



ICAN Partner Program Guide

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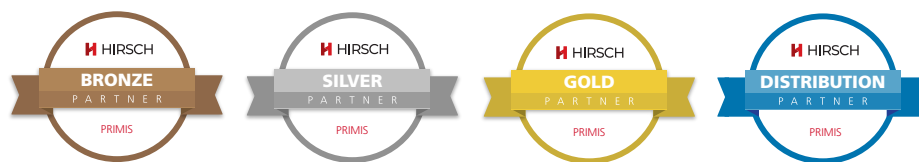


Welcome to the Hirsch Integrated Channel Alliance Network (ICAN) Program Guide.

ICAN is a comprehensive set of sales resources and marketing tools to take your business to the next level.

Hirsch is committed to the success of our partners. Become an ICAN Partner today and join a winning team of global partners who are rapidly growing their businesses.

Four Tiers to Success



ICAN Benefits

	BRONZE PARTNER	SILVER PARTNER	GOLD PARTNER	DISTRIBUTION PARTNER
Discount Off MSRP	20%	30%	32.75%	
Technical Support (first year)	✓	✓	✓	✓
Inside Sales Support	✓	✓	✓	✓
Project Registration (up to 5% discount)	—	—	✓	✓
A&E/Consultant Support	—	—	✓	✓
Discounted Demo Equipment	—	—	✓	✓
Sales Staff Training	✓	✓	✓	✓
Online Technical Training (1 free after first year)	—	—	✓	—
Online Portal Access	✓	✓	✓	✓
Webinar Access	—	—	✓	✓
Authorized Dealer Certificate	—	—	✓	—
Sales Leads Provided	—	—	✓	✓
Partner Advisory Council	—	—	Invitation Only	—
Marketing Concierge Services	—	—	✓	✓
Co-Branded Marketing Materials	—	—	✓	✓
Co-Sponsored Events and Meetings	—	—	✓	✓
Joint End-User Demand Gen Campaigns	—	—	✓	✓
Inclusion in Case Studies/White Papers	—	—	✓	✓
Annual Account Review	✓	✓	✓	✓

ICAN Requirements

	\$10K	\$25K - 99,000K	\$100K +	N/A
Annual Sales Commitment	\$10K	\$25K - 99,000K	\$100K +	N/A
Signed Dealer Agreement	✓	✓	✓	✓
Executive Level Sponsorship	—	—	✓	—
Certified Installers (minimum)	1	1	2	N/A
Demo Equipment Purchase	—	—	✓	—
Link Hirsch on your Website	✓	✓	✓	✓
Business/Marketing Plan	—	—	✓	—
Quarterly Business Reviews (QBRs)	—	—	✓	—
Guarantee 24-Hour Response to Leads	—	—	✓	✓
Beta Test (new solutions)	—	—	✓	—

Advancement to the next program membership level is determined by meeting the requirements of that level.

Hirsch reserves the right to downgrade/upgrade a Partner's membership level, or terminate program membership, at any time if program requirements are not met.

Benefits in Detail

Discount Off MSRP – Probably your favorite benefit. Who doesn't love a discount and more money in their pocket? We like to reward our ICAN Partners for supporting our products in the field. The more you sell, the bigger discount you get.

Technical Support – Certified ICAN Partners have our technical support resources at their fingertips. Check out our comprehensive FAQs and/or submit a support request.

Inside Sales Support – You will receive a dedicated Inside Sales Rep (in addition to your assigned Hirsch Regional Sales Manager) who can assist you with quotes and order processing.

Project Registration – We reward ICAN Partners who actively identify, develop, and win new business. Approved registered projects will receive up to 5% discount in addition to other partner discounts. Partners must submit each project for review via the project registration form in the Partner Portal.

A&E/Consultant Support – Hirsch's ACES Program (for Architects, Consultants, and Engineers in Security) provides information, contacts, and resources dedicated to that same specifier community. For ICAN Partners that would like to participate, you'll work directly with a dedicated A&E Business Development Manager to support your work on RFP & RFI responses.

Discounted Demo Equipment – Receive significant discounts off the MSRP for Hirsch demo equipment. Demo equipment provides an impact on the generation and closing of sales opportunities and can also be used for marketing, demonstration labs, and testing facilities worldwide.

Sales Staff Training – Upon onboarding, the Hirsch Team will set up a meeting to discuss your needs and get you up-to-speed on Hirsch products and how to sell them. We also offer online training courses to help you strengthen your skills.

Online Technical Training – After your first year as ICAN Partner, based on your tier, you'll receive 1 free online training course per year through the Hirsch Academy.

Online Partner Portal Access – Get access to sales tools and technical resources to help you promote the Hirsch line of products.

Webinar Access – Get exclusive access to our quarterly product updates webinars, along with other product and industry-related webinars. Have a topic you want to cover? Let us know and we can make it happen.

Authorized Dealer Certificate – ICAN Partners will earn an Authorized Dealer Certificate that attests that the partner has been granted exclusive rights to sell Hirsch products and solutions.

Sales Leads Provided – For Gold Partners and up, enjoy a closed loop lead pass process via the Partner Portal. The higher your tier, the warmer the leads. Is it getting hot in here?

Partner Advisory Council – Gold Partners will be added by invitation to participate in executive roundtable meetings and help steer product and industry direction.

Marketing Concierge Services – As a Gold and Distribution Partner, enjoy a dedicated Hirsch Partner Marketing Manager. You'll have a direct line of communication for all your custom marketing needs.

Co-Branded Marketing Materials – Need some collateral, a presentation, or custom signage for an event or meeting? Branded giveaways? We've got you covered. Just let your Hirsch Partner Marketing Manager know what you need and when you need it. It's that easy.

Co-Sponsored Events and Meetings – Partner with us for technology seminars, webinars, lunch 'n' learns, trade shows, and more.

Joint End-User Demand Gen Campaigns – Participate in special promotions, email campaigns, and more. Exclusive product/pricing promotions are available for Hirsch Partners, level Gold and above.