Better Inside, More in Sight

# Partner Program

Partner with Milesight, Be Better and Bigger Than Ever

# About Milesight

Milesight is a fast-growing high-tech company delivering smart IoT and video surveillance products with a focus on IoT technologies, including Artificial Intelligence, 5G and LoRaWAN, since 2011. With improved sensing capability and advanced IoT insights, we help customers worldwide optimize their business operation in a more efficient and sustainable way. In collaboration with a global network of distributors and system integrators, we are committed to building open ecosystems and accelerating IoT strategies to the next level.

Milesight IoT delivers products including IoT Gateways, IoT Sensors, IoT Controllers and 4G/5G Industrial Routers & Switches to offer complete device-to-cloud-solutions for massively growing markets of smart office, smart building and smart agriculture in an actionable and adapted way.

Milesight Security provides AIoT video surveillance products including Network Camera, NVR, and Software, deep diving into extensive applications with AI deep learning in Intelligent Traffic, Video Management Platform, and 5G AIoT Solution in a safer and smarter way.

Smart IoT Solution                    AI Video Surveillance

For more info, please visit our website     www.milesight-iot.com

# Preface

To fulfill its strategic plan and demonstrate the real potential of Milesight, with the decade-long expertise in the industries, Milesight is expecting to expand the global footprint through our joint efforts .

Aligning with our motto "Better Inside, More in Sight", Milesight acknowledges the significance of value-added services and cutting-edge technologies to bring more partners into our sight.

Milesight Partner Program is designed to provide a flexible and valuable platform that supports the profitable growth of our partners and distributors as well as provides committed support that encompasses sales, marketing, and technical support. With the insights and expertise in industries of Internet of Things (IoT) and Video Surveillance, our partners can access to a broad range of our products and services designed to help partners address challenges and outperform in the stiff competition.

" Partner with Milesight to expand and extend business potential.

## Extensive Product Portfolio

Milesight's breadth of products including hardware and software across industries of IoT and Video Security, provides one-stop solution for partners to expand business potential. With the most complete and diversified product portfolio, Milesight ensures our partners to remain competitive in the ever-changing market.

## Incremental Technology Innovations

With 15% of annual revenue invested in R&D and 50% of staff working in R&D center, Milesight's strong R&D strength further helps partners to develop its competitive edge through the ability to introduce innovative products and address both hardware and software needs, deliver unmatched global reach and maximize business potential.

## Optimized Business Model

Fully committed to the channel, Milesight maintains a channel-friendly environment with the aim of accelerating together. Through comprehensive yet competitive quoting system, Milesight presents an enhanced business model, helping businesses expand and bringing partner to market faster with greater opportunity to drive business growth.

## All-around Enablement

Milesight offers long-term and sustained support that encompasses sales, marketing, technical and training, enabling partners to yield more tangible opportunities in pre-sale and after-sale stage. Versatile marketing assets and joint actions help partners to develop and grow market awareness. Tailored training keeps partners up-to-date with the latest market trends, product releases, rodamaps, and competitive insights.

Better Inside, More in Sight

# CONTENT

## To Expand and Extend

# To Expand and Extend:

## In Sales

### Extended Business Potential

Milesight offers competitive quoting system to help optimize partners' revenue potential. As a booster to partners' business performance, growth rebate will be rewarded to those who meet the committed growth target. With assured pricing our partners enjoy, business agility, performance and simplicity can all be met.

### Targeted Project Management

Milesight provides its partners with the opportunity to register for projects in order to gain a competitive edge and bolster their position on projects with value-added support, such as project insights, tailored solutions, and exclusive price offers. Additionally, on a case-by-case basis, leads referral is available to maximize partners' chances of clinching deals, while also ensuring a channel-friendly environment and driving mutual growth.

### Incentivizing New Product Program

Milesight's new product program allows partners to have priorities based on their partnership level. We also provide special pricing on new samples to help our partners promote our products in a cost-efficient way.

Furthermore, we offer incentives to partners who provide useful insights into the market demand, allowing us to broaden our product range and equip partners with the capability to be more responsive to the market.

### Agile Market Strategy

For partners with different backgrounds, Milesight offers advisory support and help customize development plans. To ensure partners to be more competitive in the rapidly changing market, Milesight provides insightful research reports on regional markets, including analysis of the competitive landscape, customer segmentation, to keep partners abreast of market trends and help them to better reach and retain customers. Timely discontinuation announcements is also important to help partners adjust their market strategy accordingly.

In addition, Milesight supports flexible inventory management to help partners achieve better inventory flow, enabling partners to operate their business more flexibly.

### Feasible Partnership Development

A successful partnership requires effective communication between the partners, a clear understanding of the goals and objectives of the partnership, and a commitment to work together to achieve those goals. Partners that meet or exceed their sales targets will be eligible for a higher tier and and enjoy infinite privileges and benefits to mutually increase market share, and gain access to new markets.

### Committed Sales Support

Milesight is committed to helping partners to grasp every possible opportunities to close new case by providing all-around support. With a team of experienced engineers and dedicated sales managers to offer professional advice, we help partners navigate the whole process from developing the proposal, preparing the package, adjusting competitive strategy to maximize the possibility of winning the bid and increasing sales.

## Expand Global Reach Together

Milesight offers co-branding opportunities, allowing partners to leverage the existing brand recognition and visibility to develop a more powerful and recognizable presence for both sides in the industry. In order to enhance brand awareness mutually, Milesight provides tailored co-marketing plans to initiate joint marketing campaigns to help reach a larger audience and maximize brand exposure.

Furthermore, Milesight has established a Marketing Development Fund to design and execute marketing initiatives such as advertising campaigns, promotional events and other marketing activities to boost partners' business growth.
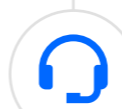
## Preeminent Marketing Connection

Milesight pairs partners with dedicated marketing specialists to provide personalized solutions according to different marketing needs. Our specialists are highly responsive, and can provide partners with advice, guidance and assistance to create effective campaigns. We are committed to providing the best service and support to help partners maximize their marketing ROI.

# In Marketing

## Promote Global Presence and Brand Awareness

Acknowledging partnership helps increase partners' brand visibility and credibility to attract new customers, as well as improve customer loyalty, which contributes to attracting new customers and building trust and loyalty with existing customers.

Milesight issues Partner Certificates as an official recognition on partnerships and a demonstration of our commitment to accelerating partners' business growth.

For new partners, Milesight will officially announce our partnership and renew our official partner page listing along with press release and social media exposure.

## Digital Backbone from Marketing Collateral

Marketing materials are essential for successful and effective promotions. With Milesight, partners are entitled to use the Milesight Logo in connection with selling or distributing Milesight products or services as an endorsement.

Milesight provides versatile and partner-ready marketing assets including digital/print product catalogues, brochures, flyers, posters, leaflets, and other promotional gifts such as Milesight branded pens, USBs, notebooks, etc. Customized gifts are also available on a case-by-case basis. Partners have access to Milesight's digital marketing collateral where various materials for webpages, newsletters, blogs, and social posts are at hand.

# In Tech Support

### Sturdy Foundation of Technical Support

Milesight offers partners prioritized technical support (In English) via phone, email, and online chat to provide assistance with any technical issues that partners may encounter during product installation, connection, and maintenance, and to ensure they are resolved quickly and effectively. On-site support is also available to guarantee a seamless path to success for partners.

Furthermore, our partners have access to extended warranties and special RMA (Return Merchandise Authorization) support which greatly help reduce unexpected repair costs.

### Product Academy

Milesight provides partners with access to a comprehensive knowledge base that includes a vast library of technical resources, such as product datasheets, user guides, and FAQs. Our partners can also take advantage of our online learning platform, which includes tutorials, webinars, and video tutorials, to help them stay up-to-date with the latest technologies and best practices.

Milesight also provides onboarding product training to all partners to help them better understand and promote our products. Roadmap training is also provided to keep partners stay up to date on the latest product releases and industry trends. Training on specific projects is also available to help partners capitalize on opportunities. Our goal is to provide partners with the knowledge and skills necessary to successfully integrate, deploy and maintain our products.
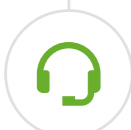
### Professional Technical Assistance

Milesight's committed support engineers are devoted to helping partners to secure new business by rapidly responding to questions, delivering customized solutions, and staying in touch regularly to guarantee success. Our team is highly proficient and experienced in the industry, and we guarantee that our partners will receive the utmost level of customer service and satisfaction.

# Partner Criteria

To encourage worldwide business owners who are interested in Milesight, we cut out the superfluous superfluous words. The essential criteria to build a reciprocal partnership with Milesight are mutual cooperation, collaboration, and communication.

## Cooperation

- Annual Revenue Commitment: differs based on the partnership level
- Quarterly Account Plan Review: based on sales volume, inventory management, and reselling network development, etc.
- Partnership Acknowledgement: partnership announcement, website listing of Milesight information and products

## Collaboration

- Active engagement in future co-marketing campaign

## Communication

- A dedicated representative for Milesight to ensure transparent and seamless communication

# Benefits and Requirements Checklist

| | | | Bronze | Silver | Gold |
|---|---|---|---|---|---|
| **BENEFITS** | | | | | |
| SALES | Margin Strength | Tiered Price | Contact sales for more details | | |
| | | Growth Rebate | | | |
| | Project Management | Project Registration | √ | √ | √ |
| | | Special Price Offer | O | √ | √ |
| | New Product Program | Prioritized New Sample Evaluation | √ | √ | √ |
| | | New Sample Rebate | | O | √ |
| | | New Product Reward | O | √ | √ |
| | Market Strategy | Trends & Insights | √ | √ | √ |
| | | Market Reviews & Development Plans | √ | √ | √ |
| | | Inventory Management | √ | √ | √ |
| | | Discontinuation Announcement | √ | √ | √ |
| | Support | Dedicated Pre-sales Engineer | O | √ | √ |
| | | Dedicated Sales Manager | O | √ | √ |
| MARKETING | Partnership Acknowledgement | Partner Certificate | √ | √ | √ |
| | | Partnership Announcement | | O | √ |
| | | Official Partner Page Listing | | O | √ |
| | | Press Release and Social Media Exposure | | O | √ |
| | Marketing Collateral | Use of Milesight Logo | √ | √ | √ |
| | | Digital/Print Product Catalog/Brochures | √ | √ | √ |
| | | Promotion Gifts | O | √ | √ |
| | Joint Action | Co-Branding Opportunities | | O | √ |
| | | Co-Marketing Plan | √ | √ | √ |
| | | Marketing Development Fund | O | √ | √ |
| | Support | Dedicated Marketing Specialist | O | √ | √ |
| TECH SUPPORT | All-around Support | Prioritized Technical Support | √ | √ | √ |
| | | Extended Warranty Opportunity | | O | √ |
| | | Special RMA Support | | | √ |
| | | On-site Support | O | √ | √ |
| | Product Academy | Onboarding Product Training | √ | √ | √ |
| | | Roadmap Training | √ | √ | √ |
| | | Sales & Project Training | O | √ | √ |
| | Support | Dedicated Support Engineer | | O | √ |

| | Bronze | Silver | Gold |
|---|---|---|---|
| **REQUIREMENTS** | | | |
| Annual Revenue Commitment | √ | √ | √ |
| Quarterly Account Plan Review | √ | √ | √ |
| Partnership Announcement | O | √ | √ |
| Marketing collaboration with Milesight | √ | √ | √ |
| Dedicated Representative for Milesight | O | √ | √ |

*√: supported;  O: to be determined

# Vision for Future

Over the past decade, Milesight designs, delivers and develops the data-driven innovation for a more connected and secure IoT strategy. These developments not only open up immense possibilities and business opportunities, but also come with many technical, economic, and social challenges. With the future-oriented technologies and solutions, Milesight has presented itself to over 120 countries and regions, and has built long-term and trustworthy business relationships.

In the next ten years, Milesight will be committed to delivering the intelligence of the most cutting-edge IoT technologies such as AI, 5G, LoRaWAN® and Sensing, as well as bringing new ideas and smart concepts for efficient development, reducing cost and complexity for applications moving from pilot to project. The data insight, analytics, visualization can be enabled in minutes, realizing a world of pervasive connectivity.