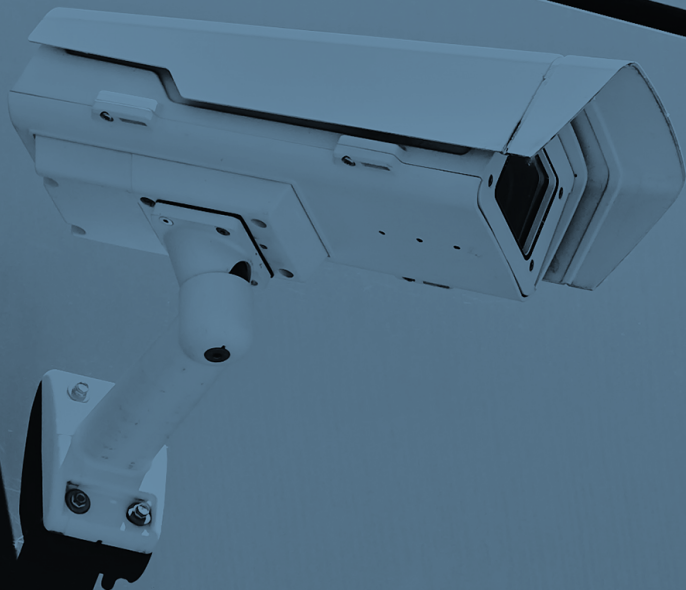


# Eagle Eye Networks Reseller Partner Program

BENEFITS TO HELP GROW YOUR BUSINESS



# Reseller Partner Program overview

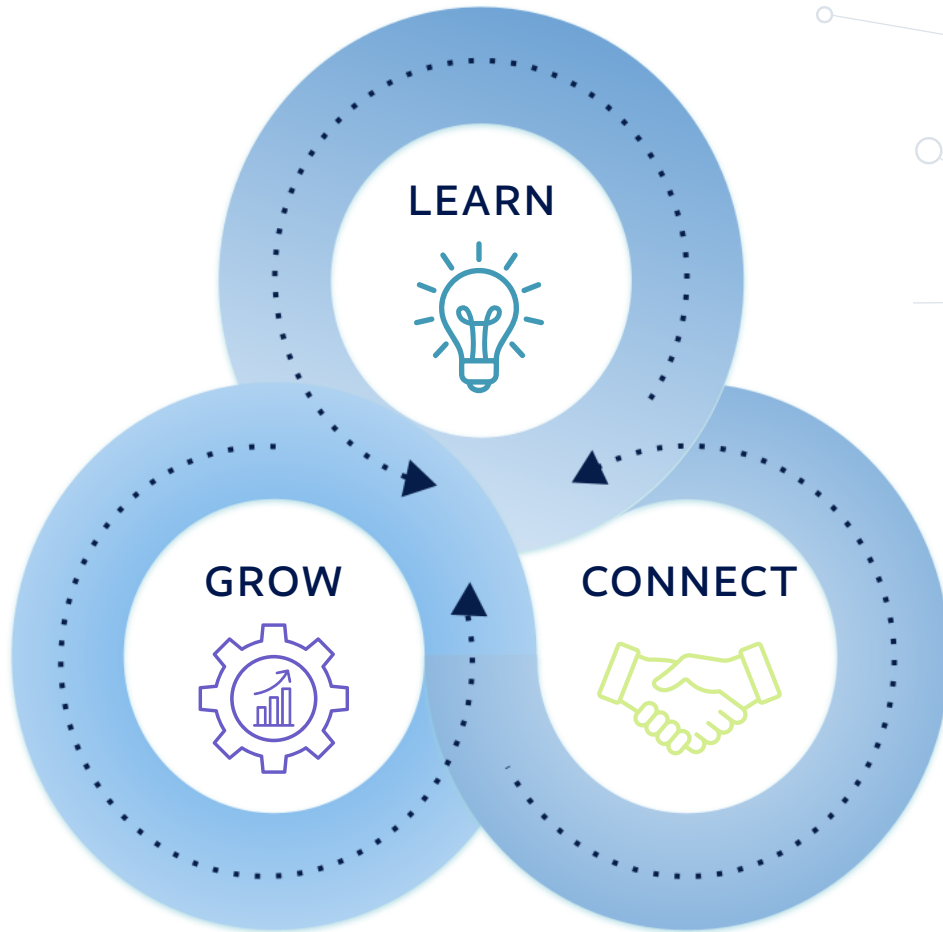
Eagle Eye Networks is committed to working with system integrators and service providers to help you build and grow a successful business with our industry-leading cloud video surveillance. As a reseller, you gain access to valuable tools, resources, programs, and training that will build long-term relationships with end users that maximize your recurring monthly revenue (RMR).

The Eagle Eye Networks Reseller Partner Program has four levels: Authorized, Certified, Certified Pro, and Certified Blue. Each level includes benefits that can help grow your business. Eagle Eye Resellers earn their partner level. Eagle Eye Networks reviews and assigns partner levels twice annually based on proper qualifications. Resellers who do not purchase Eagle Eye products direct with Eagle Eye are eligible for the Associate Reseller Partner Program.

All Eagle Eye Resellers receive 24x7x365 support at no cost, available by chat, email, or phone.

	AUTHORIZED	CERTIFIED	CERTIFIED PRO	CERTIFIED BLUE
<b>QUALIFICATIONS</b>				
Recurring monthly revenue (RMR)		\$250	\$2,500	\$5,000
Minimum accounts added annually		2	4	6
Hardware purchases annually		\$5,000	\$20,000	\$45,000
Certified technical staff	1	25%	50%	75%
<b>BENEFITS</b>				
Eagle Eye University courses	✓	✓	✓	✓
Brandable marketing materials	✓	✓	✓	✓
Local Search Marketing Program		✓	✓	✓
Demo bridge (up to 6 free subscriptions)		✓	✓	✓
Project Registration Program		✓	✓	✓
Customer Pilot Program		✓	✓	✓
Local Reseller Referral Program		✓	✓	✓
Cloud Call Program			✓	✓
Qualified Leads Program			✓	✓
Committed Leads Program				✓
Cooperative Marketing Program			✓	✓
Consultative Partner Marketing			✓	✓
Priority phone and online technical support			✓	✓
<b>REBATE</b>				
Annual Rebate Program			✓	✓

The Reseller Partner Program is for resellers who purchase from Eagle Eye Networks. Eagle Eye Networks reserves the right to make exceptions, promotions, or demotions of partner levels.



# Eagle Eye Networks offers several benefits to help you:

## LEARN

With multiple learning paths, Eagle Eye provides access to educational resources, self-paced or instructor-led courses, and certifications for your entire team to help expand your knowledge.

## GROW

Drive demand with marketing materials, resources, and programs that grow leads and close deals. Dedicated regional sales support and registration programs help build recurring revenue to future-proof your business.

## CONNECT

Eagle Eye is by your side with priority phone and online support, local reseller referrals, professional service teams, and annual events like Cloud Security Summit to keep us connected and growing together.

# Reseller Partner Program benefits

As a partner, you gain access to valuable tools, resources, and training that will help you market, sell, and build long-term relationships to maximize your recurring revenue.

## LEARN

Access training, certifications, events, and resources to reduce truck rolls and support calls, learn new marketing tactics, accelerate sales, and educate customers.



### Eagle Eye University Courses and Certifications

Resellers are encouraged to improve product knowledge and become certified through regional in-person events, custom training tailored to your team, live virtual events, and self-paced courses available on-demand. Our courses are designed to boost sales and optimize installations, whether you attend live or on-demand training.



### Marketing Jump Start Resources

Learn more about digital marketing and how to maximize your partnership with Eagle Eye through Marketing Jump Start resources. This includes a marketing overview webinar to educate you on the available resources and programs and how-to guides such as an Eagle Eye contacts directory, social media how-to guide, and a PPC how-to guide.

## GROW

Boost sales with brandable Eagle Eye collateral, digital marketing support, cooperative marketing, and lead generation programs.



### Brandable Marketing Materials

Eagle Eye provides brandable sales and marketing tools including presentations, datasheets, customer success stories, training videos, webinars, and more. This portfolio of materials is available to all resellers to sell Eagle Eye products and services.





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## Local Search Marketing

Eagle Eye works with Certified, Pro, and Blue Resellers to start or improve your local business search engine optimization (SEO) to ensure your business appears on search results pages for security-related terms in your business' area.



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## Cooperative Marketing

Pro and Blue Resellers qualify for Cooperative (Co-op) Marketing whereby Eagle Eye will reimburse the partner for up to 50% of the cost for lead-generating events, lunch-and-learns, vehicle wraps, digital advertising, and more in the form of product credits for future hardware purchases. Eagle Eye may also assist in the staffing for events when appropriate.



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## Consultative Partner Marketing

An in-house team dedicated to partner marketing helps Pro and Blue Resellers drive demand, generate leads, and more.



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## Cloud Call Program

Pro and Blue Resellers are eligible for the Cloud Call Program to generate outbound campaigns to existing customers. Eagle Eye will execute phone and email campaigns to your existing customer base in an effort to generate leads at your request. This program is a fast track to RMR growth.



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## Qualified Lead Program

Eagle Eye generates qualified leads through a wide range of marketing efforts. Qualified leads are distributed to our Pro and Blue Resellers based on certification level and past performance.





## Committed Lead Program

Committed leads are projects where Eagle Eye has been selected as the product of choice by the end user. These leads have an increased closing percentage and are exclusively available to Blue Resellers.



## Demo Bridge - Free Subscriptions

Set up your very own Eagle Eye Cloud VMS Demo Bridge, and connect up to six cameras with no monthly fees. This is an excellent selling tool to showcase your office or a local business of your choice.



## Project Registration Program

Eagle Eye encourages Certified, Pro, and Blue Resellers to register projects through the Project Registration Portal to obtain special or discounted pricing on Eagle Eye hardware, sales assistance, and additional engineering support. Discount levels are determined by your involvement in the project and certification level. Certified Resellers can receive a discount of up to 3%, Pro up to 5%, and Blue up to 7%.



## Customer Pilot Program

Eagle Eye enables Certified, Pro, and Blue Resellers to launch Eagle Eye Networks VMS Pilots with prospective clients without any upfront cost. The equipment and subscription billing for these pilots is suspended until the end of the pilot period. This is a unique way to offer customers a “try before you buy” period with the Eagle Eye Networks Cloud VMS. Eagle Eye Sales Engineers and the Eagle Eye Support team will proactively support the installation and operation of the system for the term of the pilot period while also training your team.



## Annual Rebate Program

Based on your certification level and year-over-year RMR growth performance, Eagle Eye will pay eligible resellers an annual rebate in the form of a credit to your account for future hardware purchases. The rebate will be 5% of the RMR growth for Pro and 7% of the growth for Blue Resellers. Resellers must be in good standing in all criteria on December 31st to qualify. Rebates will be distributed during the first quarter of each year.

## CONNECT

Program benefits extend beyond education and driving demand to include dedicated regional sales support, technical support, local reseller referrals, and more.



## Priority Phone and Online Tech Support

All Eagle Eye Resellers receive 24x7x365 support at no cost, available by chat, email, or phone. As an additional benefit, Pro and Blue Resellers receive priority support via a dedicated phone number. Eagle Eye knows the importance of support when you're on site.



## Local Reseller Referral Program

The Local Reseller Referral Program is for installations outside the original reseller's territory. All Certified Resellers are eligible to take part in a program that enables resellers to seek assistance from Eagle Eye for subcontracting help on installations and services outside your territory.



## Additional Services

Eagle Eye offers several services to support you and your customers:

- Implementation Services
- Health Monitoring
- Incident Video Retrieval
- Premium End User Support Services
- Pro Services

Find out more about the Eagle Eye Networks Reseller Partner Program.

[LEARN MORE](#)