

# CERTIFIED PARTNER PROGRAM

| how to get certified

# INTRODUCTION

Nedap Identification Systems (formerly known as Nedap AVI) has always considered partner support to be of the utmost importance. We have always tried to design and deliver high quality products and always made sure our clients were satisfied with the products we sold them.

This straightforward approach has always been highly appreciated by most of our partners and clients. This common sense attitude towards customer satisfaction has helped us gain trust and build a loyal channel of partners that are using our long range readers and other products throughout the world to realize impressive applications for their respective clients.

Over the past few years our business has grown, our product portfolio has expanded and as a result our partner channels have also increased.

We would like to make really sure that all our partners get the support that they were used to and that they need. But we'd like to go beyond that, our ambition is to intensify the relationships with you as a partner so that you feel **we are committed to your success**, you are enabled to be competitive by utilizing our sales and support tools and that you are happy and enthusiastic about being a Nedap Identification Systems partner.

In 2014 we will launch our new partner program and our new partner portal. This document describes the ins and outs of the program.

**We thank you** for your loyalty and commitment and we hope to welcome you to our new partner program, so that we mutually can enjoy successes related to the existing and expected products from Nedap Identification Systems.

**Kind regards,**  
**The team of Nedap Identification Systems**

# WHY THIS PROGRAM ✨

We will support anyone that is trying to utilize and install our products. But some of our partners deserve to be supported one step beyond what we already do and have always done.

Nedap's Certified Partner Program is all about allowing you easy access to all that we have available that can help you **being successful** with our products: commercial information, sales tools, marketing material, technical support tools and anything else you and we can think of. We would like to enable you to be recognized as a qualified and respected solution provider based on products and systems from Nedap Identification Systems. And we want to make sure we will keep improving our partner services, hence the initiative to institutionalize our efforts.



# THREE DIFFERENT PROGRAMS

Our systems and products are used in different types of applications and different market segments.

Each product line requires a different skill set and market approach to successfully design and deploy solutions based on that product line. That is why three different programs will be introduced:

- 1 **Certified Partner**  
For long-range identification
- 2 **Certified Partner**  
For wireless vehicle detection
- 3 **Certified Partner**  
For smart city access

Each of these programs offer distinctive benefits and also have specific requirements related to them. You can be certified in more than one program, but you will have to fulfill the certification process for each program separately.

certified partner  
for long-range  
identification



certified partner  
for wireless  
vehicle detection



certified partner  
for smart  
city access



# YOUR BENEFITS

So what is it that you can expect from us when you become a certified partner?

One thing you can expect is that you can access areas on our new partner portal that are reserved for certified partners only.

The portal can be found at the following URL:  
[portal.nedapidentification.com](http://portal.nedapidentification.com)

At the portal all our clients and relations can find essential information and documentation to sell, install and support products that are not reserved only for certified partners. Certified partners however, additionally can expect the following items to appear on the portal for them **exclusively**:

- Specific references and case descriptions.
- Examples of proposals and other sales tools.
- Technical tools for enhanced support of your clients.
- Special discount schemes or reward programs.
- Branding material to get **recognized** as a certified partner.
- Release planning for new or renewed products
- Additional firmware or software.



Certified partners will also be invited to exclusive events and webinars and have easier access to demo equipment or other material to be used at trade shows or other events.

Certified partners are also entitled to more field support for commercial and technical events. And finally, we expect that we will work together with partners in spreading **co-branded** case studies that will highlight industry specific solutions based on Nedap Identification Systems products.

# OUR REQUIREMENTS

What does Nedap ask in return for the additional service that we are providing and the additional opportunities that we are opening up to you by being recognized as a Nedap partner?

Not that much. From all partners that would like to get certified we would expect the following:

- Showing **commitment** and strategic planning in selling Nedap products that belong to that specific partner program.
- Appointing one primary Nedap partnership manager that will act as our first point of **contact**. And initially share and then annually renew contact details of key technical and commercial people in your company that deal with Nedap products.
- Availability of proven **skills** and experience in selling, planning, installing and supporting relevant Nedap products.
- **Promoting** relevant Nedap products on the website, at tradeshow and/or other virtual or physical market places.
- Showing **commitment** and strategic planning in selling Nedap products that belong to that specific partner program.

These requirements are fairly generic. When reviewing your application the appointed Nedap business development manager will of course convert these four generic requirements into more specific criteria

for the program you have applied for. When you're in doubt whether you are able to fulfill these criteria we advise you to speak to your Nedap representative.

- The program '**Nedap Certified Partner for Long Range Identification**' is open to companies that actively sell our TRANSIT, uPASS and ANPR product lines. The program is expected to be rather open and the number of partners that will be allowed access is initially not limited.
- The program '**Nedap Certified Partner for Wireless Vehicle Detection**' is open to companies that actively sell our SENSIT product line. Access to the program is restricted to a small number of companies per region.
- The program '**Nedap Certified Partner for Smart City Access**' is open to companies that actively sell vehicular access control solutions to cities. At the moment only a small number of companies are eligible to join this program, but we are looking for new international partners.

# HOW TO GET CERTIFIED

The process of getting certified is rather simple

1. You get **invited** to join the program. If you are not invited yet, you can request an invitation by sending an email to your Nedap representative or otherwise to: [identification@nedap.com](mailto:identification@nedap.com)
2. You will be provided with access details to our [online partner support portal](#). Please make sure to fill out your contact details.
3. After that you can fill out a simple [application form](#) on the portal to become a certified partner. By sending in your application you also acknowledge the terms of use related to the Nedap branded material and all information that is provided to you.
4. Nedap will **review** your application and will accept it, reject it or ask you for additional information.
5. After initial acceptance you will get full access to the portal and will have three weeks to **complete** missing data related to contact details. If you fail to do this, your certification will be suspended.
6. When everything is completed, you will receive a **welcome pack** within three weeks after completion.

**Let's get certified!**



identification  
systems

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