

# The Conduktiv Partner Program

The Conduktiv Technologies Partner Program has been designed around Partner profitability, ease of doing business, and assisting channel Partners to create opportunities to grow your business. It provides training and enablement, technical support, software benefits, sales and marketing tools, and a range of other exclusive benefits available through our Partner portal.

The program provides advancement and incremental benefits based on a Partner's commitment, training and capability/experience with larger customer installations.

Registered Partner	Premier Partner	Elite Partner
The introductory level within the program, our Registered Partner level provides access to significant tools and resources including complimentary software licenses, Deal Registration and our online training program.	Premier Partners have met specific training requirements and have demonstrated experience with medium to large customer installations. Premier Partners enjoy MDF support, enhanced margins and access to qualified sales leads.	Conduktiv's Elite Partners are our most highly trained Partners, and they have extensive experience with enterprise installations. Elite Partners enjoy MDF support, enhanced margins and access to qualified sales leads.
National Partner		
Those Partners with a national reach who obtain greater than 50% of their revenues from inbound sales, including online websites and inbound call centers, are eligible for the National Partner level. National Partners have a unique set of benefits tailored to their business model.		

## Advancement Within the Program

Enrollment in the Partner program is available to all resellers with a Solution Provider business model with less than 50% of their revenues coming from online and inbound selling activities. Solution Providers can register at [Conduktiv.com/partners](http://Conduktiv.com/partners) and will be notified of program acceptance to the Registered level.

Advancement to the Premier level is based on staff completion of online training, an annual revenue threshold, and commitment to online presence, business planning and the Conduktiv Partner Agreement.

Advancement to the Elite level is for Partners with significant revenue and successful sales to enterprise customers, as well as increased levels of staff training on Conduktiv sales and technical training.

Program Benefits	Registered	Premier	Elite
Access to Partner Portal	✓	✓	✓
Online Training Program	✓	✓	✓
Press Release Support	✓	✓	✓
Product Announcements Before General Public	✓	✓	✓
Complimentary Software Licenses	✓	✓	✓
Fast Cash New Business Incentive	✓	✓	✓
Deal Registration – Deal Protection with Margin Enhancement	✓	✓	✓
Conduktiv Partner Level Logo	Registered	Premier	Elite
Appear on Reseller Locator on Conduktiv.com Website	Limited	Prominent Location	Top Position
Pre-Sales Engineering Support	Limited	✓	✓
Co-operative Marketing Assistance with MDF Support	–	✓	✓
Priority Access to Qualified Sales Leads	–	✓	✓
Enhanced Margins – Up-Front Discount	–	✓	✓
Joint Business Plan & QBR with a Conduktiv Executive Sponsor	–	–	✓
Eligible for Global Program Status Recognition	–	–	✓

**Channel Support:**

**North America:** 1 800 829 6468  
channelsales@conduktiv.com

**Latin America:**  
channelsales-latam@conduktiv.com

**EMEA:** +1 44 (0) 1342 821 300  
channelsales@conduktiv.co.uk

**Australia / NZ:**  
channelsales-anz@conduktiv.com

**Asia Pacific:**  
channelsales-apac@conduktiv.com



Conduktiv Technologies Partner Program  
5-Star Partner Program Winner 2015



**Join Now! [www.Conduktiv.com/partners](http://www.Conduktiv.com/partners)**

Conduktiv Technologies Corporation // 7590 North Glenoaks Blvd., Burbank, CA 91504 // 800 829-6468 // [www.Conduktiv.com](http://www.Conduktiv.com)  
Conduktiv Technologies Europe // Goldvale House, 27-41 Church Street West, Woking, Surrey, UK GU21 6DH // +44 (0) 1483 377200 // [www.Conduktiv.co.uk](http://www.Conduktiv.co.uk)