



# **TURING PARTNER PROGRAM 2023**



**A PARTNER PROGRAM BUILT  
FOR YOUR SUCCESS**

# Making the World a Safer Place

The Turing Partner Program was designed to suit the business model of our partners. Our program offers our partners the ability to provide their customers the latest in NDAA compliant camera and NVR technologies, expand their portfolio and services with an AI-enabled surveillance platform, and take advantage of recurring revenue streams. Turing solutions deliver an additional layer of analytics and business insights for customers to transform their physical security infrastructure and improve operational efficiencies.

We are committed to being a channel-first company and provide our partners with the sales, marketing, enablement, and technical support along with tiered pricing discounts to ensure their success.



**Co-Marketing  
Collateral and Leads Sharing**



**Regional or National  
Collaboration Sessions**



**Introductory  
Product Training**



**Technical Roadmap  
Collaboration Sessions**



**Exclusive Project  
Registration Program**



**Discounted Demo  
Equipment**



**Pricing  
Discounts**



**Recurring Revenue via  
Customer Success**



**FREE Extended  
Warranty**



**Turing  
University**



**Turing  
Partner Portal**



**Priority Assistance  
Technical Support**



# TURING PARTNER PROGRAM BENEFITS

We provide partners with long-term annual revenue streams through a portfolio of products designed for the post-pandemic workplace. And to ensure customer success, we provide our partners with valuable tools, resources, and training.

When you partner with Turing, you join a growing, global community of integrators and technology & service providers that complement and extend our offerings in innovative ways – optimizing health, safety, and security in the workplace.

	Authorized	Preferred	Premiere	Platinum	Titanium
<b>REQUIREMENTS</b>					
Annual Revenue Commitment		\$25,000	\$75,000	\$200,000	\$500,000
<b>PRODUCT KNOWLEDGE</b>					
Turing Partner Portal Access	✓	✓	✓	✓	✓
Turing University	✓	✓	✓	✓	✓
Tech Tuesday Webinar Series	✓	✓	✓	✓	✓
Technical Roadmap Collaboration Sessions	✓	✓	✓	✓	✓
Introductory Product Training	-	✓	✓	✓	✓
<b>PREFERRED PRICING</b>					
Annual Recurring Revenue	✓	✓	✓	✓	✓
30-Day Free Trial Licenses	✓	✓	✓	✓	✓
Discounted Demo Equipment	✓	✓	✓	✓	✓
Exclusive Project Registration Program	-	✓	✓	✓	✓
Pricing Discounts Through Turing Authorized Distribution Partners	-	✓	✓	✓	✓
Complimentary Demo Equipment	-	-	-	✓	✓
<b>MARKETING</b>					
Partner Co-Marketing	✓	✓	✓	✓	✓
Leads Sharing with Web Insights	-	✓	✓	✓	✓
<b>COLLABORATION</b>					
Regional or National Collaboration Sessions	-	-	✓	✓	✓
<b>TECHNICAL SUPPORT</b>					
Extend Hardware Warranty	Yes Up to 10 Years with an Active License	Yes Up to 10 Years with an Active License	Yes Up to 10 Years with an Active License	Yes Up to 10 Years with an Active License	Yes Up to 10 Years with an Active License
Priority Assistance Technical Support	-	-	-	✓	✓



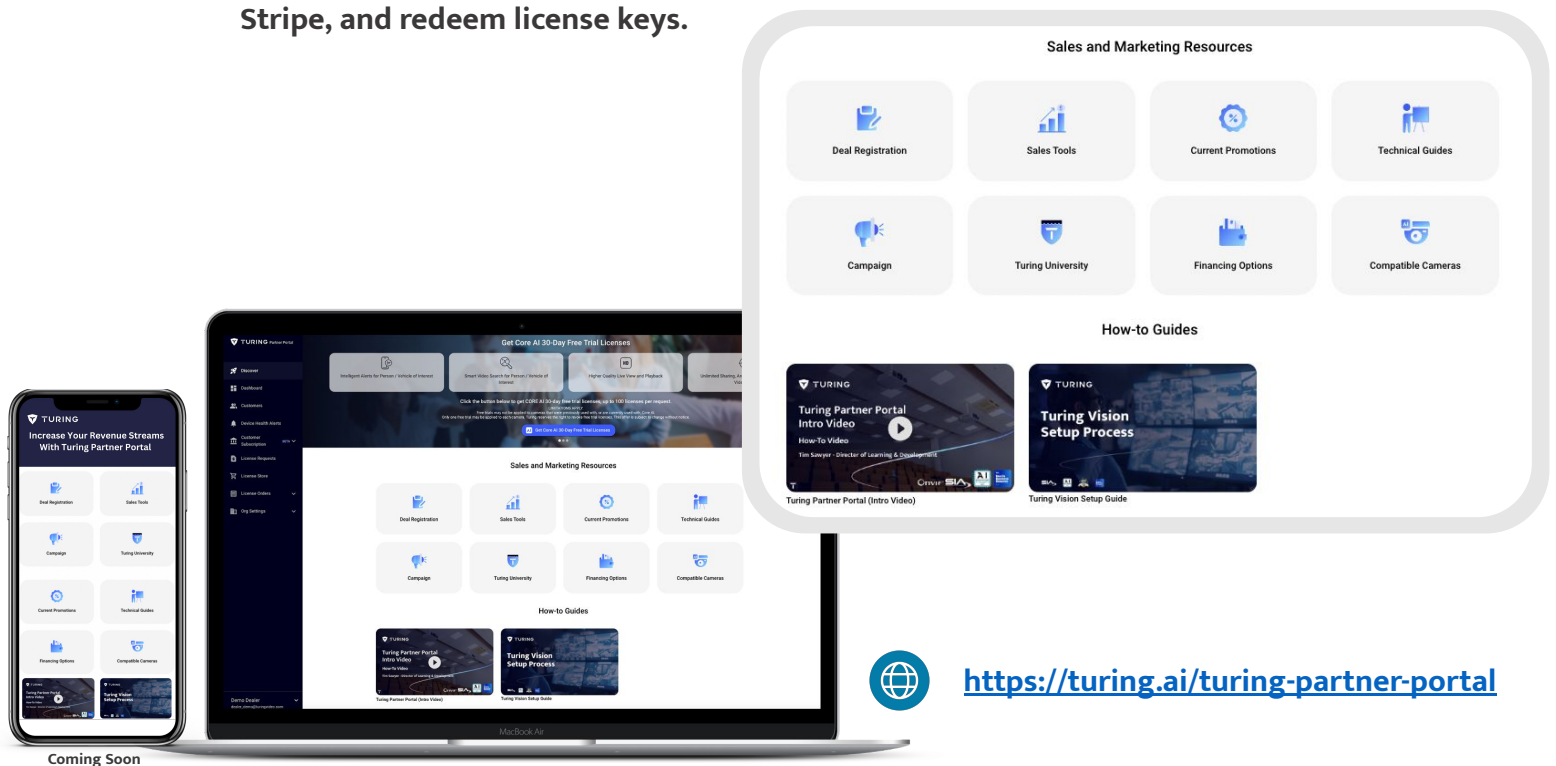
# TURING PARTNER PORTAL

## Elevate Your Business

Turing Partner Portal will elevate your business by driving sales, keeping you informed, providing easy customer device management, and a secure way to track and manage subscriptions.

### Welcome to the Turing Partner Portal.

- Drive Sales
  - Utilize our wide array of helpful sales and marketing resources including sales tools, current promotions, technical guides, campaigns, and decks.
- Stay Informed
  - Monitor your devices remotely and access the latest Turing AI updates and device resources.
- Manage Customer Accounts
  - Upgrade your customers' devices remotely, manage their licenses, and request for admin access to provide additional support.
- Securely Track Subscriptions
  - Track customer licenses, process payments with Stripe, and redeem license keys.



<https://turing.ai/turing-partner-portal>



# TRAINING AND ACCOUNT PLANNING

## Ensure Long Term Success

### Introductory Product Training

Turing understands that training is important. Our Sales Engineers and Enablement Team will train your staff on sales, pricing models, installation etc. to ensure you have the tools needed for success per request. And, Turing team will provide product roadmap briefings, so you have the latest information on our cutting-edge offerings.

### Training and Account Planning

It is our goal to help you succeed and be highly profitable. Turing partners are encouraged to request sales strategy and account mapping sessions with their Channel Managers, Regional Sales Managers, and Sales Engineers. A Turing representative will provide monthly and quarterly check-ins to ensure renewals thus leading to recurring revenue for dealers. Account planning support includes:

- Strategic sales planning
- Project registration program
- End-user support for implementation and renewals
- Joint Marketing



# ROADMAP COLLABORATION

## Be Part of the Future

### Technical Roadmap Collaboration Sessions

Turing partners are encouraged to attend regular Technical Roadmap Collaboration Sessions with our product management team. Here you can share in the vision of Turing with sharing your ideas for future features and products and learn about upcoming product release roadmaps.



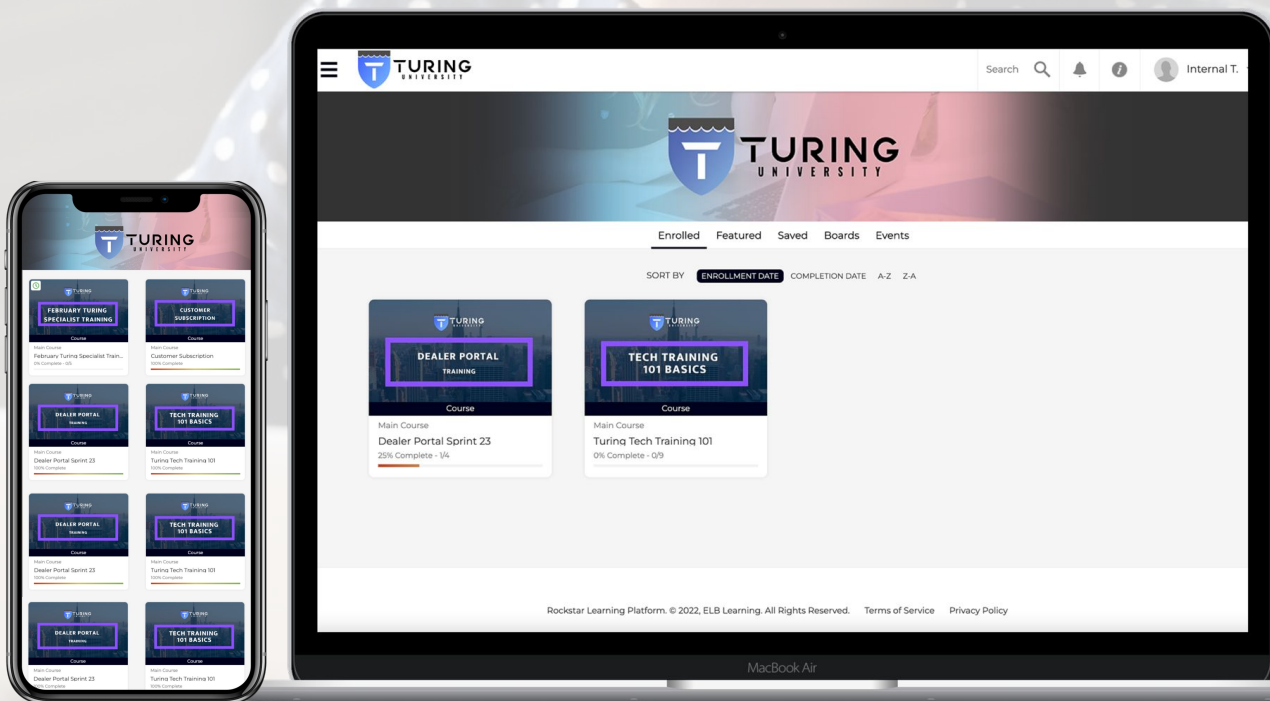
# TURING UNIVERSITY

## Stay Educated, Stay Safe

Turing University is a comprehensive learning portal that will thoroughly educate you on all the incredible features and functions of Turing Products.

Gain access to all of our sales and technical training courses like our 101 Basics Course. Which includes a wide array of modules that covers:

- Sales Training
- Technical Training
- Unboxing
- Smart installation
- Basic AI configuration



<https://turing.ai/turing-university>





# **MARKETING SUPPORT**

## **Leverage the Latest Resources and News**

### **Joint Marketing**

Marketing is key to any business. Turing's marketing team is here to support you whether it is co-branded collateral, product catalog, joint events, web support, and more! Partners can create a dedicated microsite off the Turing website to better track activity and leads. All product resources and signage are available for customization to co-brand. Joint case study development is also available upon request.

As a partner, you are also eligible to participate in events as well as promotional and media opportunities.

### **Ongoing Communications**

Be the first to hear about Turing news through our regular newsletter around product updates, special promotions, and events. You will also receive Turing Partner communications with the latest news, tools, industry insights, updates, resources, and more!





# HI-TECH LEADS SHARING

## Reveal Your Website Visitors

### Increase Website ROI with Turing WebSights

Your website is one of your most important assets. Resources are spent producing content, building landing pages, and increasing traffic, yet most of your website visitors are unidentifiable and failing to generate much revenue. Turing's WebSights is here to help you solve this issue and maximize your website efforts.

### Export and Prioritize Outreach

Export newly-revealed website visitor data to Google Analytics where you can rank them based on Ideal Customer Profile settings. Export company records from Advanced Search to CRM or MAT.

### Save Time & Automate Repetitive Actions

Turing will automatically send you an insights report to help you better target potential customers.





A PARTNERSHIP  
THAT HELPS YOU GROW



# SPECIAL PRICING

## Stay Ahead of the Competition

### Pricing Discounts Through Turing Distribution Partners

The Turing Partner Program offers additional tiered pricing discounts to give you the flexibility in securing projects and the profitability to drive sales.

- **Preferred Partners** receive an additional 3% off from the distributor partner pricing
- **Premiere Partners** receive an additional 6% off from the distributor partner pricing
- **Platinum Partners** receive an additional 10% off from the distributor partner pricing
- **Titanium Partners** receive an additional 15% off from the distributor partner pricing

### Discounted Demo Equipment

We understand the ability to demonstrate products are an essential component of your sales process. Turing makes it seamless to obtain demo gear and has a dedicated team that ensures equipment is delivered in a timely manner and exactly what you need for success.

- **All Turing Partners** receive a 65% off from MSRP
- **Platinum Partners** receive 1 free demo equipment set
- **Titanium Partners** receive 2 free demo equipment set

Note, free demo equipment promotions are subject to RSM's discretions

### Exclusive Project Registration Program

Turing Turing offers project registration exclusively to our program partners to support their opportunities and sales efforts. You can register your project via the partner portal or via the project registration form on our website: <https://turing.ai/partners/project-registration>



# ANNUAL RECURRING REVENUE

## Increase Your Long-Term Revenue Opportunities

### Going Above and Beyond for License Renewals

In order to maintain a source of recurring revenue, a unique approach needs to be implemented. Our Turing customer success team can help you reach this goal with license renewal rates of 90%+ or more.

### You're in Good Hands with Turing

Turing's representative will help your team successfully achieve license/platform renewals by performing the following:

- Hands-on onboarding and implementation
- Quarterly business reviews to determine the success of the product
- Metrics and ROI assessment to ensure successful renewals

Ultimately, the success of your customers means continuous recurring revenue.



# PRODUCT SUPPORT

## We're Dedicated to Your Success

### Design and Installation Support

Our team provides direct support during the project design process. Customer site visitations are also available by our engineering team to troubleshoot during installations.

### Complimentary Extended Warranty

All Turing products are backed by their respective standard warranty. We offer our partners complimentary extended over the counter warranties on cameras and recorders dependent upon their partner level. This ensures your customers investments are protected as well as your profit.

- **Preferred and Premiere** receive a 2-year Over the counter exchange
- **Platinum and Titanium** receive a 3-year Over the counter exchange

### Warranty Policies:

- Returns for credit must occur within 30 days from ship date to customer
- Returns for replacement must occur within one year from ship date to customer
- Turing USA only accepts returned material from direct purchasers and/or authorized distributors. If you should experience a problem with a Turing product, please return to the point of purchase
- You can find most updated and complete Turing RMA policy here: <https://turing.ai/legal/warranty>
- Turing AI is pleased to offer up to ten (10) years of limited warranty for Turing-branded cameras purchased from our authorized distributors and authorized dealers, with a continuous Turing CORE AI license subscriptions.

### Priority Assistance Technical Support

Turing provides North American based support. Titanium and Platinum partners have a priority assistance dedicated line to give you the highest level of support and senior resources.



# APPLY TODAY.

Contact Your Regional Sales Manager for Details  
About becoming an Exclusive Turing Dealer Partner.

## A PARTNERSHIP FOR THE FUTURE



### Turing

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