

Growth Partner Program

2023 Program

VYKON
by TRIDIUM

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.

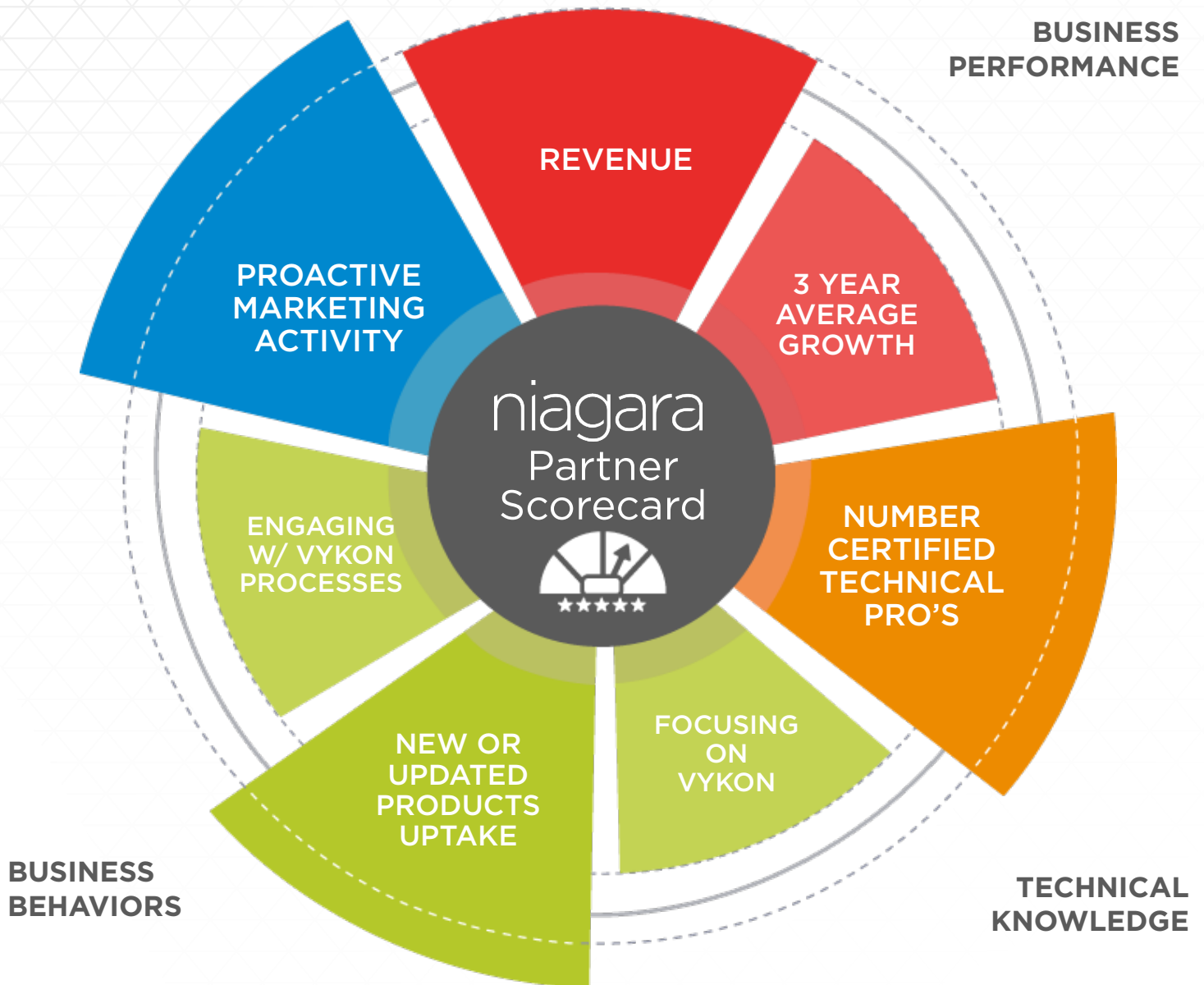
SYSTEM INTEGRATOR

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

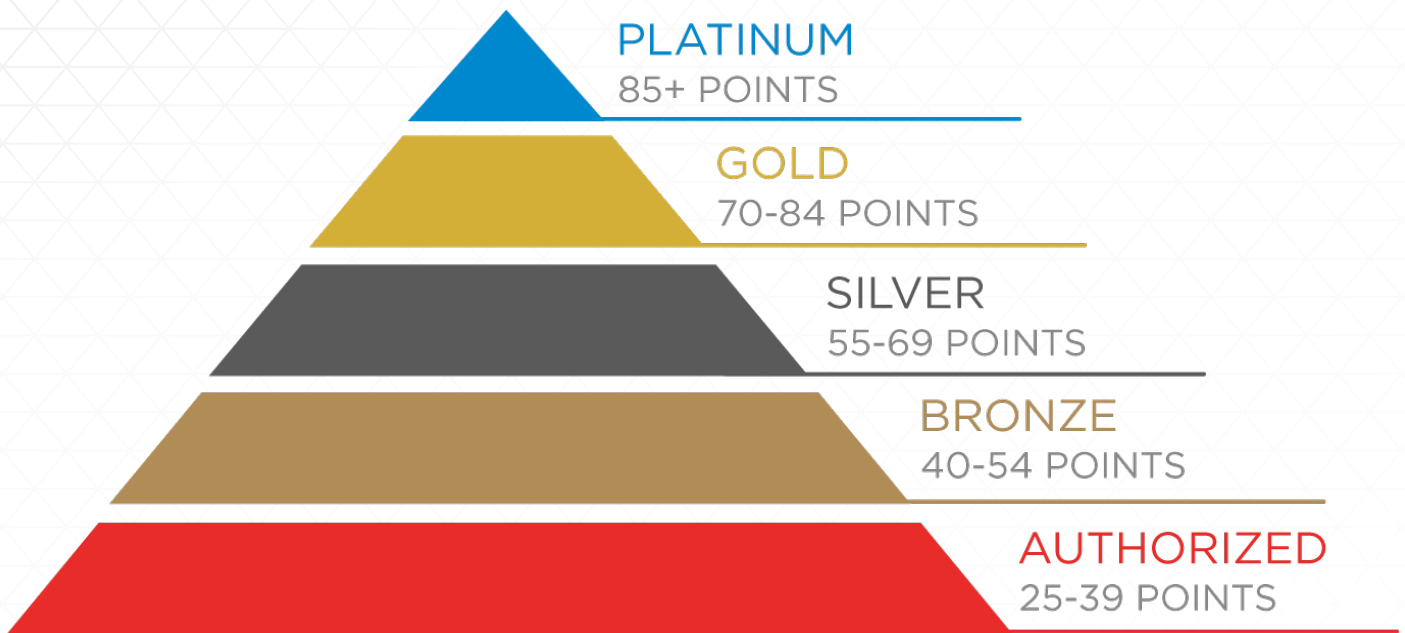


The Growth Partner Program Scorecard is a tool used to evaluate partners' performance based on a set of defined criteria.

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)	✓*	✓✓	✓✓✓
ProServices Hours 50% discount		✓✓	✓✓✓
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 associated 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.



vykon.com

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