



Connecting network infrastructures.

Technology
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 is why we actively work alongside and empower hardware vendors to connect network infrastructures.

By joining the Technology Partner Program, you can expand your addressable market with integrated solutions optimized for video surveillance and access control.

Multiply your business potential!

Register now at www.axis.com/partner

A close-up photograph of a woman with dark, curly hair, wearing a light blue button-down shirt and a teal earring. She is smiling warmly while looking down at a tablet computer she is holding with both hands. The background is a plain, light-colored wall.

"In working with Axis, we are able to deliver solutions to a market that demands nothing less than excellence."

- Axis Technology Partner

Discover the Axis difference.

Co-creation and community

Through joint technology innovation we create new market possibilities for integrating video surveillance and physical security solutions into end customer networks – seamlessly and securely.

Innovation leadership

Axis combines the best of human capital with intelligent technology to pioneer industry-leading innovation, investing 15% into R&D every year. You can rely on us to bring you the latest and most trustworthy technology innovation.

Competent and caring professionals

Axis people are open-minded, knowledgeable and dedicated. Our experienced team of business development, marketing, sales engineering and technical services professionals stay with you all the way.

A true network of opportunities

With the industry's largest network of resellers, software vendors, system designers and more, we deliver complete business solutions for any customer need. Together.

Global recognition for excellence

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



Partnership



**TECHNOLOGY
PARTNER**

Three levels of partnership are designed to foster mutual success and reward our partners' investment in joint business development with Axis.

The Technology Partner level offers a number of benefits to get you off to a highly successful start!



Business support

- > Internal promotion and business development opportunities
- > Access to Axis Experience Center for customer events

Discounted Not For Resale (NFR) demonstration equipment



Dedicated information

- > Quarterly eNews
- > Axis Partner Pages
- > Technology white papers and trends articles

benefits.



Marketing and communication

- > Marketing collateral
- > Recognition certificate & logotype

Networking opportunities

- > Connection to Axis Partner Network of complementary hardware and software vendors, resellers, consultants and more
- > Participation at selected Axis partner events



Education

- > Axis Communications' Academy training
- > Online courses
- > Classroom and/or web-based training

Technical Support

- > AXIS Virtual Camera Tool - camera simulation tool
- > AXIS Virtual Loaner Tool - get access to Axis products over the Internet
- > Prioritized enrollment to the Axis Application Development Partner (ADP) Program

System Design

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

Silver and gold advantages.



Silver and Gold level Technology Partners have proven their ability to develop joint business opportunities with Axis and have a number of joint customer references. At Axis, we value and reward partner commitment with extended and exclusive benefits.



**SILVER
TECHNOLOGY
PARTNER**



**GOLD
TECHNOLOGY
PARTNER**

Dedicated account management

- > Dedicated business and marketing professionals
- > Joint sales and marketing planning

Joint marketing promotion

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

Exclusive networking opportunities

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

Additional discounts on NFR equipment

Axis Communications' Academy training – for free

PARTNER BENEFITS	Technology	Silver TPP	Gold TPP
SALES AND MARKETING SUPPORT¹			
Discount off (MSRP) on Not For Resale (NFR) demonstration equipment of up to ²	50%	60%	60%
Secure access to Axis Partner Pages, marketing collateral and unique system design tools	🛡️	🛡️	🛡️
Quarterly eNews	🛡️	🛡️	🛡️
Welcome kit and recognition certificate	🛡️	🛡️	🏆
Participation at selected Axis partner events	🛡️	🛡️	🏆
Connection opportunities to Axis partner network	🛡️	🛡️	🏆
Internal promotion and business development opportunities	🛡️	🛡️	🏆
Access to Axis Experience Center for customer events	🛡️	🛡️	🏆
Dedicated account team		🛡️	🏆
Listing on Axis website (subject to terms & conditions)		🛡️	🏆
Lead forwarding		🛡️	🛡️
Co-marketing opportunities		🛡️	🏆
Possibility for recognition and promotion as specialists in prioritized segments		🛡️	🏆
Project pipeline visibility (reciprocal)			🛡️
Public relations opportunities			🛡️
TECHNICAL SUPPORT¹			
A&E specifications	🛡️	🛡️	🛡️
System-design tools	🛡️	🛡️	🛡️
Technical specifications & whitepapers	🛡️	🛡️	🛡️
Prioritized enrollment in the ADP Program	🛡️	🛡️	🛡️
Loaner equipment opportunities	Possibly	Possibly	🛡️
Product roadmap alignment			🛡️
EDUCATION¹			
Technical and sales (security) training – Axis Communications' Academy (subject to availability)	Fee-based	Free	Free
Online courses	🛡️	🛡️	🛡️
Classroom and/or web-based integration training	🛡️	🛡️	🛡️

PARTNER REQUIREMENTS	Technology	Silver TPP	Gold TPP
Hardware vendor of complementary networking, computing, storage, accessory, display, connectivity or access control products	●	●	●
Network video or access control business focus	●	●	●
Go-to-market alignment	●	●	●
Provision of consistently updated product information to Axis (for awareness purposes)	●	●	●
Internal promotion and business development opportunities of Axis solutions	●	●	●
Networking & event opportunities for Axis with your partner network	●	●	●
Adherence to Axis Code of Conduct	●	●	●
Provision of consistently updated demo/test units to Axis	Recommended	Recommended	●
Axis presence on partner's website		●	●
Lead forwarding		●	●
Free training of dedicated Axis engineers (when relevant)		●	●
Dedicated account team and annual account plan		●	●
Co-marketing opportunities		●	●
Negotiated number of shared project references		●	●
Project pipeline visibility (reciprocal)			●
Product roadmap alignment			●
Public relations opportunities			●

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

² The Partner must provide Axis with account numbers from their current distributor(s). Axis supports distributors with partner rebates depending on partner levels. Actual purchase price will be determined by your distributor.



Silver level partners receive extended partner networking opportunities, are prioritized for partner events, receive extended promotion opportunities by the Axis sales team and are prioritized for end-customer events at the Axis Experience Center as compared to TP level Partners.



Gold level partners receive regular meetings, extended partner networking opportunities, are prioritized for partner events, receive extended promotion opportunities by the Axis sales team, are prioritized for end-customer events at the Axis Experience Center, receive prioritized web listing and co-funded marketing opportunities as compared to Silver level partners. The required number of shared project references and the level of business and marketing cooperation are also higher for Gold level partners than they are for 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.