



ICAN Partner  
Program Guide  
**EMEA SECURITY**



## **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.

# Five Tiers to Success



## Bronze Partner

Sell any Hirsch product line, commit to a yearly sales requirement and certify a minimum number of individuals via the Hirsch Academy.



## Silver Partner

Sell any Hirsch product line, commit to a yearly sales requirement, certify a minimum number of individuals, and purchase demo equipment.



## Gold Partner

Demonstrate a high-level of expertise and commitment to one or more Hirsch solutions, commit to a yearly sales requirement, certify a minimum number of individuals, and purchase demo equipment.



## Platinum Partner

Show outstanding performance, experience, and loyalty as a security solution provider, meet rigorous, advanced, strategic training criteria, show a high level of success through commitment to and sales of Hirsch's products and solutions, commit to a yearly sales requirement, and purchase demo equipment.



## Diamond Partner

Open to Partners by special invitation only.

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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 and Requirements

## ICAN Benefits

	Bronze	Silver	Gold	Platinum	Diamond
Technical Support	✓	✓	✓	✓	✓
Pre-Sales Engineering Support	✓	✓	✓	✓	✓
Project Registration (up to 5% discount)	✓	✓	✓	✓	—
A&E/Consultant Support	✓	✓	✓	✓	✓
Discounted Demo Equipment	✓	✓	✓	✓	✓
Sales Staff Training	✓	✓	✓	✓	✓
Online Technical Training (2 free after first year)	✓	✓	✓	✓	✓
Online Portal Access	✓	✓	✓	✓	✓
Webinar Access	✓	✓	✓	✓	✓
Authorized Dealer Certificate	—	✓	✓	✓	✓
Sales Leads Provided	—	—	✓	✓	✓
Partner Advisory Council	—	—	—	Invitation Only	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

	Bronze	Silver	Gold	Platinum	Diamond
Signed Dealer Agreement	✓	✓	✓	✓	✓
Executive Level Sponsorship	✓	✓	✓	✓	✓
Certified Installers	✓	✓	✓	✓	✓
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)	—	—	✓	✓	✓

# 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.

**Pre-Sales Engineering Support** – Need some assistance with the technical side of our products to get that sale won? You will have a dedicated Hirsch SE to use for your pre-sale needs.

**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 an ICAN Partner, based on your tier, you'll receive 2 - 4 free online training courses 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** – Platinum Partners will be added by invitation to participate in executive roundtable meetings and help steer product and industry direction.

**Marketing Concierge Services** – As a Platinum and Diamond 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.