



HID Global Advantage Partner Program

Resell Partnerships At-A-Glance



Why Join?

- Get full program support and flexibility for your unique business model and route to market.
- Receive well-defined criteria to determine your program tier status and show you what you need to do to advance to the next level.
- Find ongoing enablement, marketing and sales support resources to help you succeed.
- Earn loyalty-based incentives as you continue building profitable relationships with your customers.
- Gain exclusive access to Partner Community — a digital partner relationship platform to easily collaborate, enable and drive more deals.

Join Today!

To get started, complete the program application form, which is available on HID Partner Community, and accept the terms and conditions. We'll review your application and perform a program assessment. Once approved, you'll receive a welcome letter with instructions on how to setup your Advantage Partner profile in the Partner Directory.

DELIVERING EXPANDED BENEFITS TO THE CHANNEL FOR GREATER PROFITABILITY AND GROWTH

The **HID Advantage Partner Program** is one, global program focused on continually evolving the relationship with our Resell Partners, including Integrators, OEMs and Distributors. By becoming a member of the Advantage Partner Program, your company can take advantage of a wide range of benefits and incentives designed specifically for your unique business model. These value-add benefits will help you uncover opportunity and find new areas of growth. Plus, you'll be well equipped to successfully solve your customers' most critical security identity challenges and serve as their long-term, trusted advisor.

PROVIDING UNPARALLELED SUPPORT FOR COMPANIES THAT SELL, MARKET AND DELIVER HID PRODUCTS AND SOLUTIONS

Any company that does business with HID Global, either direct buying or indirect buying through third-party sources, may choose to enroll in the Advantage Partner Program. The Resell program category is tiered with three membership levels that build on the Silver level at the bottom to help you progress to the Platinum level at the top.

The Advantage Partner Program supports the following Resell Partner types:

- **Integrators:** Purchase HID products from HID directly and/or from a third-party source, such as a Distributor or OEM. Integrators sell directly to end-user customers and typically provide design, installation, integration and maintenance services.
- **OEMs (Component-Purchasing):** Sell HID components as part of a broader solution to Integrators or end users.
- **Distributors:** Sell and support HID solutions, but do not build or sell own branded hardware/software. Distributors hold inventory and can expedite products quickly to Integrators. Distributors usually do not sell to end-user customers.

When you partner with us, we'll communicate clear rules of engagement with specific value-add benefits so you'll always know what is expected and how you will be rewarded.

RESELL PROGRAM ASSESSMENT

Resell Partners earn program tier status by attaining points across five key areas based on channel route to market — total revenue on all HID products, product mix, product competency, technology integration* and planning/coordination. Program assessment points are allocated and determined automatically each year to drive a single membership tier (e.g., Silver, Gold, Platinum). The more assessment points you earn the higher your tier designation. Ascending to a higher program tier not only enables you to access higher-value benefits, but also helps increase the value you deliver to customers.



REWARDING PARTNER LOYALTY WITH RICH INCENTIVES AND BENEFITS

The Advantage Partner Program is built to motivate and reward partner loyalty and performance. When you join the Advantage Partner Program, you are eligible for a variety of sales, marketing and sales support benefits. These benefits are structured to complement different business models and will vary by partner type, region, market size and product portfolio sold.

RESELL PARTNERSHIPS	Platinum	Gold	Silver
CRITERIA			
Program Agreement Signed and Approved by HID	✓	✓	✓
Annual Sales Volume	Regional dependent		
• HID Academy Training - Product Segment Competency			
Sales Learning Path Certifications (Points awarded by achievement level earned, Associate/Professional/Expert)	✓	✓	✓
Technical Learning Path Certifications (Points awarded by achievement level earned, Associate/Professional/Expert)	✓	✓	✓
• Plan & Coordinate			
Annual Marketing Plan With Recommended Marketing Initiatives:	✓	✓	✓
• Campaigns (# per quarter)	3	2	1
• Case Studies (# per quarter)	3	2	1
Promotion of HID on Company Website	✓	✓	✓
Point of Sale (POS) Report	✓	✓	✓
Annual Business Plan	✓	✓	✓
With Recommended HID Sales Review	Quarterly	Semi-Annually	Annually
BENEFITS AND INCENTIVES			
• Enablement			
Partner Program Welcome Kit	✓	✓	✓
Partner Community	✓	✓	✓
Academy Training	✓	✓	✓
Beta Software Participation	✓	✓	✓
Product – Early Access, Roadmap	✓	✓	✓
• Marketing			
HID Advantage Partner Program Logo	✓	✓	✓
Partner Directory	✓	✓	✓
Leads	✓	✓	
Partner Event Days	✓	✓	✓
Partner Summit	✓	✓	
MDF/Co-op, Growth	✓	✓	
Joint Marketing Planning	✓		
Campaigns, Co-Branded Collateral	✓	✓	✓
Case Studies and Testimonials	✓	✓	
Public Relations Opportunities	✓	✓	
• Sales Support			
Opportunity/Deal Registration	✓	✓	✓
Demo Units and Not-for-Resale (NFR) Software	✓	✓	✓
Pre-Sales Support	✓	✓	✓
Designated Account Representative	✓	✓	✓
Joint Business Planning	✓	✓	
Channel Incentives (Rebates, Promotions, Spiffs)	✓	✓	✓

*Not required for Distributors

channel@hidglobal.com

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