

PARTNER LEVEL MATRIX



	Authorized Partner	Certified Partner	Preferred Partner	Manufacturing Partner
	<p>Authorized partner is the entry point for new AESP resellers and comes with many initial benefits. Authorized partners are eligible for tools and trainings to help them get acquainted with AESP Autonomous Solutions.</p>	<p>Certified partners have proven their technical and sales expertise by passing the AESP Certification exams and by meeting Certified level sales goals. Certified partners are rewarded with additional program benefits.</p>	<p>Preferred partner status is awarded to our most active partners who achieve and maintain exemplary performance. Preferred partners receive the highest level of program benefits and work closely with the AESP Channel Sales Team.</p>	<p>Manufacturing partner status is awarded to our most active partners who achieve and maintain exemplary performance. Manufacturing partners receive the highest level of program benefits and manufacture AESP products in a specific territory</p>
BENEFITS				
MARKETING RESOURCES				
AESP Partner Locator - Listing	✓	✓	✓	✓
AESP Partner Locator - Company Logo & Profile	✓	✓	✓	✓
Banner Ads on AESP Website	✓	✓	✓	✓
Co-Marketing Programs (Rebate)	0%	35% of MKT costs (maximum of 1% of annual sales)	50% of MKT costs (maximum of 2% of annual sales)	50% of MKT costs (maximum of 2% of annual sales)
Assigned AESP Marketing Manager		✓	✓	✓
Joint Marketing Planning			✓	✓
Partner Logo in AESP Sales Presentations		✓	✓	✓
Incorporation into AESP Sales Demo		✓	✓	✓
Joint Success Stories/Case Studies	✓	✓	✓	✓
AESP Catalog Listing		✓	✓	✓
Press Release		✓	✓	✓
SALES TOOLS				
Sales Territory	No secured territory	100 km	200	To be determine
Inside Sales / Support		✓	✓	✓
Access to Sales Engineer		✓	✓	✓
Dedicated Account Manager			✓	✓
Pricing Incentives (Discount rate)	0%	10%	15%	18%
Sales contacts		✓	✓	✓
Presales support		✓	✓	✓
Partner search listing	✓	✓	✓	✓
TRAINING & SUPPORT				
Webinars (Live and On-Demand)	✓	✓	✓	✓
Partner Training Seminars		✓	✓	✓
Partner Technical Support	✓	✓	✓	✓
Installation Support	✓	✓	✓	✓
Production Support (Manufacturing)			✓	✓
Authorized Technical Contacts (Engineers, technicians...)		✓	✓	✓
PRODUCT DEVELOPMENT				
Participation in Product Previews			✓	✓
Participation in Beta Release Program			✓	✓
Access to AESP Product Roadmap(s)			✓	✓
Developer Licenses**			✓	✓
Exclusive Technical Previews			✓	✓

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Authorized Partner

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Certified Partner

Certified partners have proven their technical and sales expertise by passing the AESP Certification exams and by meeting Certified level sales goals. Certified partners are rewarded with additional program benefits.

Preferred Partner

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Manufacturing Partner

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REQUIREMENTS

CONTRACTS

- Signed Reseller Agreement
- Non Disclosure Agreement

✓

✓
✓

✓
✓

✓
✓

CERTIFICATIONS

- Completion of Certification Training Program
- AESP Certified Technical Professional
- AESP Certified Sales Professional

✓
✓

✓
✓
✓

✓
✓
✓

MARKETING

- Approved AESP logo & Banner placement on partner website
- Purchase AESP Street Lights Demo Kit (Pro-Deal):

✓

✓
✓

✓
✓

✓
✓

SALES REQUIREMENTS

- Trained Sales Representatives
- Proactive sale of AESP products
- Customer support
- Customer references – annual

✓

✓
✓
✓
✓

✓
✓
✓
✓

✓
✓
✓
✓