

Accelerating solution sales.



Channel Partner Program.



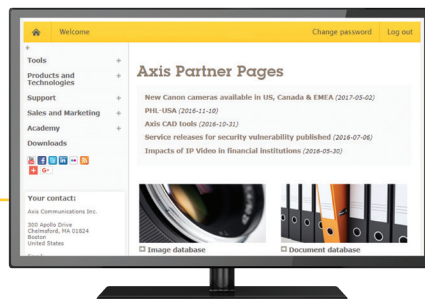
In today's performance-rewarding environment, it's easy to lose sight of the value of true partnership - of trust, commitment and of actively supporting others. At Axis, we believe that opportunities increase when you help others win. That's why we actively work alongside and empower system integrators, value-added resellers (VARs) and installers to accelerate solution sales.

Your portal to success

Access to sales and technical support including latest product releases, end of life products, price lists, product comparison guides, and more



Simple to use design tools to help build custom solutions



Enhanced lead sharing capabilities



Track purchase orders and projects



Not for resale demo product management



Projects over \$10k in MSRP are available for special pricing.

Partnership benefits

Three levels of partnership are designed to foster mutual success and reward our partners' investment in the sale of Axis products. Joining the Authorized Partner level is easy – with minimal requirements and a number of benefits to get you off to a highly successful start!



Axis Communications' Academy training

- > Sales and business development
- > System design, installation, & configuration training
- > Classroom, webinar and online tutorials

Professional certification

- > Axis Certification Program

Marketing

- > Marketing collateral
- > Sales kits
- > Syndicated content tool for automatic product updates on your website

Networking opportunities

- > Access to Axis Partner Network of hardware and software vendors, consultants and more
- > Local partner events

Sales support

- > Enhanced sales margins
- > Project pricing opportunity
- > Discounted Not For Resale (NFR) demonstration equipment

Dedicated information

- > Monthly Channel eNews
- > Axis Partner Pages
- > Early product introduction and discontinuation announcements
- > Technical specifications
- > Technology white papers and trends articles

Technical support

- > Online and telephone support
 - from 90+ engineers speaking 15+ languages
- > Instant chat
- > Efficient RMA handling
- > Warranty & Extended Warranty

Please note that some benefits may not be available in all regions.

Silver and gold advantages



Silver and Gold level channel partners have proven their ability to integrate Axis products in end customer solutions and are actively growing mutual business. At Axis, we value and reward partner commitment with extended and exclusive benefits.

Dedicated account management and lead generation

- > Responsive single point of contact
- > Joint sales and marketing planning
- > Support for end customer visits
- > Customer lead forwarding
- > Access to Axis sales engineers, marketing and business development resources

Joint marketing promotion

- > Promotion on the Axis "Where to Buy" website
- > Funded co-marketing opportunities for Gold level Partners

Sales engineering

- > System design services for enterprise customer projects

Advance replacement product service

And of course... partner rebate support

- > Improved margin opportunities
- > Additional discounts on NFR demonstration equipment

Partner requirements

	Authorized	Solution Silver	Solution Gold
Axis Certified Professional staff ³	recommended	Min.1 /country	Min.2 /country
Revenue commitment		\$30,000	\$70,000
Offers complete solutions and demonstration equipment		◆	◆
Offers on-site installation and first line support	◆	◆	◆
Buying from an authorized Axis distributor ⁴	◆	◆	◆

◆ Authorized partners receive a number of benefits including enhanced margin opportunities.

◆◆◆ Silver level partners receive improved margin opportunities¹, extended partner networking opportunities, Silver level qualifier on Axis website, and prioritized technical support as compared to Authorized Partners.

◆◆◆ Gold level partners receive improved margin opportunities¹, regular meetings, extended partner networking opportunities, prioritized web listing, co-funded marketing opportunities and prioritized technical support as compared to Silver level partners. Gold partners have higher revenue commitments as compared to Silver level partners.

Navigating Axis Partner Web

The screenshot shows the Axis Partner Web interface with the following callouts:

- Welcome**: Design tools and resources
- Tools**: Product news, updates, and more
- Products and Technologies**: Technical support via phone, chat, or email
- Support**: Marketing and sales materials, collateral, and images
- Sales and Marketing**: Educational and training opportunities
- Academy**: Additional materials available for downloading and sharing
- Downloads**: Your local Axis contact information and social media handles

Not an Axis Partner yet? No problem!

- 1 Visit www.axis.com/partner or contact your local inside sales representative
- 2 Submit Partner Program application online
- 3 Await approval from an Axis representative*
- 4 Once approved, register for access to your personalized and customizable Partner Web portal
- 5 Begin taking advantage of the many benefits of the Axis Channel Partner Program and the resources available on Axis' Partner Pages

*Please allow up to 2 business days for application approval.

**Already an Axis Partner?
Contact your local Account Executive to gain access to the Partner Pages!**

¹ Axis supports distributors with partner rebates dependent on partner levels. Actual purchase price will be determined by your distributor.

² Where available, service fee may apply. Free service offered on mission critical installations. Contact Axis Helpdesk for troubleshooting and authorization.

³ Where available. Subject to terms and conditions.

⁴ The partner must provide Axis with account numbers from their current Axis distributor(s).

For more information, contact Axis' Account Executive team at (800) 444-2947, option 1 or by visiting www.axis.com/us/en/partners

