

Channel Partner Program

For distinct sales advantages.



Axis Communications' Channel Partner Program is designed to help channel partners capitalize on Axis' market leadership in the fast-growing network video market. As a channel-oriented company, we view our partners as an extension of our team, playing a key-role in the go-to-market strategy and the overall success of our company. Lead-sharing, early product information and technical/sales training curricula at the Axis Communications' Academy are among the many benefits of this program, designed to give Axis' channel partners a distinct sales advantage.

Partner categories and levels

The Axis Channel Partner Program is open to any company currently doing or wanting to do business with an Axis distributor, including value-added resellers, system integrators, and complete solution providers.

Three levels of partnership are designed to recognize and reward our partners' investment in the sale of Axis products.

Authorized Partner

This level is open to any company that is ready and willing to sell our network video products and solutions. At this level, requirements are minimal and Axis offers a number of basic benefits to help get you off to a highly successful start.

Solution Silver Partner

Value-added resellers offering complete solutions, including on-site installation, first-line support and demo equipment, can qualify for the status and additional benefits of this category. Solution Silver Partners have also successfully completed the first level of training at the Academy, and are actively selling significant portions of the Axis product range.

Solution Gold Partner

Solution Gold Partners who qualify for the status and privileges of this category, have completed the second level of training at the Academy and demonstrated exceptional business performance, measured by revenue, support and training goals. Such partners are actively engaged in selling Axis products and have proven their ability to meet the most challenging end user requirements.

- > Benefit from direct contact with Axis
- > Take advantage of enhanced margins
- > Capitalize on Axis sales and marketing resources
- > Receive project pricing support
- > Get unlimited, free technical support



PARTNER BENEFITS ¹	Authorized	Solution Silver	Solution Gold
SALES SUPPORT			
Qualified lead generation program	limited	⬢	⬢
Enhanced margin opportunity	⬢	⬢	⬢
Demo equipment program	⬢	⬢	⬢
MSRP on Axis Partner Pages	⬢	⬢	⬢
Project pricing	⬢	⬢	⬢
Sales engineering	⬢	⬢	⬢
Sales tools	⬢	⬢	⬢
Dedicated account manager	1	⬢	⬢
MARKETING SUPPORT			
Secure access to Axis Partner Pages	⬢	⬢	⬢
Welcome kit and partner recognition certificate	⬢	⬢	⬢
Listing on Axis "Where to Buy" website		potential	potential
Marketing collateral	⬢	⬢	⬢
Monthly partner e-news	⬢	⬢	⬢
Co-marketing opportunities	⬢	⬢	⬢
TECHNICAL SUPPORT			
Post-sales technical support	⬢	⬢	⬢
Prioritized partner support	limited	⬢	⬢
Advance replacement product service	⬢	⬢	⬢
PRODUCT EDUCATION			
Technical and sales training – AXIS Communications' Academy	recommended	required	required
Web-based training	⬢	⬢	⬢

PARTNER REQUIREMENTS	Authorized	Solution Silver	Solution Gold
Buying from an Authorized Axis distributor ²	⬢	⬢	⬢
Revenue commitment	⬢	⬢	⬢
Axis Communications' Academy technical and sales training ³	recommended	⬢	⬢
NDA (Non Disclosure Agreement)		⬢	⬢
Annual sales and marketing plan			⬢
Offering complete solutions including on-site installation, first-line support and demo equipment		⬢	⬢

1. Where available. May vary depending on location, opportunity size and partner level.

2. The partner must provide Axis with account numbers from all current Axis distributors.

3. Specific training requirements may vary depending on company size and region. For details, please visit www.axis.com/academy/

Join the winning team!

Register now to become an Axis Channel Partner at www.axis.com/partner