



HID Global Advantage Partner Program

Technology Partnerships At-A-Glance



Why Join?

- Get full program support and flexibility for your unique business model and route to market.
- 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.

EQUIPPING TECHNOLOGY PARTNERS TO DEVELOP AND DEPLOY PROFITABLE SECURE IDENTITY SOLUTIONS

The **HID Advantage Partner Program** is one, global program focused on continually evolving the relationship with our Technology Partners, including Embedded OEMs, Managed Service Providers and Technology Alliance Partners. 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.

NEW OPPORTUNITIES FOR COMPANIES THAT HAVE THEIR OWN PRODUCTS AND INCORPORATE OR HOST HID SOLUTIONS

Technology is a new partner category within the Advantage Partner Program. This program category is designed to support a more diverse range of partner types whose businesses dictate a single, no-tier relationship.

HID Technology Partners span the following partner types:

- **Embedded OEMs:** Integrate HID products to build and sell own branded hardware/software.
- **Managed Service Providers (MSPs):** Deliver network, application and specialized applications to customers and in some manner hosts a service for customers.
- **Technology Alliance Partners:** Include a broad array of technology and marketing relationships, which require a custom contract. Alliance partnerships are by invitation only.

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.



TECHNOLOGY PROGRAM ASSESSMENT

Technology Partners do not have membership tiers (e.g., Silver, Gold, Platinum) – however, they need to meet specific business and product criteria based on their channel route to market – program agreement, product competency, technology integration and planning/coordination*.

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 enablement, 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.

TECHNOLOGY PARTNERSHIPS	Embedded OEM	Managed Services	Alliance
CRITERIA			
Program Agreement Signed and Approved by HID	✓	✓	✓
Product Competency	✓	✓	
Technology Integration	✓	✓	✓
• Plan & Coordinate			
Annual Marketing Plan	✓	✓	
Annual Business Plan	✓	✓	
Point of Sale (POS) Report	✓	✓	
Forecast Report	✓	✓	
BENEFITS & INCENTIVES			
• Enablement			
Partner Program Welcome Kit	✓	✓	✓
Partner Community	✓	✓	✓
Beta Software Participation	✓	✓	
Product – Early Access, Roadmap	✓	✓	✓
• Marketing			
HID Advantage Partner Program Logo	✓	✓	✓
Partner Directory	✓	✓	✓
Leads	✓	✓	
Partner Event Days	✓	✓	✓
Partner Summit	✓	✓	
MDF, Project	✓	✓	
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 Technology Alliance Partners

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