



# 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](http://www.axis.com/partner)

**"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 & 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 benefits.



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



## Axis Communications' Academy training


- > Sales & 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 & 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
<b>SALES AND MARKETING SUPPORT<sup>1</sup></b>			
Enhanced margin opportunity <sup>2</sup>	●	●	●
Discount off MSRP on Not For Resale (NFR) demonstration equipment of up to <sup>2</sup>	50%	60%	60%
MSRP pricelist on Axis Partner Pages	●	●	●
Lead forwarding	1	●	qualified
Project pricing opportunity <sup>2</sup>	●	●	●
Dedicated account manager	1	●	●
Secure access to Axis Partner Pages, marketing collateral, and unique sales tools	●	●	●
Monthly eNews	●	●	●
Welcome kit and recognition certificate/plaque	●	●	●
Participation opportunity at Axis partner events	local	local/regional	local/regional/global
Access to Axis Partner Network of software developers, technology vendors and consultants	●	●	●
Listing on Axis website (subject to terms & conditions)		●	●
Co-marketing opportunities		●	●
Specialist recognition in prioritized industry segments		●	●
End customer event opportunities in Axis Experience Center			●
"Viking Achievement Award" eligibility			●
<b>SALES ENGINEERING</b>			
A&E specifications	●	●	●
System design and engineering support		1	●
<b>TECHNICAL SUPPORT<sup>1</sup></b>			
Post-sales technical support	●	●	●
Advance replacement product service		fee-based	free
<b>EDUCATION<sup>1</sup></b>			
Technical and sales training – Axis Communications' Academy	●	●	●
Axis Certification Program	●	●	●

PARTNER REQUIREMENTS	Authorized	Solution Silver	Solution Gold
Buying from an authorized Axis distributor <sup>3</sup>	●	●	●
Offers on-site installation and first line support	●	●	●
Axis Communications' Academy – Network Video Fundamentals training	recommended	Min. 1/country	Min. 2/country
Axis Certified Professional staff <sup>1</sup>	recommended	Min. 1/country	Min. 2/country
Offers complete solutions and demonstration equipment		●	●
Revenue commitment		●	●
Non-Disclosure Agreement (NDA)		●	●
Annual sales & marketing plan		1	●

<sup>1</sup> Where available. May vary depending on location, opportunity size and partner level.

<sup>2</sup> Axis supports distributors with partner rebates dependent on partner levels. Actual purchase price will be determined by your distributor.

<sup>3</sup> The partner must provide Axis with account numbers from their current Axis distributor(s).

● Silver level partners receive improved margin opportunities<sup>2</sup>, extended partner networking opportunities and prioritized technical support as compared to Authorized Partners.

● Gold level partners receive improved margin opportunities<sup>2</sup>, 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 global 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 1,600 dedicated employees in more than 40 countries around the world, supported by a network of over 65,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ OMX Stockholm under the ticker AXIS.

For more information about Axis, please visit our website [www.axis.com](http://www.axis.com).