



# Partner benefits and requirements

## Axis Channel Partner Program

Our channel partner program is for you who create complete solutions through system design, support, integration, and installation. Built on trust and mutual commitment, the program accelerates solution sales and provides long term value.

The program offers three levels of membership: Authorized, Solution Silver, and Solution Gold. Once your application is accepted, we welcome you into the program as an Authorized partner. At this level, requirements are minimal, and we offer a variety of benefits to help get you off to a successful start.

To reach higher partner levels involves skillfully handling complex customer needs and demonstrating exceptional business performance. As part of this advancement, revenue, training, or certification requirements apply, along with the ability to demo our products and solutions. You'll receive more specific requirements when applying. We're looking for committed partners that want to invest in a mutually beneficial collaboration.

Start growing your business together with Axis!

**Explore more:** [www.axis.com/partner/channel-partner-program](http://www.axis.com/partner/channel-partner-program)



# Partner **benefits**

	Authorized	Solution Silver	Solution Gold
<b>SALES SUPPORT</b>			
Access to Professional Services Team (dependant on business case, and associated with development costs)	◆	◆	◆
Dedicated pre- and post-sales support		◆	◆
Discount on MSRP on Not for Resale (NFR) Demonstration Equipment <sup>1</sup>	◆	◆	◆
Eligibility for Axis specializations	◆	◆	◆
Eligibility to Axis Loan Program <sup>3</sup>	◆	◆	◆
Enhanced Margin Opportunities <sup>1</sup>	◆	◆	◆
Prioritized lead sharing		◆	◆
Project pricing opportunities <sup>1</sup>	◆	◆	◆
Secure Access to Axis Partner Web with Exclusive Information and Sales Enablement Tools	◆	◆	◆
Use of Axis Experience Centers for Internal Activities: Trainings, Meetings, or Events <sup>3</sup>	◆	◆	◆
Use of Axis Integrator Suite	◆	◆	◆
Use of AXIS Site Designer	◆	◆	◆
<b>MARKETING SUPPORT</b>			
Access to Axis Marketing Collateral	◆	◆	◆
Access to Marketing Guides	◆	◆	◆
Access to Partner Co-Marketing Toolboxes	◆	◆	◆
Dedicated Marketing Contact			◆
Eligibility for Axis Partner Awards <sup>3</sup>	◆	◆	◆
Extended Co-Marketing Opportunities			◆
Opportunities for Marketing Development Funds (MDF) <sup>3</sup>			◆
Opportunity to offer your customer to be featured in a customer story on axis.com	◆	◆	◆
Participation at Axis Partner Events	◆	◆	◆
Partner Certificate	◆	◆	◆
Use of Axis Experience Centers for Customer Activities: Training, Meetings, or Events <sup>3</sup>	◆	◆	◆
Use of Axis Partner Program Logotype for Co-Marketing	◆	◆	◆
<b>TECHNICAL SUPPORT</b>			
Access to Axis Partner Network of Software Developers, Technology Vendors, and Consultants	◆	◆	◆
Access to Sales Engineering support		◆	◆
Advanced Replacement Product Services <sup>2</sup>	◆	◆	◆
Prioritized Technical Support		◆	◆
Use of Axis Technical Services	◆	◆	◆
<b>TRAINING SUPPORT</b>			
Ability to Become an Axis Certified Professional through the Axis Certification Program <sup>3</sup>	◆	◆	◆
Access to our industry-recognized training through Axis Communications Academy	◆	◆	◆
Discounted Axis Communications Academy Courses <sup>3</sup>	20%	40%	60%
Opportunities for customized trainings <sup>3</sup>			◆

# Partner requirements

	Authorized	Solution Silver	Solution Gold
<b>PARTNER REQUIREMENTS</b>			
Axis Certified Professional on staff <sup>3</sup>	Recommended	Min. 1/country	Min. 2/country
Buying from an authorized Axis distributor <sup>4</sup>	◆	◆	◆
Offers complete solutions and demonstration equipment		◆	◆
Offers on-site installation and first-line support	◆	◆	◆
Revenue commitment		According to terms and conditions	According to terms and conditions



<sup>1</sup> Axis supports distributors with partner rebates dependent on partner levels. Actual purchase price will be determined by your distributor.

<sup>2</sup> Where available, service fee may apply. Free service offered on mission critical installations. Contact Axis Helpdesk for troubleshooting and authorization.

<sup>3</sup> Where available. Subject to local availability and terms and conditions.

<sup>4</sup> The partner must provide Axis with account numbers from their current Axis distributor(s).

# About Axis Communications

Axis enables a smarter and safer world by improving security, safety, operational efficiency, and business intelligence. As a network technology company and industry leader, Axis offers video surveillance, access control, intercoms, and audio solutions. These are enhanced by intelligent analytics applications and supported by high-quality training.

Axis has around 5,000 dedicated employees in over 50 countries and collaborates with technology and system integration partners worldwide to deliver customer solutions. Axis was founded in 1984, and the headquarters are in Lund, Sweden.