



*Comprehensive Video Analytics Solutions*



## **Agent Vi's Channel Partner Program**

Program Overview for Systems Integrators

## Agent Vi's Channel Partner Program

Agent Vi's Channel Partner Program (CPP) defines the framework through which systems integrators and distributors may become certified to resell, install and support Agent Vi's range of comprehensive video analytics solutions.

The CPP empowers Agent Vi's channel partners with the expertise and proficiency, as well as a clearly defined business framework, to allow them to expand their offering to their customers based on Agent Vi's products and associated services.

After joining the CPP, partners are required to undergo a certification course that provides them with sales and technical knowledge related to Agent Vi's products. Having completed the course, the partner can be recognized as a "Certified Channel Partner", allowing them to enjoy a range of benefits, and capitalize on Agent Vi's product offering.

### Why Become an Agent Vi Partner?

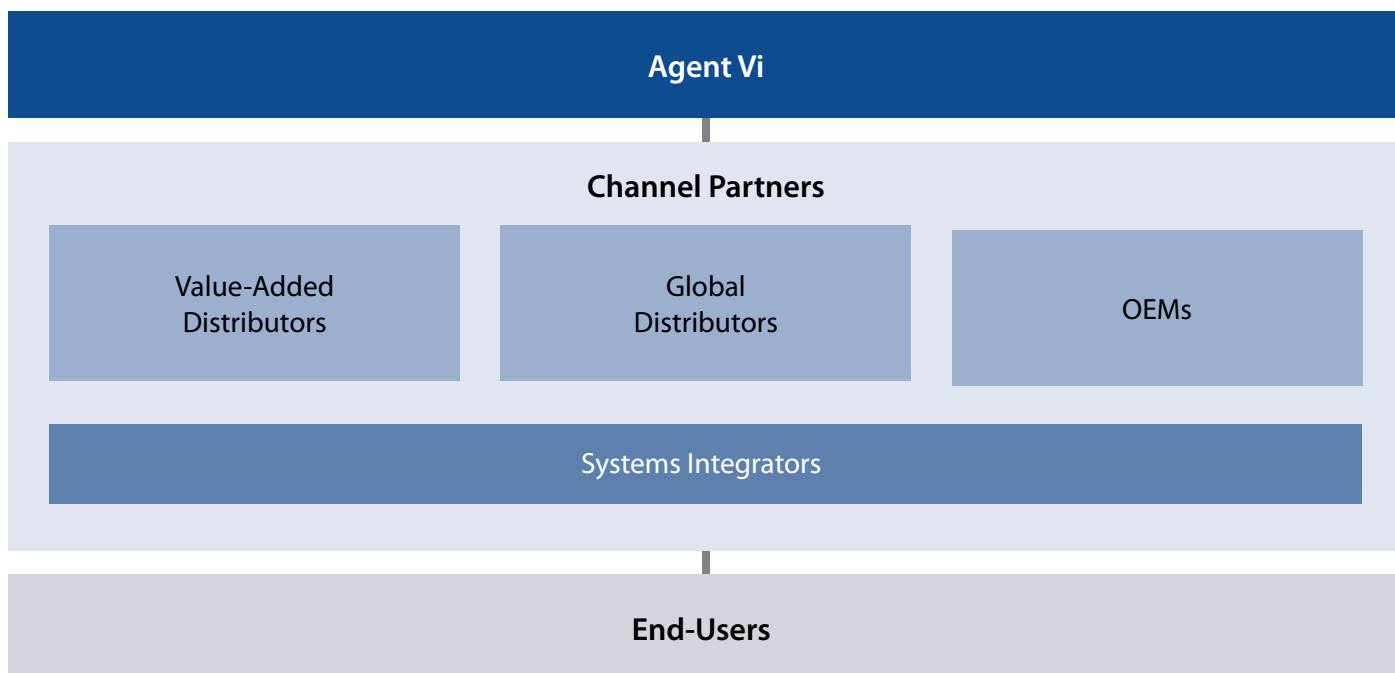
The rising global reliance on surveillance systems and the accelerated penetration of IP video technologies have prompted an increase in demand for video analytics. Today, video analytics technologies offer a wide range of applications – from real-time alerting, to business intelligence gathering, and forensic search within recorded video – which are used in an increasing number of vertical markets.

As a global leader in the video analytics space, Agent Vi is best placed to respond to the market's growing demand for advanced video analytics solutions. Indeed, Agent Vi offers the most comprehensive suite of video analytics products, a worldwide presence through a broad network of sales channels, and a strong track record spanning almost a decade.

Partnering with Agent Vi enables you to offer your customers a more extensive product offering, thereby maximizing your access to potential deals. Furthermore, you can capitalize on your existing customer base by introducing enhancements to existing installations and associated services.

Agent Vi is committed to offering you and your customers exciting new ways to make practical use of surveillance video, by continually introducing new video analytics products and capabilities that meet Agent Vi's strict quality standards.

### Agent Vi's Channel Partner Program Structure



## PARTNER BENEFITS

### Discounts on Agent Vi Products

Agent Vi rewards all of its certified channel partners by offering quota-based discounts on its MSRP, in line with the partner's CPP level (bronze, silver, gold, platinum). You will be entitled to larger product discounts as you sell more and reach higher partner levels, allowing you to increase your margins and your competitiveness in the market.

### Access to the CPP Portal

Agent Vi offers a dedicated Partner Portal with resources for channel partners, including: marketing and sales collateral (demo clips, case studies, brochures, presentations, etc.), web resources (promotional clips, logos, texts), marketing campaigns, events listing and more.

### Access to Support Portal

Agent Vi's Support Portal provides channel partners with technical support for pre-and post-sale inquiries, enabling you to receive technical information for tenders and RFIs, complete license registration and download user manuals. You can also submit prioritized support requests through the case management tool.

### Listing on Agent Vi's Website: "Where to Buy"

As a certified channel partner, you will be listed in the "Where to Buy" section of Agent Vi's website. This enables potential end-users in your region to easily identify you as a certified channel partner of Agent Vi and contact you directly.

### Software Demonstration Packages

Channel partners are entitled to free software demonstration packages, which enable you to run Agent Vi's products in your showroom and to provide demo software to your sales staff. These demonstration packages are upgraded for free, during the partnership period.

### Deal Registration Incentive

Channel partners are encouraged to register potential deals within the CPP Portal, so that Agent Vi can support the partner's efforts to win the deal. Technical and/or sales assistance is available for registered deals, as is an additional discount for early registration of deals (beyond the regular discount granted based on partner level).

## PARTNER REQUIREMENTS

### Certification

To be an effective channel partner, you must possess the knowledge required to sell and deploy Agent Vi's products, as well as to provide support to your customers. For this purpose, Agent Vi designed a comprehensive training and certification program that all system integrators must complete to receive the "Certified" status and be accepted as CPP members. The training helps you to identify new opportunities where Agent Vi's products may be included in surveillance installations, including past installations you deployed, or new projects you encounter, which may not have included a specific request for video analytics.

- Training courses are available worldwide, in multiple languages. Dedicated courses at your or your customer's site may also be arranged.
- Successful completion of the training course will qualify you as a certified reseller.
- Re-certification is required once every 2 years.
- A company must have at least 1 person certified at all times to maintain the company's certification status.
- Agent Vi appreciates your investment in the training and certification process, and grants each participant in the training course with a free software license, for resale.

### Full Customer Care

Having completed the training and certification, you are now qualified to provide full customer care to your clients, from installation to post-sale support. Agent Vi does not support end-users and expects all direct support activity to be handled by the relevant channel partner.

### Purchase from Registered Distributor

Agent Vi's channel strategy is a 2-tier approach whereby systems integrators purchase through a registered Agent Vi distributor. This allows you to acquire Agent Vi's products through a local distributor, in your local currency and based on your agreed-upon purchasing and payment procedures. Agent Vi has strict mechanisms in place to ensure that you receive the full discount based on your partner level when purchasing through your local distributor.

## PARTNER LEVELS

Agent Vi's Channel Partner Program is comprised of four levels of partners, determined according to the partner's annual sales of Agent Vi's products. Annual sales volume is measured in end-user pricing, as detailed in Agent Vi's MSRP Price List for that calendar year.

### The four partner levels are:

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## ABOUT AGENT VI

Agent Video Intelligence (Agent Vi) is a leading provider of open architecture, video analytics software deployed in a variety of security, safety and business intelligence applications worldwide.

The comprehensive video analytics solutions offered by Agent Vi extend from real-time video analysis and alerts to forensic search and post-event analysis, and are fully integrated with a range of third party edge devices and video management systems.

Integrating Agent Vi's advanced video analytics capabilities into existing or new surveillance networks enables users to benefit from the true potential of their surveillance networks, transforming them into intelligent tools that respond to the practical challenges of the 21st century.

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