

Channel Partner Program

For distinct sales advantages.



Axis Communications' Channel Partner Program is designed to help **system integrators**, **value-added resellers (VARs)** and **installers** capitalize on Axis' market leadership. 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 overall success of our company. Discounted Not-For-Resale demonstration equipment, enhanced margin opportunities, expert staff and technical/sales training through Axis Communications' Academy are among the many benefits of this program, giving Axis Channel Partners a distinct sales advantage.

Partner categories and levels

The Axis Channel Partner Program is open to companies currently doing or wanting to do business with an authorized Axis distributor. Three levels of partnership, with clear benefits and requirements, are designed to foster mutual success and reward our partners' investment in the sale of Axis products.

Authorized Partner – open engagement

This level is open to any company offering on-site installation and first line support that is ready to sell Axis network video products and solutions. At this level, requirements are minimal and Axis offers a number of basic benefits to open engagement and get you off to a highly successful start.

Solution Silver Partner – grow business

System integrators, value-added resellers and installers offering complete solutions and demonstration equipment can qualify for the status and additional benefits of this category. Silver level partners have at least one staff member who has successfully completed Academy training/certification requirements, and are actively growing their business through the sale of Axis products.

Solution Gold Partner – reward loyalty

Partners who qualify for gold status and privileges, have demonstrated exceptional business performance, measured by revenue, support and training. They have system design expertise and a minimum of two staff members who have successfully completed Academy training/certification requirements. Additionally, they have proven their loyalty and ability to design and integrate Axis products in the most challenging enterprise customer solutions.

- > Take advantage of enhanced margins and project pricing support
- > Enjoy discounted Not For Resale (NFR) demonstration equipment
- > Expand and validate your network video expertise
- > Capitalize on Axis' market leadership and Partner Network
- > Simplify sales with focused tools and marketing



PARTNER BENEFITS	Authorized	Solution Silver	Solution Gold
SALES AND MARKETING SUPPORT¹			
Enhanced margin opportunity ²	⬢	⬢	⬢
Discounted Not For Resale (NFR) demonstration equipment ²	⬢	⬢	⬢
MSRP pricelist on Axis Partner Pages	⬢	⬢	⬢
Lead forwarding	1	⬢	qualified
Project pricing opportunity ²	⬢	⬢	⬢
Dedicated account manager	1	⬢	⬢
Secure access to Axis Partner Pages, marketing collateral, and unique sales tools	⬢	⬢	⬢
Monthly eNews	⬢	⬢	⬢
Welcome kit and recognition certificate/plaque	⬢	⬢	⬢
Listing on Axis "Where to Buy" website (subject to terms & conditions)		⬢	⬢
Co-marketing opportunities		⬢	⬢
Participation opportunity at Axis partner events	local	local/regional	local/regional/global
Access to Axis Partner Network of software developers, technology vendors and consultants	⬢	⬢	⬢
End customer event opportunities in Axis Experience Center			⬢
SALES ENGINEERING			
A&E specifications	⬢	⬢	⬢
System design and engineering support		1	⬢
TECHNICAL SUPPORT¹			
Post-sales technical support	⬢	⬢	⬢
Advance replacement product service		fee-based	free
EDUCATION¹			
Technical and sales training – Axis Communications' Academy	⬢	⬢	⬢
Online courses	⬢	⬢	⬢
Axis Certification Program	⬢	⬢	⬢

PARTNER REQUIREMENTS	Authorized	Solution Silver	Solution Gold
Buying from an authorized Axis distributor ³	⬢	⬢	⬢
Offers on-site installation and first line support	⬢	⬢	⬢
Offers complete solutions and demonstration equipment		⬢	⬢
Revenue commitment		⬢	⬢
Axis Communications' Academy – Network Video Fundamentals training	recommended	Min. 1/country	Min. 2/country
Axis Certified Professional staff ¹	recommended	Min. 1/country	Min. 2/country
Non-Disclosure Agreement (NDA)		⬢	⬢
Annual sales & marketing plan		1	⬢

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

² Axis supports distributors with partner rebates dependent on partner levels. Actual purchase price will be determined by your distributor.

³ The partner must provide Axis with account numbers from their current Axis distributor(s).

⬢ Silver level partners receive improved margin opportunities², extended partner networking opportunities and prioritized technical support as compared to Authorized Partners.

⬢ Gold level partners receive improved margin opportunities², regular meetings, extended partner networking opportunities, prioritized web listing, co-funded marketing opportunities and prioritized technical support as compared to Silver level partners. Gold partners have higher revenue commitments as compared to Silver level partners.

Partner for the future!

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