

# 3VR VIDEO INTELLIGENCE PLATFORM™ ALLIANCE PROGRAM VALUE PROPOSITION



In today's competitive market, 3VR provides a safe way for partners to differentiate their product and services, drive revenue and increase margins. 3VR has an open platform with innovative video analytics, data integration modules, and resources that partners can use to build differentiated service offerings that result in recurring monthly revenue.

- Reliable, simple and best-in-class: 3VR Video Intelligence Platform includes the award-winning VIP Appliance, easy to install and manage — includes a DVR, VMS and more
- Low barriers-to-entry accompanied by significant upsell opportunities with security and business intelligence video analytics and software maintenance programs
- Differentiated recurring revenue opportunities with 3VR analytics and reporting services to offer to your customers

## SAFE, SIMPLE AND BEST IN CLASS

Recommend a safe solution packed with best in class innovations that protect customer investments today but guarantee the platform will continue to deliver in the future. The 3VR VIP Appliance has all the functionality of a DVR and VMS, along with innovative video analytics. This transformative combination gives customers the ability to solve security problems today while offering business, marketing and operations teams, and the ability to leverage this video surveillance system for business intelligence. This approach maximizes return-on-investment and ultimately delivers the greatest value for your customer.

## LOW BARRIERS TO ENTRY AND INCREASED MARGINS

The 3VR VIP Appliance makes it easy for customers to deploy, manage and maintain the solution with a low barrier to entry. Installation time can take less than one hour, resulting in more installations in one day, maximizing the efficiency of your installation teams and maximizing your margins. In addition, 3VR's platform approach creates additional upsell opportunities built around video analytics, business/security system integrations, and software maintenance programs. This total solution allows the customer and partner to win together.

## DIFFERENTIATED RECURRING REVENUE OPPORTUNITIES

The 3VR Video Intelligence Platform provides an open approach that allows partners to develop differentiated recurring revenue services. The enterprise health check, enterprise reporting, and enterprise server are just three of the many ways partners can build integrated service offerings to better serve their customers. 3VR's VIP Alliance program provides the support and enablement partners need in bringing those services to market driving true service differentiation and enhanced margins.

## 3VR VIP ALLIANCE PROGRAM SPECIAL SUPPORT

Differentiated services and specialized skills lead to expanded capabilities in the marketplace. The 3VR Partner Portal tools and resources allow sales teams to focus on priority deals, expanding reach and capacity. 3VR provides unique support tools via the Support Portal to ensure partners can offer the technical support our customers need.

# 3VR VIP ALLIANCE PROGRAM VALUE PROPOSITION

## VALUE OF DIFFERENT LEVELS

### Associate Level

3VR makes it easy to get started with this initial entry level to the 3VR VIP Alliance Program. This level of participation allows Associates to access product training to quickly develop differentiated solutions. Additionally, Associate level members will receive associate level pricing, pre-sales quoting assistance and the ability to participate in our deal registration program.

Key Associate Level Benefits:

- Featured on 3VR.com
- Access to product training
- Associate level pricing
- Access to deal registration program
- Pre-sales quoting assistance

### Advantage Level

The Advantage level of 3VR's VIP Alliance Program rewards partners for sales volume and differentiated service offerings. With all the benefits of the Associate level the Advantage level also allows full access to our complete training portfolio and access to demo equipment for more successful sales presentations. This level includes eligibility to access Marketing Development Funds to help teams generate higher quality leads. Ensuring joint success means working together and at the Advantage level 3VR will assign a 3VR Regional Channel Manager to assist in our joint success.

Key Advantage Level Benefits:

- Eligibility & access to Marketing Development Funds
- Eligible to receive leads from 3VR
- Discounted demo equipment
- Volume Incentive rebates
- Full access to 3VR training
- Assigned Regional Channel Manager
- Advantage level pricing and access to 3VR special price requests

### Premier Level

At the Premier level of participation, members receive 3VR's highest commitment to joint success with a named 3VR Executive Sponsor and Dedicated Channel Manager. Premier members are eligible to participate in the Partner Advisory Board, where they will preview engineering roadmaps, and provide inputs on 3VRs direction/strategy. They receive access to discounted enterprise training and certification to ensure continued innovation in joint products and services. The commitment by both organizations in joint marketing activities also means the ability to share leads and business opportunities.

Key Premier Level Benefits:

- Dedicated Corporate Channel Management + Regional Channel Manager
- Executive Sponsorship from 3VR
- Priority leads from 3VR
- Discounted / enterprise training and certification
- Inclusion in the Partner Advisory Board
- Best pricing from 3VR – Premier level pricing + full access to special pricing request program

## OVERVIEW OF LEVELS AND BENEFITS

Category	Service	Associate	Advantage	Premier
<b>Building a Partnership</b>				
	Annual Business Plan		✓	✓
	Quarterly Business Review		✓	✓
	Assigned Channel Manager		✓	✓
	Assigned Channel Field Support Engineer		✓	✓
	Eligible to receive Partner Award		✓	✓
	Assigned Channel Marketing Manager		✓	✓
	Eligible to attend Partner Advisory Boards			✓
	Executive Sponsorship			✓
<b>Sales &amp; Marketing</b>				
	Featured on 3VR.com			
	Discounted Demo equipment	✓	✓	✓
	Access to 3VR Partner Portal	✓	✓	✓
	Pre-sales Quoting and Configuration Support	✓	✓	✓
	Partner Newsletter	✓	✓	✓
	Access to partner-specific education based on role and competency	✓	✓	✓
	Access to installation and configuration guides for installation success		✓	✓
	Eligible for Marketing Development Funds		✓	✓
	Event Kits for Marketing Events		✓	✓
	Sales Leads from 3VR		✓	✓
	Market Development Funds		✓	✓
	Quarter On Quarter Rebate Program		✓	✓
	Access to leads through 3VR Partner Portal		✓	✓
<b>Service and Support</b>				
	Access 3VR Service and Support Portal	✓	✓	✓
	Software updates and patches (applicable to technology and applications only)	✓	✓	✓
	Phone support assistance from 3VR Partner Support line	✓		✓