

Contents

Channel Partner Program	2
Channel Partner Levels	2
Competitive Advantage	2
Benefits Chart	3
Channel Partner Classification	4
Channel Partner Advantage	4

Channel Partner Program for distinctive sales advantages



Channel Partner Level

The Infinique Channel Partner Program is open to any company currently doing or wanting to do business with Infinique, including value-added resellers, system integrators, and complete solution providers. Three levels of partnership are designed to recognize and reward our partners' investment in the sale of Infinique products.

Silver Partner

Partners at this level receive benefits that enable them to effectively sell our products. At this level, requirements are minimal and Infinique offers a number of basic benefits to help get you off to a highly successful start.

Gold Partner

Channel Partners at this level actively promote Infinique's products and qualify for additional funding for marketing purposes. Gold Partners have also been recognized for their expertise in installation and maintenance services and receive extended professional support services.

Platinum Partner

Platinum Partners who qualify for the status and privileges of this category, have achieved the highest level of accreditation and training, and are rewarded for their business and loyalty to the Infinique brand. Such partners are actively engaged in selling Infinique's products and have proven their ability to meet the most challenging end user requirements.

Channel Partners




Infinique's Channel Partner Program is designed for system integrators, resellers and solution providers qualified in providing Structured Cabling, Video Surveillance and active IT Networking solutions to customers in targeted vertical markets. We view our valued partners as an extension of our team, playing a key-role in the go-to market strategy and the overall success of our company.

With Infinique's portfolio of highly competitive products, you gain a tremendous opportunity to grow your business and broaden your customer base. Our strategic account managers will work closely with you to develop a joint sales plan that maximizes the business potential in your territory. The result is a strong partnership and a simplified business process where commitment to our program results in tangible rewards for you.

Competitive Advantages

- Valuable sales tools and product marketing material
- Technical support for customer service teams
- Sales and technical training
- Product demonstration kits for sales events and tradeshows
- Take advantage of enhanced margins
- Special project pricing support
- Logo to promote your Infinique Channel Partner Certification

Channel Partner Program

Channel Partner Benefits			
SALES SUPPORT			
Projects Equipment Discount for Structured Cabling Products	10% of GPL	20% of GPL	30% of GPL
Projects Equipment Discount for Video Surveillance Products	8% of GPL	15% of GPL	20% of GPL
GPL Pricelist	★	★	★
Lead Forwarding	Limited	★	Qualified
Project Pricing	★	★	★
Dedicated Account Manager	★	★	★
Required Local Purchase per quarter "At partner warehouse"	USD 500K	USD 1M	USD 1.5M
Free of charge Demo Kit			★
Achievement rewards opportunity "Annual Rebate"	1%	1.5%	2%
Marketing Collateral, Sales Tools, Monthly eNews	★	★	★
Access to Infinique Technical Marketing Material	★	★	★
Technical Certificate	★	★	★
Participation Opportunity at Infinique Partner Events	Local	Local/Regional	Local/Regional
Access to Infinique Partner Network of Software Developers, Technology Vendors, Consultants	★	★	★
End Customer Seminar Opportunities in Infinique Regional Headquarter	★	★	★
Infinique Channel Conference			★
SALES ENGINEERING			
Product Specifications Documents	★	★	★
System Design and Engineering Support		Opportunity	★
Site Surveys			★
TECHNICAL SUPPORT			
Technical Support	★	★	★
Product replacement service "After Sales Support"	★	★	★
EDUCATIONAL BENEFITS & REQUIREMENTS			
Webinar Training	★	★	★
Technical and Sales Training	Recommended	Required	Required
Infinique Certified Professional Training	Recommended	Required	Required

Channel Partner Classification

Infinique awards all their Channel Partners with annual rebate as follows:

Silver Channel Partner: 1%

Gold Channel Partner: 1.5%

Platinum Channel Partner: 2%

Rebates are issued annually as credit notes and will be adjusted against future purchases.

Silver Partner

Channel Partners whose purchases are up to USD. 500,000 per quarter are classified as Silver Channel Partners.

Gold Partner

Channel Partners whose purchases are up to USD 1 Million per quarter are classified as Gold Channel Partners.

Platinum Partner

Channel Partners whose purchases exceed USD 1.5 Million per quarter are classified as Platinum Channel Partners.

Channel Partner Advantage

Demo Equipment Program

Infinique's supports its Channel Partners by lending Demo Equipment, Presentation Boards, for submittal to the Consultants and Client for Project Approvals.

Special Project Pricing

To enable its Channel Partners win the project, Infinique works closely with them and also awards special pricing to win over their competition.

Sales Engineering

For large scale projects, technical team members of Infinique, work closely with their Channel Partners to recommend suitable products and help them create engineering drawings for project submittal.

Marketing Collateral

Infinique marketing collateral includes Product Line Brochures, Product Datasheets, Product White Papers, Folders for Project Submittal, Product Catalogues, Corporate Brochure, etc. Infinique offers the required marketing collateral to its channel partners to support their sales process.

Sales Incentive

Infinique has an impressive rewards program to motivate its Channel Partner's employees who quote and promote Infinique products to their customers and on their projects. Infinique selects one "Sales Expert of the Month" and awards them with impressive rewards.

Channel Partner News Letter

Infinique Channel Partner News Letter is sent as an email to a large number email addresses of system integrators, resellers, solution providers, consultants, architects, contractors, in the EMEA region. We welcome news items from Channel Partners about their achievements and any good news which they would like to share with their business community.