



Software partner program

Brochure 2024

PRO DVX

Welcome to the Club!

Working together means winning more

Working with ProDVX means more than just working with reliable and stable hardware. We know that to make a difference, we need close partnerships. So, we have created an exclusive software partner program to fuel your growth and take our partnership to the next level. As part of our software partner program, you belong to a club of specialists: the ProClub.

Together we can achieve more. That's why members of our Club enjoy many benefits, that are linked to three different tiers. Benefits increase as you progress to each tier. Benefits are based on four different principles, and are created to offer you the best sales, technical and marketing support:

- Exclusive insights. Take advantage of our company's exclusive product roadmap to continually be one step ahead or innovate with us using our exclusive ProContact option.
- Financial benefits. Enjoy the ProClub's financial benefits on registering your projects, getting your sample products and demos or create business from the leads we offer you.
- Sharing knowledge. Educate yourself and your team members with essential industry, commercial and technological knowledge and find all the resources and tools you will ever need.
- Marketing resources. Co-market your target group in your market with our Market Development Fund, create awareness with (co-) branded content or get support to create a case-study out of your successful project.

Fuel your growth with the ProClub. As a channel-centric company, we always support your interests. The ProClub is our way of rewarding you for your continued investment in us.

Want to learn more about the benefits of working with ProDVX and being a ProClub member? Contact your account manager today!

Maikel de Koning
Program Lead

Benefits & commitment

Let's grow together

ProClub silver, gold and platinum partners are awarded many benefits to offer the best sales, technical and marketing support.

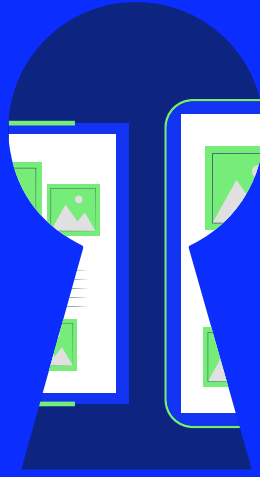
As you progress to each tier, your benefits increase too. Each tier has its own requirements. These are based on your performance and collaboration:

- Your ambassadorship related to your promotional efforts and education.
- The number of product certifications for your application.
- The number of deal registrations you do.

Greater commitment to these requirements means progressing to higher tiers and enjoying even more benefits.

Who shares wins

BENEFIT	Silver	Gold	Platinum
Exclusive insights			
Access to the exclusive ProClub portal	✓	✓	✓
General news and product update notifications	✓	✓	✓
ProContact: your shortcut to ProDVX Support, Marketing, Sales (and Product management for platinum members)	✓	✓	✓
Product roadmap and announcements		✓	✓
Buzz sessions with ProDVX Sales and Product management department			✓
Exclusive rights to certify new products (launch samples)			✓
Financial benefits			
Testing samples (purchase or loan)	✓	✓	✓
Support for samples for your demo room	✓	✓	✓
Support for samples for POC (purchase or loan)	✓	✓	✓
Support for samples for events (purchase or loan)	✓	✓	✓
Deal registration: receive up to 2% financial refund on the invoiced product value of your registered projects	✓	✓	✓
Deal registration: receive project protection	✓	✓	✓
Lead referrals		✓	✓
Sharing knowledge			
ProEducation: technical and commercial training product training for employees	✓	✓	✓
Invitations to technical and commercial webinars from ProDVX	✓	✓	✓
Technical content library (Resource portal)	✓	✓	✓
Marketing resources			
Marketing content library (Resource portal)	✓	✓	✓
Partnership announcement communication		✓	✓
Promotional support for content based on joint solutions (commercial & technical content)		✓	✓
Exclusive possibility for guest blogs		✓	✓
Co-brand content		✓	✓
Exclusive possibility for joint webinars		✓	✓
Support for professional case study (text, photo or video)		✓	✓
Support for joint marketing efforts (online and offline)		✓	✓
Market Development Fund			✓
Sponsorships for joint marketing events (dealer days, local events, partner events)			✓



Explained: exclusive support on sample products

Innovate with exclusive insights

As a member of the ProClub, you enjoy exclusive insights into ProDVX. Insights that will help you to innovate and always be one step ahead of competition. Because we know that in your field of expertise, it's important to stay at the forefront and to keep pioneering.

That's why our Product roadmap, ProContact and sample procedures for ProDVX products will help you win. Below we explain this procedure.

Sample Procedure (Loan)

We provide ProDVX products to ProClub members to showcase functionality or contribute to a swift decision-making process, with the desired result of winning the project.

Every software partner is entitled to request demo-samples for testing purposes for a period of maximum 6 months. The demo-samples are provided based on a Loan Agreement. Platinum members even gain the exclusive right to certify new products based on our launch samples.

Sample Procedure (Purchase)

ProClub members also have the possibility to purchase brand new products with a 30% sample discount. The usual warranty policy applies to all purchased ProDVX samples.

Sample package (Purchase)

You also have the possibility to purchase a selected and recommended samples package. It has a special price of 2.000 Euro and the package contains 8 different products. Contact your Account manager for more info.

Sample uses

Below are couple of examples where you can request the samples for:

- Testing by technical department
- Demo-room showcasing
- Displaying the solution to the customer
- Events, using to display your solution
- POC for a customer
- Technical or commercial training to your customer

Contact your Account manager today if you're ready to receive your ProDVX sample(s)!

Explained: deal registration

Let's grow together

We are committed to rewarding you for driving new business. Which is why ProClub partners enjoy many benefits that will enhance their margin, increase turnover and boost their chances of winning. These benefits will help you progress to higher tiers and thus enjoy even more ProClub benefits.

Rewarding you for driving new business starts with registering your projects. When you register your new project on proclub.prodvx.com, we'll always commit ourselves to rewarding you (or your purchasing party) with the best prices for our hardware. That's our promise!

Financial refund of up to 2% on registered projects

Register a project and receive a financial refund on the invoiced product value of up to 2%. It is not relevant who will be a purchasing party; you as a software partner will be receiving the financial refund on the project! The refund increases when the size of the project increases.

1% Refund for registered projects with 100-299 units

Receive a 1% refund on the invoiced product value when you register a project that consists of 100 to 299 ProDVX units.

2% Refund for registered projects with 300 or more units

Instead of the 1% refund, you will receive a 2% refund on the invoiced product value when you register a project that consists of 300 ProDVX units or more.

Rules of the game

- The project has to be registered at proclub.prodvx.com/sales/register-project.
- The refund applies to a single project.
- The amount paid to you is based on the ProDVX invoice for the purchasing party in the registered project.

- Your refund is paid to you within one month after the moment that the ProDVX invoice is paid.
- The refund also applies to a project with partial deliveries (see ProDVX policy for details about partial deliveries). The refund is paid to you when at least 100 units are delivered, invoiced and paid. For example: if the total project quantity is 500 units, but multiple orders are placed for 50 units, you as a software partner will be receiving your first refund once at least 100 units are paid. This refund is based on the product value for those (at least) 100 units. Once 200 units are invoiced and paid, your second refund will be paid, etc.
- The refund is based on the value of the ProDVX products only. Extra charges like freight, consulting, etc. are not included.
- Only ProClub members can apply for the refund. Your ProDVX Account manager is responsible for communication between all parties that are involved in the project.

The following project details have to be provided when registering the project at proclub.prodvx.com/sales/register-project:

- Preferred ProDVX model
- Quantity, badges, project duration
- End-customer name
- ProDVX purchase entity
- Software party that is present in the project
- Description of the solution
- System integrator (if applicable)
- Expected project procurement dates
- Competition details

Project protection

Together we can achieve more. If you are to register a new project, we will reward you with project protection. Read more about our project protection policy on proclub.prodvx.com/sales/register-project.



Explained: the Resource portal

Who shares wins

Generate demand with all the resources you need. Sharing resources enables us to work together and win more.

Because knowledge is power. Which is why you have 24/7 access to our company's content library, the Resource portal.

Discover how our Resource portal will help you win.

The Resource portal: technical content

As a ProClub member, you have 24/7 access to the Resource portal. Here, you will find all the tools and resources to help you win.

This includes manuals, data sheets, product pictures, technical drawings and more.

Whenever you require anything specific, please contact your Account manager or use ProContact.

The Resource portal: commercial and marketing content

Attract new leads with our digital content. In our Resource portal, you will find videos, photos (lifestyle and product), illustrations, (e-mail) banners, social media posts and whitepapers. This is the fuel for every successful online channel.

Become a true ProClub ambassador by sharing content and progress to higher tiers, and enjoy even more marketing benefits.

Are you looking for any co-branded content? Let us know on proclub.prodvx.com!

proclub.prodvx.com

Join today



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