

Growth Partner Program

2025 Program

overview

Our Growth Partner Program (GPP) is aimed at improving Authorized Tridium Reseller (Partner) relationships and business performance across all regions. 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 Tridium partner channel. The Growth Partner Program is governed by [GPP Terms & Conditions](#).

SCORECARDS, REGIONS AND ROLES

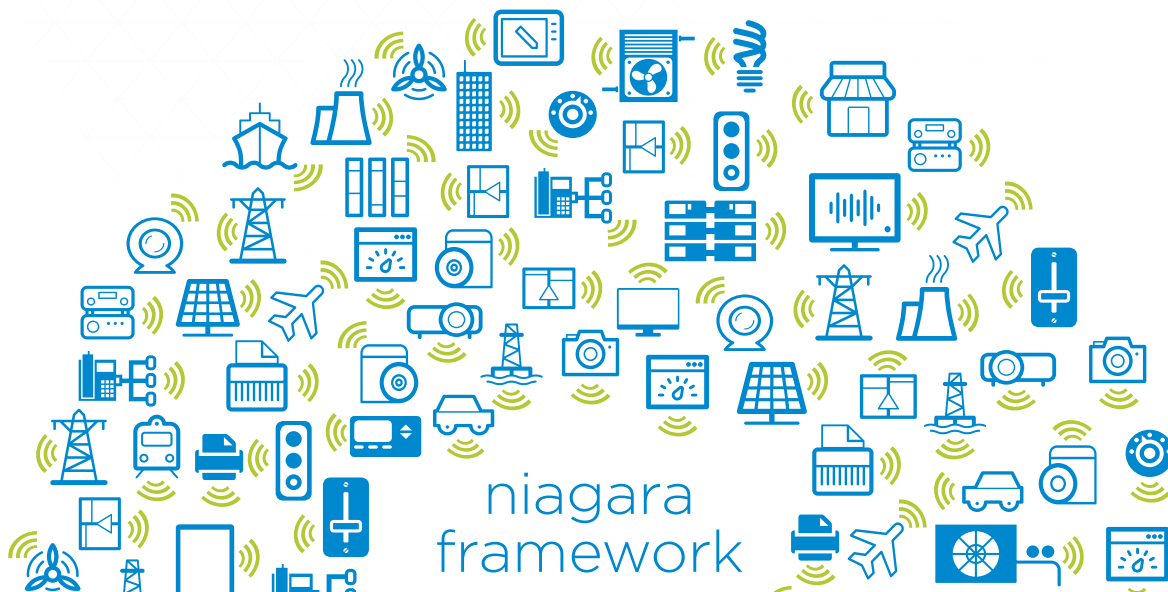
Prior to January 1, a differentiated scorecard will be provided based on sub-region and a Partner's role. Tridium sales regions are derived from our global markets in the regions of Americas (AMER); Europe, Middle East and Africa (EMEA); and Asia Pacific (APAC). Partners are assigned OEM, Distributor,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

PARTNERSHIP LEVELS

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

The criteria will be evaluated annually for all region scorecards to ensure that they reflect Tridium's business focus and provide the best rewards for our Partners.



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



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.

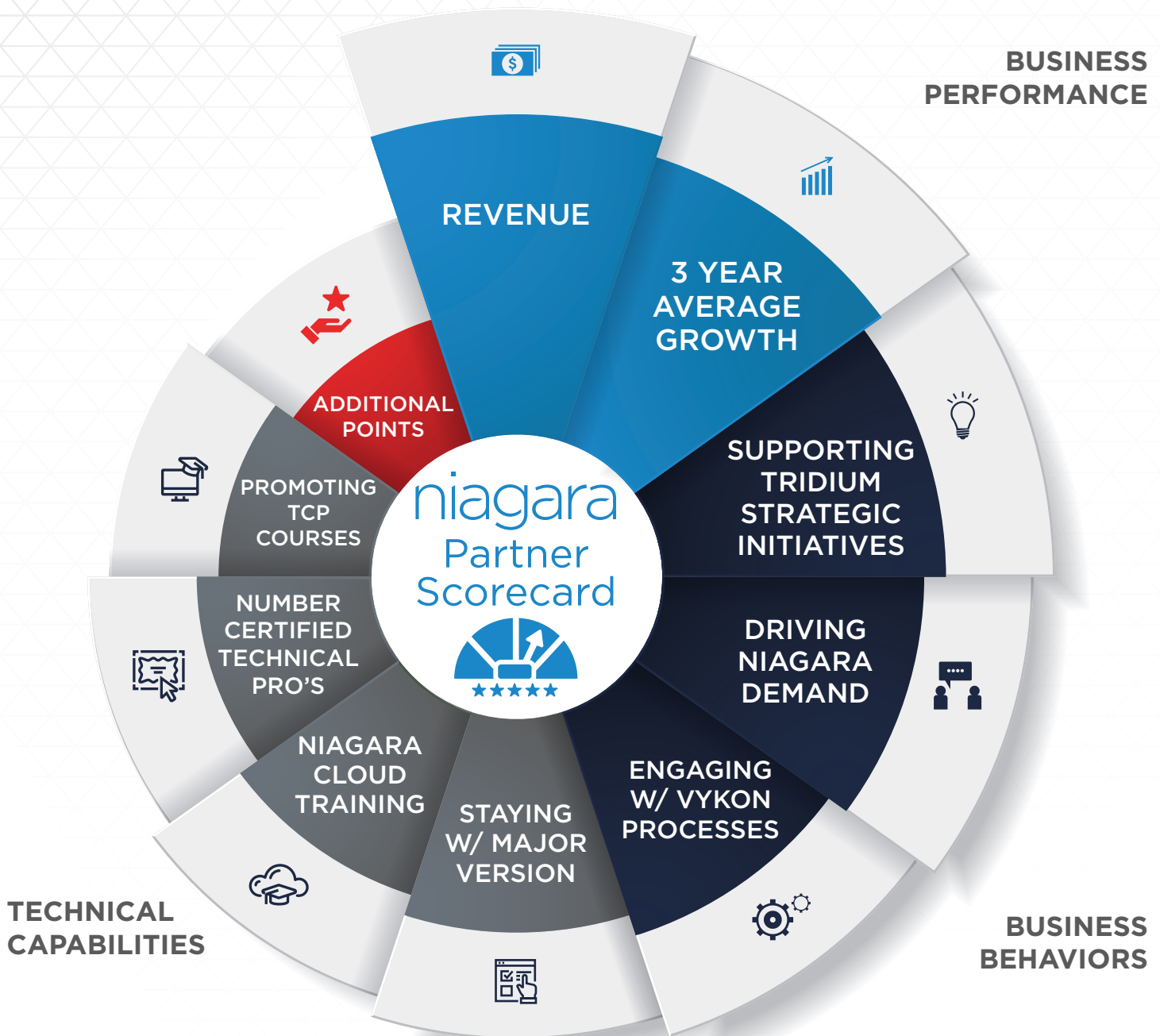
SYSTEMS INTEGRATOR

A Reseller who buys VYKON products directly from VYKON and/or from Distributors and OEMs. Systems 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

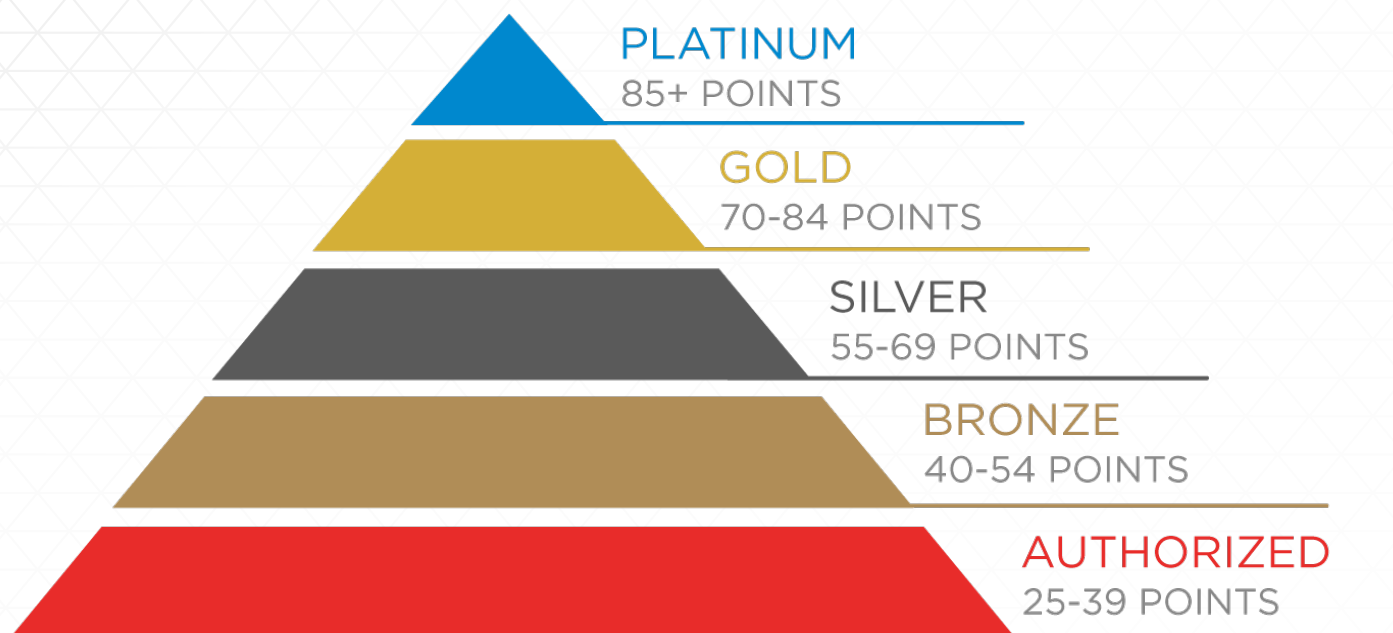


The Growth Partner Program Scorecard is a tool used to evaluate partners' performance based on a set of defined criteria.

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) | ✓ * | ✓✓ | ✓✓✓ |
| Premium Cloud Partner Program Participation | ✓ ** | ✓✓ | ✓✓✓ |
| Partner Council ¹ | | ✓✓ | ✓✓✓ |
| Top Listing & Promotion ¹ | | | ✓✓✓ |

*Available for select partner types

**By invitation only

¹Partner 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.

Please reference
the **MDF**
Guidelines for
specific details on
utilizing marketing
development funds.



partner rewards

premium cloud partner program participation

The Premium Cloud Partner Program provides incentives to existing Platinum and Gold Tridium Global Partner Program (GPP) Distributors and System Integrators to invest in Niagara Cloud Suite, opening the door to new business opportunity.

Silver Distributors and Systems Integrator participation is by invitation only and based on business justification and plan.

partner council access

Partner Council is an important activity which allows us to build and maintain a feedback and discussion platform with our key partners. The Partner Council provides ideas and requirements to key Tridium stakeholders as well as receive updates on ongoing projects.

partner promotion reward

Upon availability, VYKON will reward Platinum 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

ADDITIONAL PROGRAMS

The [Distributor Discount Promotion](#) recognizes top Tridium distributors globally, supports them in continuous future growth, and rewards them for the outstanding achievement of reselling Niagara Framework®.



vykon.com

804.747.4771 Corporate HQ / 877.305.1745 Customer Support

© 2024 Tridium Inc. All rights reserved. All other trademarks and registered trademarks are properties of their respective owners.

Information and/or specifications published here are current as of the date of publication of this document. Tridium, Inc. reserves the right to change or modify specifications without prior notice. The latest product specifications can be found by contacting our corporate headquarters, Richmond, Virginia. Products or features contained herein may be covered by one or more U.S. or foreign patents. This document may be copied only as expressly authorized by Tridium in writing. It may not otherwise, in whole or in part, be copied, photocopied, reproduced, translated, or reduced to any electronic medium or machine-readable form.

2024-0001VK