



Accelerating solution sales.

Channel Partner Program.



Empowering you to **succeed.**

In today's performance-rewarding environment, it's easy to lose sight of the value of true partnership – of trust, commitment and of actively supporting others. At Axis, we believe that opportunities increase when you help others win. That's why we actively work alongside and empower **system integrators, value-added resellers (VARs) and installers** to accelerate solution sales.

By joining the Axis Channel Partner Program, you can benefit from enhanced margin opportunities, the industry's most complete and reliable product portfolio, world-class training and support, and innovative tools and services. All backed by our reputation as the global leader in video surveillance and the industry's largest Partner Network.

Multiply your business potential!

Register now at www.axis.com/partner

A low-angle photograph of several people's arms and hands raised in a circle, reaching towards the center. The background is a bright, hazy sky with some clouds, suggesting a sunny day. The lighting is warm and creates a sense of unity and teamwork.

**“Axis is not a company name,
it’s a partnership concept.”**

- Axis Distributor statement

Discover the Axis difference. ■

Channel integrity

We'll never compete with you. We are committed to driving business through distributors who are carefully selected for long-term sustainable business growth – never selling direct to end customers and agreeing to our strict anti-corruption policy.

Innovation leadership

While others copy, we innovate. We offer you the industry's most complete and reliable product portfolio. And our Partner Network, tools and services are as innovative as the products that we bring to market.

A true network of opportunities

At Axis, we jointly innovate and share knowledge with an active community of hardware and software vendors, system designers and more. Together, we create unlimited opportunities to deliver complete business solutions for any customer.



World-class training and professional certification

Axis invests heavily in knowledge sharing, continually developing our world-class Academy to drive capability and confidence within our Partner community. And we offer the first, globally-recognized, professional certification to validate your expertise.

Competent and caring professionals

Axis people are open-minded, knowledgeable and dedicated. Our global team of account managers, business developers, marketers, sales engineers and technical support professionals stay with you all the way.

Global recognition for excellence

When you partner with Axis, you're connected to a global organization with a strong reputation for innovation, excellence, and more than 30 years of unwavering commitment to the partnership philosophy.

Partnership



**AUTHORIZED
PARTNER**

Three levels of partnership are designed to foster mutual success and reward our partners' investment in the sale of Axis products. Joining the Authorized Partner level is easy – with minimal requirements and a number of benefits to get you off to a highly successful start!



Sales support

- > Enhanced sales margins
- > Project pricing opportunity
- > Discounted Not For Resale (NFR) demonstration equipment
- > MSRP pricelist
- > Business enablement tools on Axis Partner Pages



Marketing

- > Marketing collateral
- > Sales kits
- > Syndicated content tool for automatic product updates on your website

Networking opportunities

- > Access to Axis Partner Network of hardware and software vendors, consultants and more
- > Local partner events

Local promotions

- > Regular campaigns and incentives tailored for your sales region

benefits.



Axis Communications' Academy training

- > Sales and business development
- > System design
- > Installation & configuration
- > Classroom, webinar and online tutorials

Professional certification

- > Axis Certification Program
 - the industry's first professional certification

System design

- > A&E specifications
- > CAD drawings and Visio images
- > Easy to use system design tools



Dedicated information

- > Monthly Channel eNews
- > Axis Partner Pages
- > Early product introduction and discontinuation announcements
- > Technical specifications
- > Technology white papers and trends articles

Technical support

- > Online and telephone support
 - from 90+ engineers speaking 15+ languages
- > Instant chat
- > FAQ database
- > Efficient RMA handling
- > Warranty & Extended Warranty

Silver and gold advantages.

Silver and Gold level channel partners have proven their ability to integrate Axis products in end customer solutions and are actively growing mutual business. At Axis, we value and reward partner commitment with extended and exclusive benefits.



Dedicated account management and lead generation

- > Responsive single point of contact
- > Joint sales and marketing planning
- > Support for end customer visits
- > Customer lead forwarding
- > Access to Axis sales engineers, marketing and business development resources

Joint marketing promotion

- > Promotion on the Axis "Where to Buy" website
- > "Specialist" recognition and marketing opportunities in prioritized industry segments
- > Joint solution co-marketing development
- > Funded co-marketing opportunities for Gold level Partners

Sales engineering

- > System design services for enterprise customer projects
 - Priority service for Gold Partners

Advance replacement product service

Exclusive networking opportunities

- > Participation at regional or global Axis Partner Network events and forums
- > Introduction to complementary hardware and software from third party vendors

And of course... partner rebate support

- > Improved margin opportunities
- > Additional discounts on NFR demonstration equipment



Partner benefits.

	Authorized	Solution Silver	Solution Gold
Prioritized technical support	◆	◆◆	◆◆◆
Technical and sales training - Axis Communications' Academy	◆	◆	◆
Axis Certification Program	◆	◆	◆
Enhanced margin opportunity ¹	◆	◆◆	◆◆◆
Project pricing opportunity ¹	◆	◆	◆
Co-marketing opportunities	◆	◆◆	◆◆◆
Discount off MSRP on Not For Resale (NFR) demonstration equipment (up to) ¹	50%	60%	60%
Advance replacement product service ²	fee-based	free	free
Access to Axis Partner Network of software developers, technology vendors and consultants	◆	◆◆	◆◆◆
Participation at Axis partner events	◆	◆◆	◆◆◆
Secure access to Axis Partner Pages with MSRP price list, marketing material, exclusive information and business enablement tools	◆	◆	◆
A&E specifications	◆	◆	◆
Monthly eNews	◆	◆	◆
Welcome kit and recognition certificate/plaque	◆	◆◆	◆◆◆
Listing on Axis website ³	3	◆◆	◆◆◆
Dedicated account manager	3	◆◆	◆◆◆
Lead forwarding	3	◆◆	◆◆◆
Specialist recognition in prioritized industry segments ³		◆	◆
System design and engineering support		3	◆◆◆
"Viking Advisory Board" eligibility			◆
Use of Axis Experience Center for end customer events ³			◆

Partner requirements

	Authorized	Solution Silver	Solution Gold
Buying from an authorized Axis distributor ⁴	◆	◆	◆
Offers on-site installation and first line support	◆	◆	◆
Axis Certified Professional staff ³	recommended	Min. 1/country	Min. 2/country
Offers complete solutions and demonstration equipment		◆	◆
Non-Disclosure Agreement (NDA)		◆	◆
Revenue commitment		◆◆	◆◆◆
Annual sales and marketing plan		3	◆

- ¹ Axis supports distributors with partner rebates dependent on partner levels. Actual purchase price will be determined by your distributor.
- ² Where available, service fee may apply. Free service offered on mission critical installations. Contact Axis Helpdesk for troubleshooting and authorization.
- ³ Where available. Subject to terms and conditions.
- ⁴ The partner must provide Axis with account numbers from their current Axis distributor(s).

- ◆ Authorized partners receive a number of benefits including enhanced margin opportunities.
- ◆◆ Silver level partners receive improved margin opportunities¹, extended partner networking opportunities, Silver level qualifier on Axis website, and prioritized technical support as compared to Authorized Partners.
- ◆◆◆ Gold level partners receive improved margin opportunities¹, 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.

About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to customers through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.

Axis has more than 2,100 dedicated employees in more than 50 countries around the world, supported by a global network of over 80,000 partners. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS.

For more information about Axis, please visit our website www.axis.com.