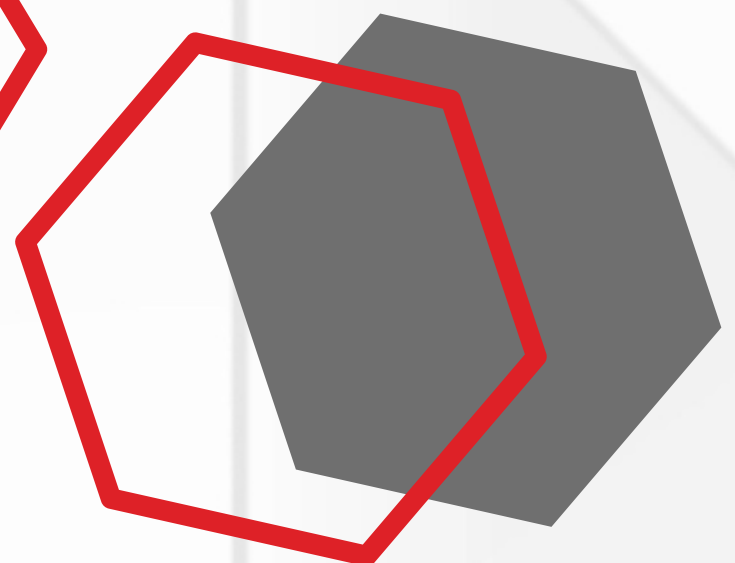
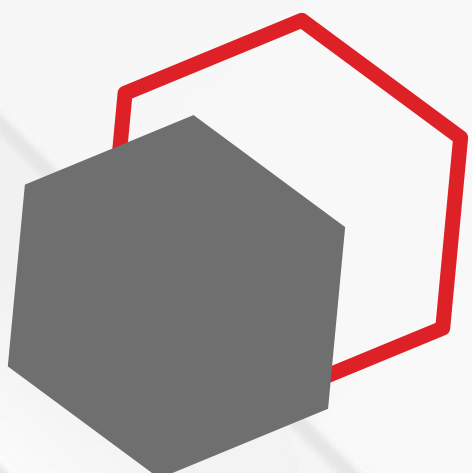


# PROGRAM GUIDE

REDPOINT PARTNER NETWORK



**Redpoint**

See the moving world



# OUR PARTNER NETWORK

The Redpoint Partner Network program is built to support partners around the world in delivering innovative IoT solutions powered by Redpoint technology. Our global partner community touches every aspect of UWB solution development. The power of the Redpoint partner ecosystem lies in connections: connecting businesses with our platform and products, connecting real-time data for a better understanding of our moving world, and connecting partners with partners to meet the next challenges.

Together, we share an ambition to provide comprehensive visibility of items, people and equipment into every thing; of driving efficiencies, reducing waste, and ultimately improving the world.

## WHY PARTNER WITH REDPOINT

The Redpoint Partner Network program provides our partners access to training, technical support, and marketing and sales resources that empower you to build connections.

## GROW YOUR BUSINESS

The Redpoint platform powers solutions built by a global network of partners spanning OEM technology companies, systems integrators, resellers, independent software vendors, and services providers. Our partners play a critical role in our strategy, and enabling your profitable growth is key to our joint success.

Expand your market reach by joining Redpoint Partner Network, a trusted, global ecosystem of partners who deliver UWB based solutions powered by Redpoint technology.

## A FULL SUITE OF RESOURCES

The Redpoint Partner Network is designed to provide partners with a competitive advantage through expert programming and technical support resources. Through the Redpoint Partner Network, partners gain access to competitive technology pricing, a demonstration program, sales support, UWB technical expertise, and in-depth online training programs. Our goal is to ensure our partners are empowered to bring innovation to market on the Redpoint platform, and are well connected to both complementary technology partners and market demand.

## TRUSTED BRAND

As a UWB pioneer, Redpoint is an organization that you and your clients can count on. Businesses around the world use the Redpoint platform to drive operational success, provide exceptional customer experience, and make smarter, data-driven decisions. As an Redpoint Partner Network provider, you join the ranks of partners delivering world-class UWB solutions built on the Redpoint platform.

# PROGRAM TRACKS

## OEM TRACK

The OEM track serves partners that build products powered or enhanced by Redpoint UWB technology. OEM partners invited to the Redpoint Partner Network have proven technical expertise to integrate Redpoint technology and to use the Redpoint Platform to enhance their products. OEM partners accepted to the Redpoint Partner Network demonstrate ability to scale and share our vision for the Redpoint platform.

## SYSTEM INTEGRATOR TRACK

The System Integrator Track provides technical, sales and marketing support to Value Added Resellers (VARs) and System Integrators who build solutions using the Redpoint Platform or OEM partner products. The sale of Redpoint Products is restricted to authorised partners to ensure a high quality experience to customers.

## SERVICES TRACK

The Services Track is tailored to partners essential to deploying, maintaining and servicing products of the Redpoint Platform and gives qualified partners access to technical knowledge about the Redpoint Platform and product portfolio.

## CERTIFICATION AND PRODUCT ACCESS STRATEGY

CERTIFICATION (TRAINING)	PRODUCT ACCESS		
	PWS	C-PWS	RTLS
TIER I	YES	NO	NO
TIER II	YES	YES	NO
TIER III	YES	YES	YES

# PARTNER BENEFITS

## PROGRAM BENEFITS

### ACCESS TO REDPOINT PARTNER TEAM SERVICE

All partners have access to administrative support and pre-sales consultation via [partner@redpointpositioning.com](mailto:partner@redpointpositioning.com).

### ACCESS TO REDPOINT TRAINING PORTAL

Redpoint offers free online training on RAIN RFID, Redpoint products, and the partner product portfolio.

### ACCESS TO REDPOINT PARTNER, SUPPORT, AND DEVELOPER PORTALS

Redpoint partner portals provide access to sales and marketing tools, technical support, training, and more.

### USE OF REDPOINT PARTNER NETWORK PARTNERSHIP LEVEL BADGE

All partners receive an Redpoint Partner Network level badge for marketing use.

### ACCESS TO THE REDPOINT DEMONSTRATION UNIT PROGRAM

The Redpoint Demonstration Unit Program provides discounted hardware for evaluation, training, and demonstration.

### ACCESS TO STANDARD SALES ENABLEMENT RESOURCES

Sales enablement assets, such as presentations and training webinars, are available via the Redpoint partner portal.

### ACCESS TO REDPOINT TECHNICAL SUPPORT ENGINEERING TEAM

All partners who have completed training requirements can request support for products under warranty via the support portal.

### ACCESS TO REDPOINT'S SELF-SERVICE PARTNER MARKETING TOOLS

Marketing assets available on the Redpoint partner portal and website include images, presentations, and co-branded collateral.

### LISTING IN REDPOINT PARTNER DIRECTORY

Partners can publish a profile in the Redpoint Partner Directory, which is discoverable by anyone.

### ACCESS TO REDPOINT CONNECTED PROGRAM PROMOTIONAL OPPORTUNITIES

Expanded promotional and co-marketing opportunities are available to top-tier partners who fulfill prerequisites.

### ELIGIBLE FOR REDPOINT LEAD PASS PROGRAM

Partners qualify to receive leads from Redpoint, distributed based on partners' alignment to customer opportunities.

### ACCESS TO REDPOINT SOLUTION ENGINEERING

Partners can request demos, technical assistance, and product support from Redpoint solution engineers. Redpoint partners receive an Redpoint partner plaque commemorating their achievement in our program.

# OEM TRACK BENEFITS

## **ELIGIBLE FOR EARLY ACCESS PROGRAMS (EAP)**

Qualified partners are eligible for invitation to Redpoint product early access programs.

## **DEDICATED REDPOINT ACCOUNT MANAGER**

Partners are assigned an Redpoint account manager for account planning and go-to-market execution.

## **ACCESS TO REDPOINT MODULE TECHNICAL DOCUMENTATION**

Exclusive Redpoint module technical documentation is available via the Redpoint support portal.

## **ACCESS TO REDPOINT HARDWARE AND FIRMWARE ENGINEERS**

Qualified OEM partners receive access to our staff of technical experts.

## **LIMITED ACCESS TO REDPOINT SALES ENGINEERING RESOURCES**

Qualified partners receive specialized Sales Engineer support.

## **LIMITED ACCESS TO REDPOINT TECHNICAL SUPPORT ENGINEERING TEAM**

Qualified partners receive specialized technical support ticket service.

## **LIMITED REDPOINT CONNECTED PROGRAM PREFERRED PRICING**

Qualified Device OEM partners are eligible for preferred pricing on modules.

## **LIMITED INVITATION TO EXECUTIVE PROGRAMS AND EVENTS**

Partners receive exclusive access to special events hosted by Redpoint.

## **LIMITED PRIORITY REDPOINT PARTNER TEAM SERVICE**

Qualified partners receive priority case service and accelerated response time from the Redpoint Partner Team.

## **INVITATION TO PARTICIPATE IN REDPOINT PRODUCT TRAININGS TO CHANNEL**

Qualified partners are eligible for invitation to sales and technical trainings to the Redpoint channel.



# SYSTEM INTEGRATOR TRACK BENEFITS

## **ACCESS TO THE REDPOINT DEAL REGISTRATION PROGRAM, AND PROGRAM PRICE DISCOUNTS**

Authorized resellers can access deals to win business, plus standard discounts on Redpoint products based on program level.

## **PRIORITY REDPOINT PARTNER TEAM SERVICE**

Qualified partners receive priority case service and accelerated response time from the Redpoint Partner Team.

## **ELIGIBLE FOR EARLY ACCESS PROGRAMS (EAP)**

Qualified partners are eligible for invitation to redpoint product early access programs.

## **DEDICATED REDPOINT ACCOUNT MANAGER**

Partners are assigned an redpoint account manager for account planning and go-to-market execution.

## **INVITATION TO PARTICIPATE IN REDPOINT PRODUCT TRAININGS**

Qualified partners are eligible for invitation to sales and technical trainings to the redpoint channel.

## **ACCESS TO REDPOINT SALES ENGINEERING RESOURCES**

Qualified partners receive specialized sales engineer support.

## **INVITATION TO EXECUTIVE PROGRAMS AND EVENTS**

Authorized resellers can access the Deal Registration Program designed to help win business, as well as standard discounts on Redpoint products based on program level.





# SERVICES TRACK BENEFITS

## **ACCESS TO THE REDPOINT DEAL REGISTRATION PROGRAM, AND PROGRAM PRICE DISCOUNTS**

Authorized resellers can access deals to win business, plus standard discounts on Redpoint products based on program level.

## **INVITATION TO PARTICIPATE IN REDPOINT PRODUCT TRAININGS TO CHANNEL**

Qualified partners are eligible for invitation to sales and technical trainings to the Redpoint channel.

## **ELIGIBLE FOR EARLY ACCESS PROGRAMS**

Qualified partners are eligible for invitation to Redpoint product early access programs.

## **DEDICATED REDPOINT ACCOUNT MANAGER**

Partners are assigned an Redpoint account manager for account planning and go-to-market execution.

## **PRIORITY REDPOINT PARTNER TEAM SERVICE**

Qualified partners receive priority case service and accelerated response time from the Redpoint Partner Team.

## **ACCESS TO REDPOINT SALES ENGINEERING RESOURCES**

Qualified partners receive specialized sales engineer support.

## **INVITATION TO EXECUTIVE PROGRAMS AND EVENTS**

Partners receive exclusive access to special events including the Redpoint Executive Forum.



# PARTNER REQUIREMENTS

## PROGRAM REQUIREMENTS

All partners in the Redpoint Partner Network program are asked to fulfill a set of core program requirements, which ensure the quality and productivity of the Redpoint partner ecosystem.

### COMPLETE ONLINE REDPOINT PARTNER NETWORK APPLICATION

Review program and application requirements in advance. An authorized person must complete the process.

### COMPLETE REQUIRED REDPOINT TRAINING COURSES

For partners to access Redpoint technical support, at least one employee must stay current with required online training.

### STAY CURRENT WITH ONLINE TRAINING CURRICULUM UPDATES

Partners are prompted annually to stay current with Redpoint training and confirm one employee remains active.

### FULFILL REDPOINT CONNECTED PROGRAM PREREQUISITES

Prerequisites are required to access promotional opportunities through the Redpoint Connected program.

### UPDATE REDPOINT PARTNER DIRECTORY PROFILE ANNUALLY

Partners must update Redpoint Partner Directory listings at least annually with current information.

### PARTICIPATE IN JOINT ACCOUNT PLANNING

Partners are expected to participate in joint account planning quarterly or annually.

### PROVIDE ONE CUSTOMER STORY A YEAR

Partners must collaborate on at least one customer story, blog, or solution per year, supported by Redpoint.

### MAINTAIN DESIGNATED REDPOINT SALES REPRESENTATIVE

Partners are asked to maintain a single designated point of contact for their Redpoint account manager.

### DISPLAY THE REDPOINT LOGO ON PARTNER WEBSITE

Partners should display the Redpoint logo on their website in a relevant location.



# OEM TRACK REQUIREMENTS

## **PROVIDE ANNUAL VOLUME FORECAST**

Partners are expected to collaborate on annual forecasts that enable Redpoint to effectively support partner business.

## **MEET ANNUAL VOLUME COMMITMENT**

Partners maintain access to benefits by meeting or exceeding the Redpoint volume target for their region.

## **MAINTAIN DESIGNATED REDPOINT PARTNERSHIP REPRESENTATIVE**

Partners should maintain a designated sales and technical contact for their Redpoint team.

## **MEET REDPOINT CONNECTED PROGRAM REQUIREMENTS**

Partners must fulfill the Redpoint Connected requirements to remain in good program standing.

## **PARTICIPATE IN ROADMAP COLLABORATION**

Partners participate in joint roadmap planning sessions with their Redpoint team. Partners expected to provide regular roadmap updates to Redpoint.

## **PARTICIPATE IN THE REDPOINT CONNECTED PROGRAM**

Partners must complete a questionnaire to confirm Redpoint Connected participation, which requires that partners both identify and promote products that use Redpoint technology.



# SYSTEM INTEGRATOR TRACK REQUIREMENTS

## PROVIDE FIRST-LINE CUSTOMER SUPPORT

Resellers are responsible for first-line customer support. Redpoint technical support is available to partners who have fulfilled their training requirements.

## MEET ANNUAL REVENUE COMMITMENT

Partners maintain access to benefits by meeting or exceeding the Redpoint revenue target for their region.

## PROVIDE ANNUAL REVENUE FORECAST

Partners are expected to collaborate on annual forecasts that enable Redpoint to effectively support partner business.

## MAINTAIN DESIGNATED REDPOINT PARTNERSHIP REPRESENTATIVE

Partners should maintain a designated sales and technical contact for their Redpoint team.

# SERVICES TRACK REQUIREMENTS

## PROVIDE FIRST-LINE CUSTOMER SUPPORT

Services partners are responsible for first-line customer support. Redpoint Technical support is available to partners who have fulfilled their training requirements.

## PROVIDE ANNUAL REVENUE FORECAST

Partners are expected to collaborate on annual forecasts that enable Redpoint to effectively support partner business.

## MEET ANNUAL INFLUENCE TARGET

Partners are expected to meet or exceed an annual influence target.

## MAINTAIN DESIGNATED REDPOINT PARTNERSHIP REPRESENTATIVE

Partners should maintain a designated sales and technical contact for their Redpoint team.