Growth Partner Program

2023 Program



overview

Our Growth Partner Program (GPP) is aimed at improving Authorized Niagara Reseller relationships and business performance with our direct resellers across all regions (Partners). In order to achieve that goal, we have structured our GPP by differentiating our Partners through roles, behaviors, motivators, tools and rewards. We believe everyone wins when resellers are rewarded for adding more value to the VYKON partner channel. The GPP is how we will measure the value our resellers add to the Niagara brand.

SCORECARD SUB-REGION & ROLE

Prior to January 1, a differentiated scorecard will be provided based on sub-region and a Partner's role. The sub-regions are derived from our global markets in the regions of Americas (AMER); Europe, Middle East and Africa (EMEA); and Asia Pacific (APAC). Partners are assigned Distributor or System Integrator based on their role in the market.

SCORECARD LEVELS

Partners will be assigned a level - Platinum, Gold, Silver, Bronze, or Authorized - based on how well the criteria has been met during the past performance year. The performance year of the GPP is measured from September through August. Partner type and level assignments are valid for one year and will be evaluated annually.

The scorecard will be used to provide an annual score, which will determine the multiplier, and eligible rewards, and Level for the following year.

The criteria will be evaluated annually for all sub-regions' scorecards to ensure that they reflect our business needs and provide the best rewards.



developing strong partnerships

VYKON believes in building and fostering strong partnerships through:

- Fair evaluation by a common set of rules
- Rewarding partners for achieving goals
- Working on developing business together
- Providing partners with tools and support
- Building long-lasting relationships

Set common strategic goals Invest in developing business Develop technical knowledge Actively promote brand Expand into new markets Work together on key customers/projects



partner types

DISTRIBUTOR

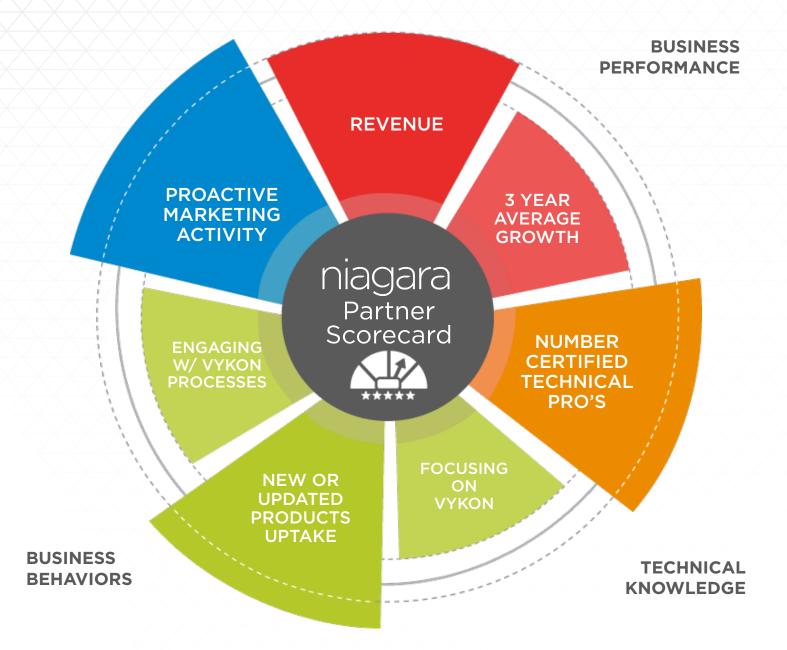
A Reseller who buys either from Vykon directly and sells further to Systems Integrators. Such a Reseller keeps hardware product stock bought from VYKON, and it provides training and technical support with its own technical resources.

SYSTEM INTEGRATOR

A Reseller who buys VYKON products directly from VYKON and/or from Distributors and OEMs. System Integrators build and sell part or complete final solutions for end users and manage installations on site.

Each partner type is based on a partner's position in the market

partner scorecard



The Growth Partner Program Scorecard is a tool used to evaluate partners' performance based on a set of defined criteria.

Official evaluation is done in September of the respective year for the previous 12 months period.

Partners are encouraged to review their progress on a scorecard with their respective VYKON Sales Manager throughout the year to ensure best possible outcome.



partner levels & rewards



	Silver	Gold	Platinum
Market Development Funds (MDF)	*	$\checkmark\checkmark$	
ProServices Hours 50% discount		$\checkmark\checkmark$	
Top Listing & Promotion ^{**}			\\
Partner Council**			~~~

*Available for select partner types

**Partner promotion and partner council based upon availability



partner rewards

market development funds (MDF)

By providing MDF, it allows VYKON to invest in marketing activities to support your business needs assoicated with growing the Niagara brand. To successfully utilize MDF, ensure that the following apply:

- Focus on activities that support business needs
- Your activities should be trackable and measurable
- VYKON Sales and Channel Marketing approval required on all MDF spend
- Achieve the best ROI by planning MDF activities for the year

The MDF program will be reviewed on a yearly basis.





partner rewards

professional services reward

Professional Services (ProServices) rewards are designed to help partners gain entry to new markets and expand Niagara's footprint in targeted market segments. Platinum and Gold partners will receive a special discount when they engage ProServices in the development of special-purpose applications and drivers.

- Platinum: 50% discount on first 40 hours during the program year
- Gold: 50% discount on first 20 hours during the program year

partner promotion reward

Upon availability, VYKON will reward top partners through promotions such as:

- A prominent position on the Where to Buy page on the VYKON website, and a top listing on the partner locator map
- Special Platinum partner brochures

partner council access

Upon availability, the partner council will provide access to key VYKON stakeholders to share ideas and requirements. Top partners will be able to participate in high-level business and product discussions with VYKON at a regular cadence such as in-person meetings with involvement from product, strategy and business management.





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