installers, Project Owners (Influencers)	Draka UC – Majority Cat 6a and above Majority Indoor LSZH FO cables. Specific datacenters technology. MMSpecials – UL 2464s, 2919s, Security and Alarm, PAGA Cables.
Industrials & Infrastructures	EPCs, System Integrators, Project Owners (Influencer)	Draka UC – Min only for OCC & LAN. BMS – Coaxial, Screened Data, PAGA ICS – OSP FO, Bus Cables. High Value add – SWB / SWA / FR

Strategies Overview – Supporting the business

Guideline	Description
Strategy and Business Decisions	<ul style="list-style-type: none"> • MMS BU to manage & strategize the business, integrated model • A MMS global strategy of product and market prices consistencies are to be adhered supported by regional supply chain • Channels to the market to be dictated and approved by BU • 2 main channels via Distributors and Direct Sales
Technical Support	<ul style="list-style-type: none"> • MMS products require technical knowledge of sales people • Key success factor in MMS business, portray as solution provider • Technical support is driving force in products development, innovations and clearing technical roadblocks for sales people
Ensure global channel price & channel management	<ul style="list-style-type: none"> • Standard products range for distribution with global reference pricings system. • Distribution and business partners channels is part of MMS global management strategy, not LOCAL. • Single hub (centre of excellence) to service the region, ie Germany to Europe, Singapore to Asia. • Synergise supply chain from factories to the customers, strong distribution model • Account Managers to lead the distribution management, collaborating with local sales
Direct Sales	<ul style="list-style-type: none"> • Focus on Industrial and Infrastructures • Target high value products, add ons, and technology as barrier to competitors. • Local MMS PIC to lead in this sector, supported by MMS Technical Support and logistics/ Supply Chain.

Strategies Overview – Channel to the Market



Strategies Overview – Benchmarking Competitors

Maintain brand positioning to be on par with Panduit, Siemon, R&M, TE, Belden & Nexans. But engaging strong marketing and project strategies against them and to build up brand profile.

**Pricing
Strategy 1 –
Competitors**



Tier 2 brands ie Datwyhler, Netkey, Schneider, AMP, Lapp, Legrand – Marketing strategies to be aligned.



Pricing competitiveness to be consistently below Tier 1 brands



Stop Tier 2 brands from gaining market share by using standard range & aggressive price strategies (undeclared) to compete.
Do not engage projects in Tier 3, ie LS / Furukawa / Local OEMs ...

Strategies Overview – Benchmarking Pricings

Pricing to the Market determines by Business Partner Pricing Policy for all levels ie End Users to Installers, Dealers, Resellers, Distributors and Intercos.

Pricing Strategy 2 – Standardize Pricings



The Business Partner Pricings shall be the foundations of all offerings ie Draka UC , to set the different level of pricings to the market



Special Discount Factors will be given for Special Projects or Designated Orders

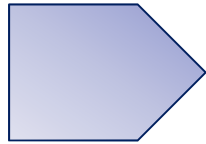


Designated Orders will be given at fixed prices

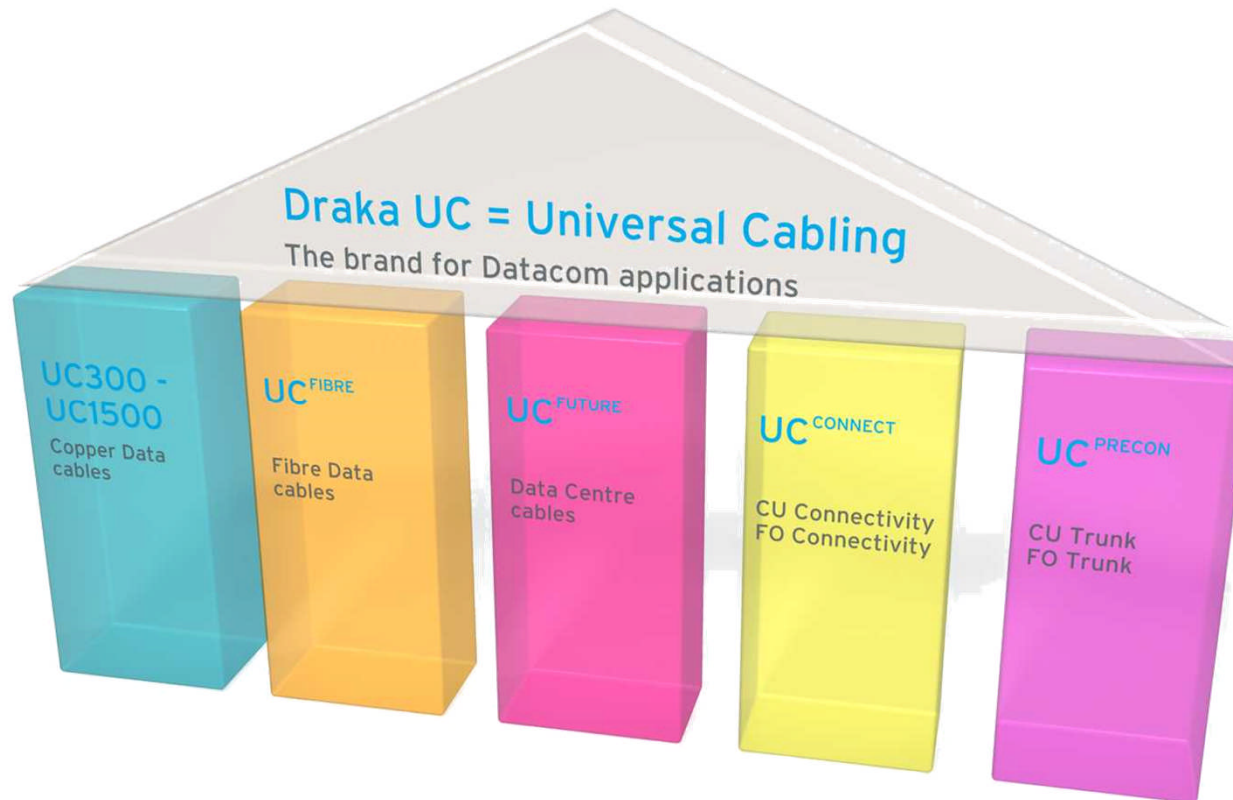
Multimedia Solutions (MMS)

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- **What has Changed**
- Developments in 2016
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What has Changed – new UC Solution



From reputable Cable Brand to reputable STRUCTURED CABLING SOLUTION.



Draka UC is fully introduced in 2013, finally a completed solution offering min 25 years system warranty to the structured cabling market.

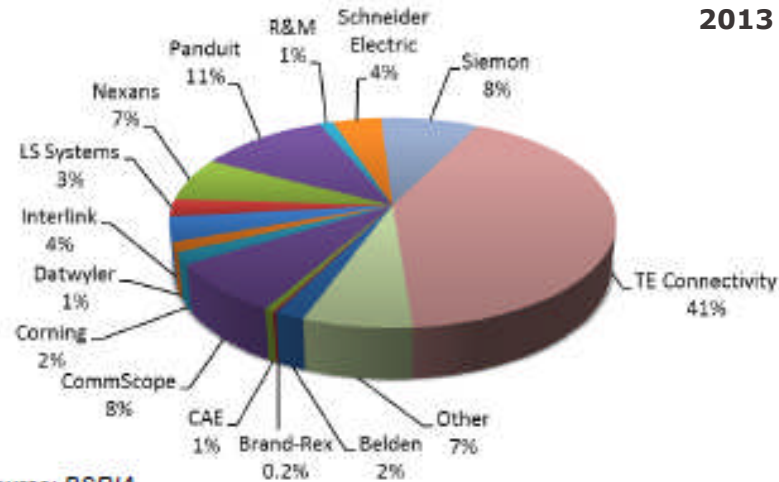
What has Changed - Recognition



Till 2013, not recognized as a full structured cabling brand, not reported in BSRIA 2013, Structured Cabling ASEAN Report.

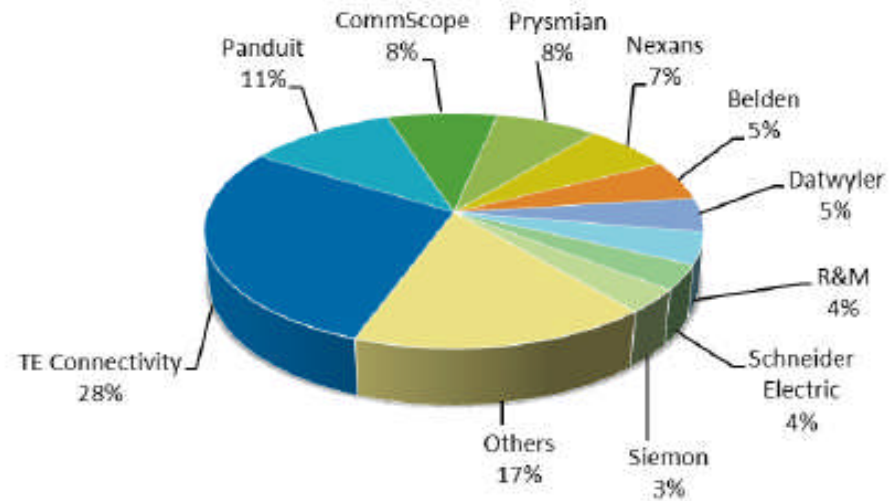
Market shares in SEA for structured cabling products by suppliers

2013



Source: BSRIA

Regional market shares for structured cabling products, 2015



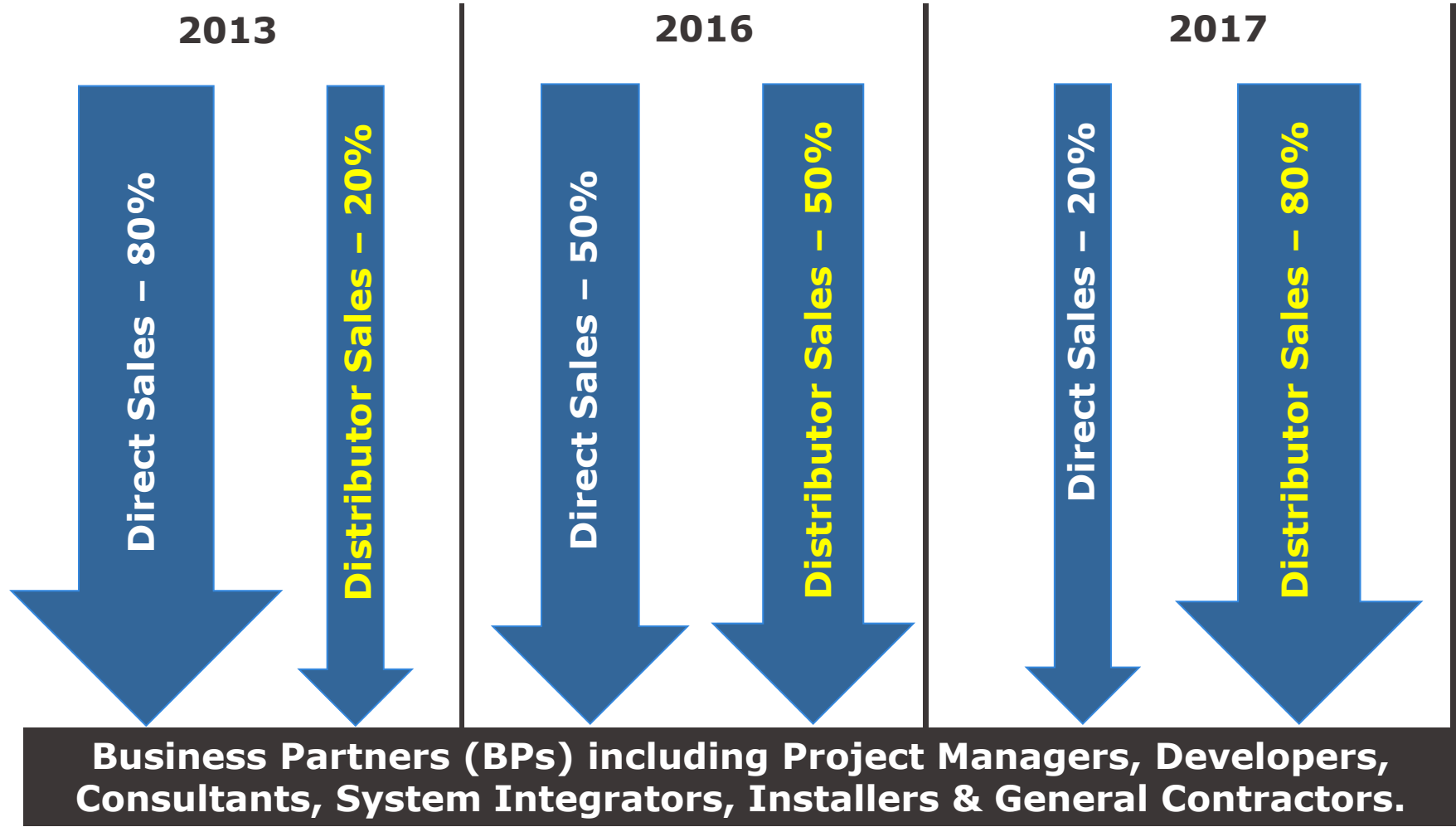
The Prysmian Group (through the Draka UC brand) has seen remarkable growth over the past two years, after launching copper and fibre connectivity solutions for copper and fibre products in 2013.

Source: BSRIA Structured Cabling Report on S.E.A market. Released 3 Mar 2016

What has Changed – Supply Channel



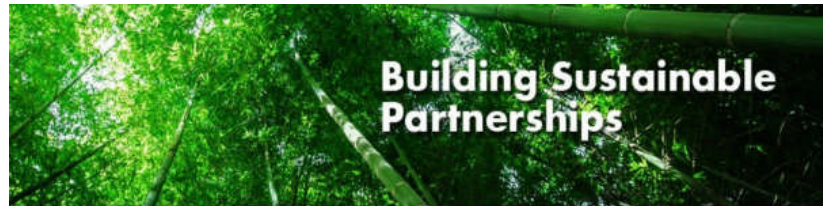
All standard UC products and MMSpecials shall be 100% via Distribution



What has Changed – Sales Approach



From hard selling to specifying



Request for Quotation (RFQ)

Professional Services – To Design, Develop and Build Data Centre Infrastructure Cabling and Open-Colo Rack Systems for Singapore Technologies Telemedia – Global Data Centre (STT GDC).

Project: STT GDC Global Infrastructure Cabling/ Open-Colo Rack Systems

Date: November 2015

2.2.8 Copper Cables Requirement for this project

The preferred copper cables suggested in the proposal should be a CAT 6A UTP copper cables.

The backbone delivery should be a MPO solution.

The vendor shall provide individual quotation for the below 4 brands:

(1) RnM (2) Panduit (3) Commscope (4) Prysmian Draka

2.2.9 Fiber Cables Requirement for this project

The preferred fiber cables suggested in the proposal should be

(a) OS2 cable for the single-mode (SM) fiber

(b) OM4 cable for the multi-mode (MM) fiber.

The backbone delivery should be a MPO solution.

The vendor shall provide individual quotation for the below 4 brands:

(1) RnM (2) Panduit (3) Commscope (4) Prysmian Draka

The proposal should include the specifications and type for the cable used and also to clearly indicate lead time for the backbone cables and patching cables proposed for each brand.

The proposal should also specify and commit on the lead time for future top up/requirement of the brands of cable proposed.

What has Changed – Sales Approach

VOLUME 3	TECHNICAL SPECIFICATION	PAGE 19 OF 109
SECTION 16750	MECHANICAL & ELECTRICAL WORKS	REV. 00
	TELECOMMUNICATIONS INSTALLATION - TELECOMMUNICATIONS STRUCTURE CABLING SYSTEM	March 2016

VOLUME 3	TECHNICAL SPECIFICATION	PAGE 20 OF 109
SECTION 16750	MECHANICAL & ELECTRICAL WORKS	REV. 00
	TELECOMMUNICATIONS INSTALLATION - TELECOMMUNICATIONS STRUCTURE CABLING SYSTEM	March 2016

FIBER OPTIC PIGTAILS AND CONNECTORS

- .1 LC simplex 50/125µm (UPC) multimode pigtail, aqua, 900 micron, buffered, Fiber types are low loss & bend insensitive, 1-meter long for building distribution riser cable terminations.
- .2 LC simplex 9/125µm (UPC) multimode pigtail, yellow, 900 micron, buffered, Fiber types are low loss & bend insensitive, 1-meter long for building distribution riser cable terminations.
- .3 LC straight Connector. Field installable for terminating multimode and singlemode fibers. Pre-polished, epoxyless. Ceramic ferrule. Compliant with ANSI/TIA/EIA 568-B.3 and TIA/EIA-604-FOCIS-3.

2.3 HORIZONTAL UNSHIELDED TWISTED PAIR CABLE

- .1 100 OHM Category 6 Balanced Unshielded Twisted Pair Cable (UTP)
 - .1 The horizontal balanced twisted pair cable shall meet or exceed the Category 6 transmission characteristics per issue of EIA/TIA 568C ; ISO/IEC 11801 2nd ed.; IEC 61156-5, EN 50173; EN 50288-3-1
 - .2 Non-metallic cross separator (spline), Using Tight Extrusion Process (TEP)
 - .3 Four balanced pairs of Bare copper wire Ø 0.57 mm (23AWG) solid copper conductors.
 - .4 Fire Rating: LSFRZH IEC 60332-3C

- .5 Select an appropriate cable construction, including external jacket properties, when installing cables in aerial, outdoor, underground and corrosive environments.

- .6 Jacket colors shall be confirmed with architect. At minimum colors shall be:

- .1 Grey for all Voice / Data systems cabling or as directed.
- .2 Black for all Security IP camera / access control systems cabling or as directed.
- .3 Green for all office system cabling or as directed.
- .4 Orange for all retail system cabling or as directed.
- .5 Yellow for all car park system cabling or as directed.

- .7 Acceptable cable manufacturers

- .1 Draka
- .2 Berk-Tek
- .3 Superior Essex

What has Changed – Sales Approach

招标信息 > 中标公示 > 正文

青岛新机场信息中心弱电甲控设备材料品牌商入围项目品牌商入围公示

2016-04-28 中国采购与招标网

招标编号:

中标编号: CBL_20160428_22753902

所属行业: 交通运输, 其它

所属地区: 山东

招标代理: 中国远东国际招标公司

招标人: 青岛国际机场集团有限公司

品牌商入围公示

项目名称: 青岛新机场信息中心弱电甲控设备材料品牌商入围项目

入围文件递交截止日期: 2016年4月21日

公示时限: 2016年4月28日 - 2016年4月30日

子项名称	入围品牌商名称
综合布线系统	英国西蒙公司
	普睿司曼电缆(上海)有限公司
	上海国际商业机器工程技术有限公司
	耐克森凯讯(上海)电缆有限公司
	TCL-罗格朗国际电工(惠州)有限公司
	罗森伯格(上海)通信技术有限公司

Siemon USA
Prysmian
IBM ACS



青岛国际机场集团有限公司 入围通知书

普睿司曼电缆(上海)有限公司:

很高兴地通知您, 由中国远东国际招标公司组织的“青岛新机场信息中心弱电甲控设备材料品牌商入围项目”评审工作已经结束, 经评审委员会认真评审推荐, 贵单位为综合布线系统的入围单位之一。

标段号: 标段一

产品名称: 综合布线系统

子项名称: 综合布线系统



What has Changed – Increasing awareness



Aggressive market branding and activities to promote DrakaUC and our wide MMS portfolio that compliments the structured cabling solutions.

our **NEW**
DRAKA UC
website is launched!

Featuring complete Structured Cabling Solutions and Multimedia Specials cables at your convenience

www.drakauc.com

25 + 3 Years
System Warranty

An exclusive invitation from **PRYSMIAN GROUP** to attend Data Centre World

GOLD SPONSOR
Prysmian Group

CO-LOCATED WITH
CLOUD EXPO ASIA

SEE US ON STAND
F21

28-29 October 2015 Suntec, Singapore
www.datacentreworldasia.com

UCCONNECT

- 完整的结构化布线解决方案;
- 齐全的光缆产品线;
- 高科技的线缆技术;
- 完善的第三方认证

来自世界最大的
线缆制造商

Draka **Prysmian Group**

Multimedia Solutions
UCCONNECT® E-NEWS ref 161

New Launch of MMS E-NEWS Platform!

From the World's largest cable Brand, be connected to us! DRAKA Multimedia Solutions (MMS) provides a full communication cabling products portfolio to all our business partners, including now the DRAKA UC structured cabling portfolio, which has gained dramatic growth in the market, thanks to the recognition of our already strong presence and products technologies.

With this e-news platform, we are able to connect you to interesting information beneficial to your business, learn about what we have to offer, and many more. And even get to win in our monthly lucky draw for our dedicated subscribers!

[Read more](#)

Multimedia Solutions (MMS)

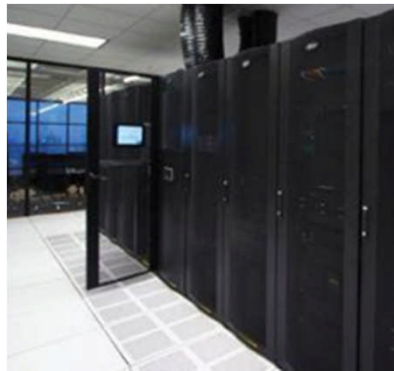
- Products Overview
- Strategies Overview
- What has Changed
- **Developments in 2016**
- Distributor Management
- Distributor Policies
- Supporting Organization

Developments in 2016

Technical Investments - ~USD 228k

Strengthen Technical Sales Support Team – More experienced and competent technical specialists to be recruited into the new regional TSS support team, Jan-Mar 16.

Technical Innovation Centre – Dedicated showroom and training centre comprising data centre mockup with DrakaUC solutions and MMS products for all our business partners to visit / train and networking, to be completed by Mar 16



Developments in 2016

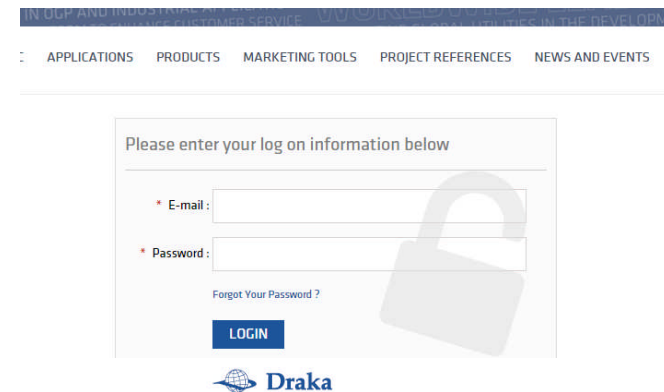
Products Investments - ~USD 142k

UC SMARTManage – Smart Datacentre solutions for Copper and Fiber to be launched in CommunicAsia 2016

NextGen UC portfolio – New products to be added into existing portfolio, mainly for Fiber panels, MPO solutions, IDC racks and tools.

Complete 3rd party certifications – Component tests and channel links 3rd party verifications complete within 1H 2016.

2016 UC Catalogues – Draka UC and UCFUTURE catalogues featuring latest Draka UC solution products & information will be launch in Feb 2016



Developments in 2016

Business Partners Enrichment Investments - ~USD 206k

Distributor Trainings – First wave distributor training and qualification test to be conducted starting first week Jan till end Feb across Asia Pacific.

DrakaUC Launch & Products Seminar – 1st wave Seminars for Singapore, Thailand, Malaysia, Indonesia, China, Taiwan from Jan till mid Mar. 2nd wave for others from Mar till May.

Installers Updating Sessions – Jointly with BICSI, FLUKE NETWORKS & Draka UC in Singapore, Thailand, Malaysia & Indonesia within 1Q.

Certified Installers Trainings – 2016 first batch trainings to start in Jan till end Mar, min 6 certification sessions for ~50 installers companies to be conducted. Total 10 certification sessions to be completed within 1H 2016.

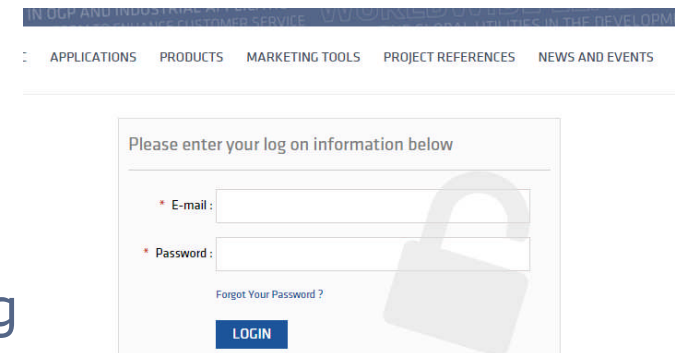
First Regional Distributors Meeting – First Week Mar, venue to be decided.

Developments in 2016

Marketing Investments – ~ USD 228k

DrakaUC Website – Next newer version available by Jan 2016 incorporating more products related details, marketing collaterals, distributors and installers partners contacts, business partners portal , online marketing collaterals requests etc...

Email Blast Updates – Extensive customers base list to be created and regularly updated with products / brand information, networking sessions, promotions. Bi weekly blast from Marketing starting mid Jan 2016.



Developments in 2016

Exhibitions – Participate in high profile events to promote and showcase MMS products esp DrakaUC. These key events will be used as core networking sessions with our key customers, and their partners, as well to reinforce branding and products positioning.

POS / Collaterals – Numerous marketing collaterals will be available to our business partners via DRAKA UC marketing portal, distributor & installer start up package will consists of substantial marketing kits to better portray our products branding in their premises.

ICT EXPO 2016
Indonesia

10 – 12 May 2016

CommunicAsia 2016

The 27th International Communications and Information Technology Exhibition & Conference

31 May – 3 June 2016



**DATA CENTRE
WORLD**

18 – 19 May 2016 Hong Kong Convention and Exhibition Centre (HKCEC)

12-13 October 2016 Marina Bay Sands Singapore



Developments in 2016

Projects Development Investments – ~ USD 95k

Project Specs In – Special Incentives for projects specs in by business partners.

Facility Visits – Subsidized visits to our manufacturing facilities for better understanding of products quality and manufacturing process to facilitate brand acceptances and specs in.

Account & Sales Mgrs – One of key performances index is to spec in products brands and specifications.

Consultant Partnership Program – Enabling consultants to be CNET certified, attend BICSI, enrichment programs by partnering as in-house brand.

Multimedia Solutions (MMS)

- Products Overview
- Strategies Overview
- What has Changed
- **Distributors Management**
- Developments in 2016
- Distributor Policies
- Supporting Organization

Distributors Management

Classification of Distributorships

Due to the wide portfolio of our Multimedia solution business, which are more clearly defined by products than business sectors. The below classification shall take place starting with Products.

Products Sector.



Level of Distributor



**Commitment of
Distributor**

**1st level of classification will be
Products.**

**2nd level of classification will be the
capabilities & reach of the distributor.**

**3rd level of classification will be the
commitment level of the distributor.**

Distributor Management

Product Sector

- **UC Structured Cabling** which is all UC Range ie UCFIBER® UC DATA ® etc.
- **MMSpecials (exclude S&B)** ie Coaxial, BMS, Security / Alarm.
- **Studio & Broadcast** ie All audio and broadcast cables
- **Mobile Network** ie All RF / leaky cables and related connectivity.

Distributor Types

- **Fulfillment** ie Only keeps big amount of stocks with back office support for area distributions, support the Group's business by purely supply services.
- **Fully Active** ie Has the capability to perform direct sales, projects specs in, sales direct to customers. Technical and commercially inclined.
- **2nd Tier** ie Does not keep full solutions, nor wide range of products and more often on serving a smaller market base, resellers or standard range products dealerships.

Distributor Management

Requirements of 2nd Tier “Dealers”

Commercially: Non “RED FLAG”, strong financially set up, good credit ratings. Good understanding on local businesses in all legal / commercial aspects.

Company: Established retail operations to provide point of sales activities, direct sales.

Set up: Established commercial setups able to process all required commercial processes. Ie Customer Services, execute planning & deliveries.

Logistics & Stocks: Sufficient stocks and adequate logistics functions to satisfy smaller deliveries requests, operations are much closer to the end-users/consumers market.

Market Competency: Must have dedicated Sales PICs (min 2) with minimum 5 yrs relevant experiences in the business. Strong network of resellers and business partners.

Technical Competency: Supported mainly by Principle.

Showroom: Dedicated area to showcase the distributed products, adequate and professionally. Retail places a must to for available placement of products to the market.

Stocks Base: Fulfill a reasonable stocks base to support adhoc / daily “walk in” businesses.

Sales Target: Min 300k~1m usd per product sectors, depending on area of dealership, and no of dealers serving the similar product sectors and market share expectations.

Cooperation: Fully aligned with the principal distribution strategy and channel management, transparent in all necessaries information, and commitment to excel in its appointment.

Distributor Management

Requirements of “Fulfillment” Distributor

Commercially: Non “RED FLAG”, strong financially set up, good credit ratings. Good understanding on local businesses in all legal / commercial aspects.

Company: Established working base to execute logistics operations to effectively deliver the sales requirements, strong financial credibility.

Set up: Full warehousing capabilities, complete logistics solutions to forwarding/ trucking services and providing customer services to execute delivery processes.

Strong back office to facilitate all deliveries processes and monitor inventory status.

Logistics & Stocks: Full delivery capabilities to manage daily sales with value add services ie 24 hrs delivery, cutting services, re-drumming/packing etc..

Technical Competency: Supported by Principal.

Stocks Base: Highest level of stocks in place to fulfill most of adhoc deliveries.

Sales Target: Committed by principal, in relation to value of stocks kept.

Cooperation: Committed to provide best services to the customers, ensuring 0 complaints in fulfilling orders.

Distributor Management

Requirements of “Fully Active” Distributors

Priority

Commercially: Non “RED FLAG”, strong financially set up, good credit ratings. Good understanding on local businesses in all legal / commercial aspects.

Company: Established working base to accommodate all requirement commercial / technical and logistics operations to effectively deliver the sales requirements, strong financial credibility.

Set up: Established commercial setups able to process all required commercial processes. Ie Marketing, Customer Services, execute planning & deliveries.

Logistics & Stocks: Have full delivery capabilities to manage daily sales with value add services ie 24 hrs delivery, cutting services, re-drumming/packing etc..

Market Competency: Must have dedicated Sales PICs (min 2) with minimum 5 yrs relevant experiences in the business. Strong network of resellers and business partners.

Technical Competency: Must have dedicated Technical Support/s to assist in front line technical clarifications and provide supports to frontline sales.

Showroom: Dedicated area to showcase the distributed products, adequate and professionally.

Stocks Base: Fulfill a sizable stocks base to support adhoc / daily businesses and projects.

Sales Target: Min 1m usd per product sectors, depending on area of distribution, and no of distributors in a country.

Cooperation: Fully aligned with the principal distribution strategy and channel management, transparent in all necessaries information, and commitment to excel in its appointment.

Distributor Management – Competencies Required

In Summary, by Definition



TYPES	Stocks Level (Also depending on country)	Sales Prospecting	Technical Expertise	Assets	Value Adds
Fulfillment	High > USD 500k	Minimal	Minimal	Warehousing / Logistics Team	Stocks & Logistics
Fully Active	Med-High > USD 300k	High	High	Full team in Commercial / Logistics / Customer Services	Sales independent, Stocks & Logistics
Dealers	Low-Med > USD 50k	Medium	Sufficient	Retails venues / Front line Customer Services	Retail visibility, POS,

Distributor Management – Supports to Distributor

In Summary, by Definition



TYPES	Marketing Support	Rebates System	Showroom Support / Displays	Projects / Orders Feeding	Sales Leads Feeding	Technical Training	Management - Attention / Involvement
Fulfilment	Only on need to basis.	No	Only Samples	Yes, depends on stocks level. High Priority	No	Minimal	"Need to" basis, only to follow up on stocks management and sales orders fulfillment.
Fully Active	Maximize, high commitment.	Yes	Maximize , Professionalize	Yes, depends on stocks level.	High Priority	Maximize, extend to business partners.	Full involvement on projects pipelines, markets info, partnership strategies, commitment to sales targets. Partner development.
Dealers	Sufficient	No	Sufficient	Yes, depends on stocks level.	Minimal	Sufficient, extend to business partners.	"Need to" basis, strategies short term, ie promotions. Partner developments.

Distributor Management - Benefits Summary

<i>Benefits</i>	DRAKAUC Business Partner - General	DRAKAUC Business Partner - DEALER	DRAKAUC Business Partner – Certified Distributor SILVER	DRAKAUC Business Partner – Certified Distributor GOLD	DRAKAUC Business Partner Country Distributor PLATINUM
Annual Sales Achieved*		< \$500k USD	Min \$1m USD	Min \$2m USD	\$3m USD
Sponsorship assistance by Prysmian Group*			○	○	●
Assigned Account Manager			○	●	●
Business Development Support			○	●	●
Utilization of Brands / Logos and Promotions		●	●	●	●
Online Partner Directory search – UC Website		○	●	●	●
Inclusion of contacts in UC Email Blasts News			●	●	●
Eligible to exhibit at DRAKAUC Sponsored Events			●	●	●
Trainings & Certifications		○	●	●	●
Distributor Management Policies Benefits		○	●	●	●
Distributor development initiatives			○	●	●
Exclusivity to Business in assigned Territory*				○	○

● Eligible

○ Limited

* T&C applies

Multimedia Solutions (MMS)

- Products Overview
- Strategies Overview
- What has Changed
- Developments in 2016
- Distributors Management
- **General Policies**
- Supporting Organization

General Policies

The purpose of the policies are to determine a clear line of business flows and managements, to instill clarity and efficiency as much as possible within the supply channels.

All policies are defined by MMS BU Asia and at sole discretion for any amendments. Fairness shall be exercised in any change of policy but our business partners are obliged to follow these policies diligently.

*Issued by: Ronald Wee
Commercial Director,
Multimedia Solutions Asia Pacific Region*

Dated: 1 Jun 2016

*PICS: Account Mgrs and Sales Managers of
Multimedia Solutions Business Unit, APAC Region.*

General Policies

All stated policies shall apply only to certified distributor.

1. Appointment Policy

- All appointments of distributors & dealers will be certified official only upon issuance of appointment letters from MMS BU Asia.
- All Fully Active and Fulfillment Distributors shall sign an official agreement issued by MMS BU Asia, clearly dictating its role, area of territory and T&Cs.
- Appointed distributors shall receive marketing start up kit and preferred business partner status.
- Appointment shall be valid only upon confirmation of stock orders required in agreement, and delivery to appointed distributor.

2. Business Partner (BP) Price List Policy

- Purpose is to regulate the market price of all MMS ranges of products.
- Discount factors are given to each distributor and product types.
- All distributors are to use the recommended discount factors to their customers diligently, to avoid misalignment in market prices.
- Standard discount factors are given for daily sales businesses.
- The discount factors are provided by the respective Account Manager.
- Updates of prices may be every 3 mths, or when required, ie changes in LME Cu Prices.

General Policies

3. Projects Protection Policy

- Purpose is to designate a single or dedicated channel to manage a project pipeline from prospecting the project to order secured.
- Projects protection can be in the form of “exclusive”, or “preferred partner”.
- Any requirement for a project to be assigned exclusively to a distributor shall be corresponded to the Account Mgr via the submitted projects pipeline report, and pre-approval given in writing.
- Protection for a project shall be void if we deemed that the distributor has breached any condition supporting the protection.
- All decisions on protection of projects are solely at Principal’s discretion.

4. Designated Orders Policy

- In the event when an order is secured directly by the Principal, the sales mgr / account mgr may pass to the distributor to execute the order.
- Selling prices and buying costs shall be fixed by the Principal.
- Distributors are obliged to cooperate and execute the order accordingly.
- The distributor shall purchase / keep dedicated stocks for the order.
- The distributor existing stocks shall not be used to support the designated order, unless requested by the Principal, which in this event, replenishment of the same amt of stocks shall be based on whichever lower stock costs.

General Policies

5. Special Project Pricing Policy

- Projects of significant importance must be recognized by MMS BU to be classified as Special Project.
- In the event where a specific project needs to be secured at special prices, the distributor shall discuss any special discount factor with the PIC account mgr, so as to confirm a special project cost for the products involved.
- Any special discount factors given is tied for this specific project only.
- A tolerance of max 10% can be given to order at this special project prices.

6. Marketing Cost Sharing Policy

- MMS BU Asia has allocated marketing budgets for individual markets, allocation % based on potential + performance of existing markets.
- Major marketing events shall be co-shared based on case-case basis, while generally major costs ie Venue, Trainers costs, Samples are costs to the principal, and balances to be sponsored by the participating distributors.
- Collaterals shall be fully supported by the MMS BU Asia, and will be dedicated to our products only.
- Corporate gifts shall be sponsored by Principal for specific events, additional shall be via purchase or use or rebates points.

General Policies

7. Stock Rotation Policy

- Stocks cannot be return for credit note or cash payments.
- Slow or non-moving stocks of 6 mths aging, but not more than 15 months (from delivered date) shall be eligible for exchange based on similar value.
- Stocks to be rotated must be of original conditions acceptable by principal.
- Stock which is declared outdated by the principal or became obsolete in the market shall be eligible to exchange for the new stock, based on similar value.
- Not eligible if the stocks are unable to sell due to sales/commercial restrictions and incapability by the distributor to service the market needs.
- Special stocks requested ie customized, are not eligible.
- Stocks leftover from designated order, and confirmed deliveries closed, shall be eligible.

8. Rebates Policy

- Rebate shall be set annually and valid only if stated targets are met.
- Rebate shall not be in the form of cash payments or credit notes.
- Up to 20% of each new order value can be offset by rebates value.
- Rebates can be used to offset marketing costs, to order marketing materials or any activities pre-approved by the principal.
- All rebates must be utilized by end Oct of each year.
- Usage of rebates solely at discretion of principal.

General Policies – Development initiatives

1. Credit Terms

- Standard 60 terms for all certified distributors.
- Up to 90 days secured payments or credit terms by case/case basis.
- Upon advices by Prysmian Group's Credit Insurer upon assessments..

2. Rebates

- 1% if min 80% of sales target achieved
- 2% if 100% of sales target achieved
- 3% if 120% of sales target achieved

4. Stocks kick off discount

- For first time stock orders, min USD 100k
- Up to add+ 3% discount off Distributor BP prices for Copper Related Cables.
- Up to add+ 6% discount off Distributor BP prices for Others.
- Discounts % if any, may differs by products types.
- Delivery to be completed from stocks or upon ready from production.

5. Key Partners Incentive Plan (For Distributor's Customer)

- Valid for sales achieved of min 1m USD/annum (Defined in Agreement).
- Max 4 pax visit to our Asia or Europe production plants (Only Hotel & Transfers).
- \$3k USD sponsor if 100% of sales target achieved.
- \$5k USD sponsor if 120% of sales target achieved.

Multimedia Solutions (MMS)

- Products Overview
- Strategies Overview
- What has Changed
- Developments in 2016
- Distributors Management
- General Policies
- Supporting Organization

Supporting Organization – Multimedia Solutions

Business Director, APAC Region
Ronald Wee

A globalized and integrated business unit governing with the regional functions managing and supporting the local sales activities (countries)

Countries (with Legal Entities)	Customer Care (Back Office)	Regional Account Management	Logistics & Demand Planning	Factory Planning
Singapore	Singapore	Greater China	Greater China	China
China	China	ASEAN	ASEAN	Taiwan
Hong Kong	Hong Kong			Malaysia
Malaysia	Malaysia	Technical Sales Support	Marketing	Thailand
Thailand	Thailand	ASEAN	APAC	Indonesia
Indonesia	Indonesia	Greater China		Europe Interco into ASIA
Australia				

Owner: Ronald.wee@prysmiangroup.com

Pls visit www.DrakaUC.com for further products information.

End