

*zenitel*



**BECAUSE TOGETHER  
WE SUCCEED**

**BECAUSE**

■ when communication is critical



**THE ZENITEL CHANNEL PARTNER PROGRAM**  
 Open to value added resellers, system integrators and installers

**DRIVING ADDITIONAL REVENUE OPPORTUNITIES**

Zenitel systems interface with other security systems including CCTV, access control and alarm for a comprehensive security solution. As a Zenitel Channel Partner, you can play a big part in offering leading-edge, trusted solutions to your customers. And by incorporating our secure and intelligent communication devices to your portfolio, you can furthermore generate additional revenue opportunities and grow your business.

**A TRUE NETWORK OF OPPORTUNITIES**

By joining our Zenitel Channel Partner Program, you become part of a global community that connects solution partners, hardware and software application vendors, channel partners, architects, engineers, consultants and more, delivering our customers complete market-leading safety and security solutions. Together, we create unlimited opportunities to deliver an unparalleled experience to our customers.

“ Discover additional revenue opportunities by adding audio to the security mix

**WELCOME TO THE ZENITEL CHANNEL PARTNER PROGRAM**

Are you a value-added reseller, system integrator or installer who sells or recommends Zenitel products and solutions? Are you interested in exclusive benefits that can help you grow your business? If so, we invite you to join our Zenitel Channel Partner Program and:

- Add Intelligent Communication Solutions with world-leading audio technology to your security & safety portfolio
- Get access to world-class training and local support as well as innovative sales and marketing tools
- Connect with our community of experts to offer best-in-class security and safety solutions to your customers.

**ADDING AUDIO TO THE SECURITY MIX**  
 Communication is critical in all areas of business. Just like a tripod that can't stand very well on only two legs, a security installation with video and access control is not complete without the third leg: communication. Incorporating Zenitel's Vingtor-Stentofon audio solutions in your security offering adds interactivity and improves operational efficiency so your customers can better protect and manage their people, property and assets.

**OFFERING NEXT-GENERATION INTELLIGENT COMMUNICATION SOLUTIONS**  
 As a leading provider of Intelligent Communication solutions, we are reaching out to the market with our next-generation audio solutions. Due to their robustness and unrivalled audio quality our solutions are used in the world's most demanding and challenging environments. Zenitel's Vingtor-Stentofon communication systems provide the ability to hear, be heard and be understood in any situation.

**A STRONG PARTNERSHIP**

*“At Zenitel, we believe that strong, long-lasting partnerships are the key to our mutual prosperity – to grow our businesses effectively, we must work together. By joining the Zenitel Channel Partner Program, you will gain from adding the industry's most extensive and reliable audio solutions to your security & safety portfolio. Our Intelligent Communication devices are allowing your customers to hear, be heard and understood, every time.*

*Furthermore our world-class training and local support, as well as innovative tools and services will empower*

*you to succeed and spur your business. In return, we ask you to commit to a partnership consisting of loyalty and trust, along with a genuine belief that we can grow our businesses better together within the Zenitel Partner Community.”*



**Lars Paulsson,**  
 Executive Vice President,  
 Safety & Security

**ZENITEL CHANNEL PARTNER BENEFITS**

Accelerate your business with The Zenitel Channel Partner Program and discover a wide range of benefits including training resources, reliable support and exceptional marketing and sales tools, enabling you to deliver proven technology and valued expertise to your customers

Becoming a Zenitel Channel partner entitles you to use the Partner logo in all your communications and certifies your relationship with Zenitel.

The Zenitel Channel Partner logo enables you to leverage the Zenitel brand and your partnership with us, while showcasing your expertise and credibility to inspire customer confidence.



We encourage you to boost the visibility of your participation in the Channel Partner Program by incorporating the Zenitel Channel Partner badge into your branding strategy.

# ZENITEL CHANNEL PARTNER BENEFITS

The Zenitel Channel Partner Program empowers you to succeed. We offer world-class training and professional certification, as well as providing the Sales & Marketing tools you need to help you identify and promote your company as a Zenitel Channel Partner. In addition, our dedicated and passionate team of local Zenitel Solution Partners can assist you with local technical and sales engineering support.

BENEFITS	ZENITEL CHANNEL PARTNER
<b>MARKETING</b>	
Quarterly newsletter	x
Welcome email and recognition certificate	x
Access to partner-dedicated website (PartnerNet)	x
Partner logo	x
Co-branded marketing tools	x
Partner presence on 'where to buy' on zenitel.com	x
Promotion of partner activities on Zenitel social media, zenitel.com and newsletter	Opportunity based
Invitations to Zenitel sponsored or owned events (exhibitions)	Opportunity based
Partner presence on Zenitel booths (showcasing a Zenitel solution)	Opportunity based
<b>SALES</b>	
Local design, engineering and integration services (Fee may apply.)	Through Zenitel Solution Provider
Quotes and special project pricing	Through Zenitel Solution Partner / Zenitel Distributor
Not-for-Resale (NFR) demonstration equipment at a discount	
Local stock and fast delivery	
<b>TECHNICAL &amp; SUPPORT</b>	
Technical first-line support	Through Zenitel Solution Partner or Zenitel Distributor
<b>TRAINING</b>	
Online training (e-learning / webinars)	Free
Classroom training	Local through Zenitel Solution Partner or Zenitel Distributor
Access to Zenitel Academy	Free

# WHAT'S IN IT FOR YOU?

## PATH TO GROWTH



Accelerate your business by joining the Zenitel Channel Partner Program

- Offer your customers world-leading Intelligent Communication solutions allowing people to hear, be heard and be understood.
- Connect to Zenitel's Global Partner Community consisting of hardware and software technology vendors, channel partners, architects, engineers, consultants and more

## TRAINING



Get that competitive advantage - Zenitel Academy will help you become an expert on intelligent communication solutions

- Commercial and technical training
- Classroom trainings, e-learning, videos, webinars, articles

## MARKETING RESOURCES



Access ready-to-use materials available only to Zenitel Channel Partners

- Download customized and co-branded brochures, solution sheets, campaign kits, posters and more for your marketing activities.
- Dedicated communication: invitations to partner and industry events, newsletters, Zenitel partner pages
- Reference on the 'where to buy' (partner locator) page on zenitel.com
- Access to partner-dedicated website (PartnerNet)
- Partner logo

## LOCAL SALES & TECHNICAL SUPPORT



Our Zenitel Solution Partners and/or Zenitel Distributors can support you with:

- Local design, engineering and integration services
- Quotes and special project pricing
- Not-for-Resale demonstration equipment at a discount
- Local first-line support and efficient RMA handling
- Local stock and fast delivery



# ZENITEL CHANNEL PARTNER REQUIREMENTS

## REQUIREMENTS

## ZENITEL CHANNEL PARTNER

### PROFILE

Buying through Zenitel Solution Partner and / or Zenitel Distributor	Mandatory
Value Added Reseller, System Integrator selling directly to end user	Mandatory
Online registration and partner profile	Mandatory
Acceptance of Terms and Conditions	Mandatory

### TECHNICAL TRAINING AND SUPPORT

Training of sales and technical support teams	Recommended
Offering onsite installation	Recommended
Operational demo environment	Recommended
Offering first-level support	Recommended

### MARKETING

Provision of updated company and product information	x
Zenitel presence on partner website	Recommended
Customer success stories	Recommended

## WHAT DO ZENITEL CHANNEL PARTNERS BRING?

Joining the Zenitel Channel Partner Program is easy, with minimal requirements. Our expectation of our valued Channel Partners is that you will actively commit to growing the Zenitel business and promote the brands within the Product portfolio.

Our Zenitel Channel Partner Program is open to resellers, value added resellers, integrators, contractors and installers who:

- Buy from Zenitel Solution Partners or Zenitel Distributors
- Actively promote and sell the Vingtor-Stentofon product portfolio to end users
- Complete an online training course on our Intelligent Communication Solutions

## BECOMING A ZENITEL CHANNEL PARTNER IS EASY:

LOG ON TO : [zenitel.com/partners/channel-partner](https://zenitel.com/partners/channel-partner) and create a Zenitel account



## THE ZENITEL GROUP

Zenitel is a world-leading provider of Intelligent Communication solutions that allow people to hear, be heard and be understood, in every situation. Because communication is critical in all areas of business, Zenitel systems interface with other security systems including CCTV, access control and alarm systems for a comprehensive security solution.

Building on over 70 years of breakthrough innovations, Zenitel systems are at the forefront of today's technology landscape, well positioned to drive the future of Intelligent Communications. With a full range of IP products and solutions, built-in intelligence and security, the Zenitel portfolio is already providing organizations with maximum flexibility in scale and performance and is ready to reach unparalleled levels of deployment and usage.

Zenitel effectively bridges the traditional gaps between 2-way Intercom and Public Address and General Alarm solutions, making it the best alternative on the market, even for the world's most demanding secure communication environments. Zenitel also sells and integrates world-class third-party products that complement and seamlessly integrate with the Zenitel suite of products and solutions.

Zenitel is also the proven and preferred audio- and data-communication choice for environments that require crystal-clear communication to ensure the protection of human life, property, assets and/or the management of critical activities.

Zenitel has a strong presence in both the onshore and offshore secure communications market through its global brands, Vingtor-Stentofon and Phontech, which are recognized worldwide for offering advanced offshore and onshore communication systems.

**For more information, visit [www.zenitel.com](http://www.zenitel.com).**

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**Vingtor-Stentofon by Zenitel Group** is the world leading provider of intelligent communication solutions. Building on over 70 years of breakthrough innovations, today's technology utilizes secure, intelligible solutions such as IP intercom, Video Intercom, IP Telephony, and Public Address using VoIP.