



# 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 (entry level for all new partners)	Solution Silver	Solution Gold
<b>SALES SUPPORT</b>			
Dedicated Account Manager		◆◆	◆◆◆◆
Enhanced margin opportunities <sup>1</sup>	◆	◆◆	◆◆◆◆
Project pricing opportunities <sup>1</sup>	◆	◆	◆
Discount on MSRP on Not For Resale (NFR) demonstration equipment (up to) <sup>1</sup>	50%	60%	60%
Use of Axis Experience Center for end customer events <sup>3</sup>	◆	◆	◆
Secure access to Axis Partner Web with exclusive information and business enablement tools	◆	◆	◆
Lead sharing		◆◆	◆◆◆◆
Eligible to participate in Axis specializations	◆	◆	◆
<b>MARKETING AND NETWORKING</b>			
Axis partner program logotype – for you to leverage the Axis brand	◆	◆	◆
Co-marketing opportunities		◆◆	◆◆◆◆
Participation at Axis partner events	◆	◆◆	◆◆◆◆
Regular updates and information sharing	◆	◆	◆
Recognition certificate	◆	◆	◆
Secure access to Axis Partner Web with co-marketing assets	◆	◆	◆
Opportunity to be featured in a customer story on axis.com	◆	◆	◆
<b>TECHNICAL SUPPORT</b>			
Prioritized technical support	◆	◆◆	◆◆◆◆
Access to Axis partner network of software developers, technology vendors, and consultants	◆	◆◆	◆◆◆◆
Secure access to Axis Partner Web with useful tools, including A&E media	◆	◆	◆
System design and engineering support		◆◆	◆◆◆◆
Advanced replacement product service <sup>2</sup>	◆	◆◆	◆◆◆◆
<b>TRAINING</b>			
Access to our industry-recognized trainings through our Academy	◆	◆	◆
Discounted Academy courses	◆	◆◆	◆◆◆◆
Ability to become an Axis Certified Professional through the Axis Certification Program	◆	◆	◆

# Partner requirements

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



◆ Authorized partners receive several benefits including enhanced margin opportunities.

◆◆ Solution Silver partners receive improved margin opportunities<sup>1</sup>, extended partner networking opportunities, and prioritized technical support as compared to Authorized partners.

◆◆◆ Solution Gold partners receive improved margin opportunities<sup>1</sup>, regular meetings, extended partner networking opportunities, co-funded marketing opportunities and prioritized technical support as compared to Solution Silver partners. Solution Gold partners have higher revenue commitments as compared to Solution Silver partners.

<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 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 creating solutions for improving security and business performance. As a network technology company and industry leader, Axis offers solutions in video surveillance, access control, intercom, and audio systems. They are enhanced by intelligent analytics applications and supported by high-quality training.

Axis has around 4,000 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.