

HID Global Advantage Partner Program



Program Overview





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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.

EVOLVING TO INCREASE PARTNER PROFITABILITY AND GROWTH

The HID Advantage Partner Program is a global program focused on continually evolving the relationship with our partners. Designed to support a flexible channel engagement model, it offers two diverse program categories, Resell and Technology, with relevant criteria, product competencies and benefits to align with many types of partner business models and routes to markets.

When you team with HID Global, you are not only more equipped to uncover opportunity and find new areas of growth, but also to successfully solve your customers' most critical security identity challenges and serve as their long-term, trusted advisor.



The Advantage Partner Program provides a framework for collaboration between HID and our channel to deliver exception value and support for customers.

AN OVERVIEW OF THE ADVANTAGE PARTNER PROGRAM CATEGORIES: RESELL AND TECHNOLOGY

Program Category	Resell	Technology
Partner Types	Integrator Distribution OEM	Embedded (OEM) Managed Services Technology Alliance
Membership Tiers	Platinum Gold Silver	No Tiers
Criteria	Product Competency Plan & Coordinate Revenue	
Benefits	Enablement Market Sell	

Discover More Opportunities Within the Expanded Program Framework

HID Advantage Partners play an important role in delivering our industry-leading secure identity solutions to millions of customers worldwide. Historically, the Advantage Partner Program focused on Integrators, Distributors and OEMs who purchased products directly through HID and resold them to customers. Today, we recognize that our channel ecosystem spans an even wider range of business models with different routes to market. To better support our entire channel and fuel more collaborative relationships, the Advantage Partner Program is now one, unified program extending to additional partner types within two program categories. It also supports indirect Resell Partners who purchase HID products through third-party sources such as Distributors or OEMs. In addition, we are rolling out other key program enhancements that will enable us to be more transparent with you and make it easier to do business with us.

Together we share a mutual commitment to ensure customers can purchase HID products and solutions with absolute confidence in quality, performance and support. 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.

“The Advantage Partner Program is more of a partnership... a more qualified relationship than just getting rewarded for buying a lot of product.”

-OEM, United Kingdom

Your Business Model Defines the Advantage Partner Program Relationship

HID Partner Community: Your Digital Entrance to New Opportunity

Partner Community, a digital partner relationship platform available exclusively for Advantage Partners, provides easy access to the resources you need to grow your business and increase profitability. When you join the Advantage Partner Program, you can customize your experience based on your interests and expertise. Through your profile, tell us who you are and what you are interested in, and we'll connect you with opportunity aligned with your solutions and skills.

Above all, we know that you prosper by doing what you do best, and we want to complement your business model. Your route to market defines your relationship in the Advantage Partner Program.

Within the framework of the Advantage Partner Program, there are two diverse program categories — Resell and Technology — with relevant criteria, product competencies and benefits to align with your business model and route to market for products, services and solutions. And, direct or indirect partners can apply to become an Advantage Partner via application.

RESELL: COMPANIES THAT SELL, MARKET AND DELIVER HID PRODUCTS AND SOLUTIONS

The Advantage Partner Program Resell category is tiered with three membership levels (Silver, Gold, Platinum). It supports the following 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.

Resell Advantage Partners must meet program requirements annually to maintain tier status and have the opportunity to move up in tier status.

TECHNOLOGY: COMPANIES THAT HAVE THEIR OWN PRODUCTS AND INCORPORATE OR HOST HID PRODUCTS AND SOLUTIONS

Technology is a new category within the Advantage Partner Program. It is designed to support a more diverse range of partner types under a single program without tiers:

- **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 host 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.

BELONGING TO BOTH PROGRAM CATEGORIES

HID Advantage Partners represent unique go-to-market strategies and business mixes. And we support the entire business by enabling our partners to participate in more than one program category. For example, an Integrator may also be a Managed Service Provider. By including a partner's entire business under one program umbrella, they receive the benefits of greater potential, and flexibility, to increase profitability and growth.

Plan for and Reward Your Success

A RICH SET OF VALUE-ADD INCENTIVES, BENEFITS AND SUPPORT

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 program category, partner type and tier.

ENABLEMENT

Customer satisfaction is paramount to our mutual success. We believe that a well-equipped channel ecosystem is best prepared to deliver the highest level of service to our mutual customers. To help you succeed, we've assembled a core set of tools and HID training resources to help you learn, grow and profit.

MARKETING

We also provide an array of marketing resources and incentives to identify new opportunities, create awareness, promote your offerings and generate demand.

SALES SUPPORT

Teaming with HID has its perks. You can accelerate sales and increase your profitability with value-add initiatives, such as spiffs, rebates, promotions and opportunity/deal registration, that reward your success selling HID products, services and solutions.

"This is why the Advantage Partner Program fits; it protects vendors who commit to the business. I will always invest more in companies that protect me and allow me to earn more money to invest."

-Distributor, Germany



Gain Greater Transparency with New Program Assessment

RESELL PROGRAM ASSESSMENT

Through a newly automated program assessment, which combines relevant information from all HID products sold except for GovID, Advantage Partners can gain 100% visibility on what drives their one membership tier and how to advance to the next tier and gain more benefits.

Advantage Partners earn program tier status by attaining points across these five key areas based on your route to market, region, market size and products sold. Criteria includes total revenue across all HID products, product mix, product competency, technology integration* and planning and 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.

RESELL PARTNERSHIPS AND DIRECT OR INDIRECT PARTNERS	Platinum	Gold	Silver
CRITERIA			
Program Agreement Signed and Approved by HID Plan and Coordinate	✓	✓	✓
Annual Sales Volume	Regional dependent		
Plan and Coordinate	✓	✓	✓
• 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)	✓	✓	✓
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

TECHNOLOGY PROGRAM ASSESSMENT

Technology Partners do not have membership tiers (e.g., Silver, Gold, Platinum). However, you will need to meet the following business and product criteria annually as part of the program assessment based on your route to market, region, market size and products sold. Criteria includes program agreement, product competency**, technology integration and planning and coordination**.

TECHNOLOGY PARTNERSHIPS	Embedded OEM	Managed Services	Alliance
CRITERIA			
Program Agreement Signed and Approved by HID	✓	✓	✓
Product Competency	✓	✓	
Technology Integration	✓	✓	✓
Plan and Coordinate	✓	✓	
BENEFITS AND 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*

Join Today!

Once your company completes the Advantage Partner Program application, agrees to the terms and conditions and receives notification from HID about your completed program assessment, you can start earning benefits and incentives immediately.

Contact us today at channel@hidglobal.com

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