

The Genetec Channel Partner Program

Forging a community of sales partners
to protect the everyday



As our force multiplier in the marketplace, channel partners work to broaden our reach. Your knowledge, expertise, advocacy, and loyalty allow us to offer our innovative solutions to customers around the world.

The Genetec Channel Partner Program is designed to help you be profitable and grow your business. We offer attractive benefits that improve over time as our partnership grows.

Running a successful business while finding opportunities for growth can be challenging.

As integrators in the security industry, you need to continually expand your sales pipeline and stay current on new technology. You also have to differentiate your business and demonstrate to customers the value of operational excellence, maximum efficiency, and quality of work over lowest price.

Customers are moving to standardize systems across multiple locations, protect against increasing physical and cyber threats, and reduce their infrastructure footprint. You have to figure out how to ensure satisfaction while making a profit. How can you achieve your desired result and still protect your profit margin? Developing a strong partnership with a reliable solutions provider can help you achieve your business objectives and provide a solid ROI.

The Genetec Channel Partner Program, together with our portfolio of products and services and our commitment to innovation, is designed to help you both improve your margins during the initial sale and maintain your profitability over time—all while enhancing your customer's everyday operations.

What you need to succeed



Manage expectations

Accurately estimating project requirements and troubleshooting network infrastructure problems have never been easy. To remain in the black, you need to manage scope creep as well as the gap between customer expectations, the realities of what the technology can do, and what the operators will actually be able to understand.



Protect against margin erosion

A prospect's internet research and online social activity can reduce the perceived value of your expertise. At the same time, a lack of differentiators among suppliers can lead customers to make purchasing decisions based solely on price. As a result, they accept "good enough" products and services instead of buying what they really need.



Set yourself apart

The security market is changing as non-traditional competitors emerge, cloud platforms take over, and the premium market becomes saturated with lowest-common-denominator products. The challenge is to find long-term growth opportunities that will keep you top of mind to your customers and put your business on a path toward long-term profitability.



Why partner with us?

Profitability

Growing your business while maintaining profitability requires finding ways to capture new opportunities from your existing customer base. In addition to seeking new customers, it's important for you, as a trusted advisor, to assist your current customers to increase the value of their existing solutions by adding new components and taking advantage of product innovations.

With Security Center, our open-architecture unified platform, you can help customers grow their systems through the addition of enhanced situational awareness, unified command and control, decision support, and connectivity to the cloud.

We also foster a level of commitment beyond sales partnership by providing unparalleled access to Genetec R&D, which helps to drive innovation. This means that our partners, working alongside our engineering team, contribute to the growth and development of our solutions.

Being a channel partner allows you to improve your customer retention by contributing to our product roadmaps. Working with Genetec R&D, specific customer requirements—including new functionality—can be incorporated into product roadmaps, increasing your customer's ROI and helping them address their evolving security needs.

Marketing and Demand Generation Support

Helping you succeed goes beyond just helping you close sales. Our channel partners can rely on us to provide the right information at the right time, through every step of the sales process. The Genetec Portal is available at all times, so you can get the exact knowledge and tools you need to meet your goals. Our team of regional Channel Marketing Managers is also available to consult with you on maximizing the effectiveness of your demand generation programs and strategies.

The Co-op Credits Program

Genetec offers a co-op credits program to its channel partners in recognition of outstanding sales performance. Co-op credits can be used to help off-set the cost of demand generation, business development, and certification training for you and your team members. Partners who achieve one of our premium tiers are eligible to earn a percentage of their total sales volume as credits to be used towards Genetec marketing activities and certification training.

Through our co-op credits program, our team of regional Channel Marketing Managers work with you to align targets, demand generation plans, and messages that help promote the success of your business.

Channel Partner Program outline

The Genetec™ Channel Partner Program (CPP) acknowledges outstanding sales performance, experience, loyalty, and advocacy. With an accredited status in the Genetec CPP, engaged partners will stand out in the crowd as being the most innovative and skilled in the field.

The following is a basic overview of the Genetec CPP. For program specific requirements and benefits for your region, please contact salesupport@genetec.com.

Requirements	Certified	Elite	Unified Elite	AutoVu Mobile Premier
Product sales objectives	Territory-based. Please contact a Regional Sales Manager for more information			
Sales volume objectives	Territory-based. Please contact a Regional Sales Manager for more information			
Certification objectives	1 for each product sold	No fewer than 2 for Access Control (ACS); 2 for Video Management (VMS); 1 ALPR fixed if applicable	No fewer than 2 for ACS; 2 for VMS; 1 Advanced Omnicast Troubleshooting; 1 Advanced Synergis Troubleshooting; 1 ALPR fixed if applicable	2 ALPR mobile certifications
Genetec Security Center System Hardening and System Design certifications are required for all partners				

Benefits	Certified	Elite	Unified Elite	AutoVu Mobile Premier
MSRP Discounts	Variable at the discretion of Genetec			
Marketing co-op credits	n/a	1%	2%	2%
Training co-op credits	n/a	1%	2%	2%
Genetec Portal (GTAP, TechDoc Hub & Sales Tools)	✓	✓	✓	✓
Support	n/a	Fast Track with advanced troubleshooting certification	Fast Track with advanced troubleshooting certification	Specialized queue
Access to Genetec R&D	n/a	Limited	✓	✓
Partner recognition	Certificate	Plaque	Plaque	Plaque
Digital initiatives	Standard	Premium	Premium	Premium



Why partner with us?

Partnering with Genetec leads to successful projects, great customer service, and new growth opportunities. By delivering innovation on a unified platform, we simplify all aspects of your business, including sales, service, training, and support. Our model allows you to focus on your relationships and lets you offer scalable solutions at all levels of the market.

We work with partners around the globe to provide customers with safer, more secure environments—on-premises, in the cloud, or as a hybrid—in over 80 countries. We are keenly aware that your ability to profit with Genetec is just as important as customer satisfaction. Using a tiered approach with restricted territory access, a fair discount structure, and a commitment to fostering growth, our Channel Partner Program ensures that you can succeed with your investment in Genetec.

Service and support

In today's market, customers are looking to integrators to help them develop security solutions that successfully address modern threats. Through our partner program, we strive to provide you with the right tools for every situation. The goal is to help you exceed your customer's expectations for support and service as well as implement effective security strategies to protect the everyday.

Our partner program offers the industry's only advanced, by-invitation-only SDK certification that shows you how to maximize our portfolio's capabilities and respond to the specific requirements of individual customers.

We communicate continually with our partners via the Genetec Portal. With product news, channel partner program newsletters, webinars, and sales tools, partners have access to the most up-to-date information in real-time. This can help you address the needs of any customer strategy.

If you are ready to apply to the Genetec Channel Partner Program, complete the online application form at [genetec.com/partners](https://www.genetec.com/partners).

Please feel free to contact salesupport@genetec.com for more information.

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