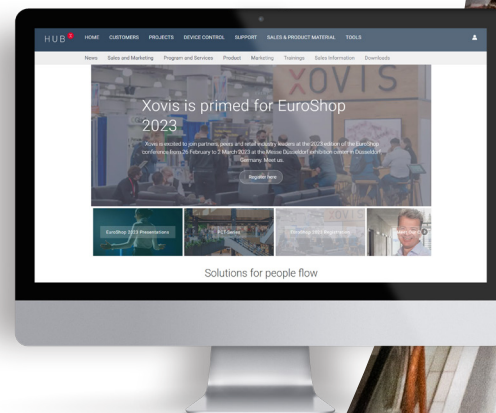


XOVIS

BROCHURE

Xovis Partner Program & Tools

The Xovis Partner Program is rooted in a rich history of collaboration supporting the future of people flow. It includes everything you need to make your business more successful—from marketing to planning, installation to maintenance and support.



Welcome

Dear Partner,

Welcome to the Xovis Partner Program and its many benefits, designed to support you and improve the speed and efficiency of your projects. Our wide range of products and services are designed to help valuable partners unlock the full potential of the Xovis suite for the benefit of you and your customers.

Our partner members of this exclusive program can easily access its many valuable resources on our recently launched partner-focused platform, Xovis HUB. Members of the program enjoy special service packages and access to market-relevant advantages, all designed to help our partners do more of what they do best.

The following pages include essential details about the program and the complimentary welcome package, including online support and personalized training. Whether you are a new partner or have been relying on the accuracy of our sensors for years, we welcome you to a new phase of the Xovis journey and the start of a long-lasting partnership.

With best regards,

Your Xovis Team





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Partnering with Xovis In Good Company

Where can Xovis solutions bring value to customers? Our channel partners have implemented highly inventive solutions that have delivered tangible, measurable benefits to customers in industries as varied as retail, transportation and smart buildings.

Partners continue to trust Xovis' offerings because of an unrivaled reputation for accuracy, quality and reliability. The Xovis portfolio of 3D people counting sensors is one of the broadest on the market. In the retail segment, we have seen our portfolio of partners expand as a new generation of omnichannel retailers embraces behavioral analytics to improve in-store performance.

Our global partners choose us when objective, real-time, and historical data quality matters. The reason why our partners have deployed over 250,000 Xovis PC series sensors is simple: Powerful onboard features, and ease of use combined with flexible integration, even into existing third-party software, mean less time and more projects. Xovis' team of designated professionals—each with a specialty gained from relevant market experience—is ready to offer valuable guidance on accelerating, simplifying, and customizing our products' installation, configuration, and use.



Partnering with us in
Retail, Transportation and Smart Buildings



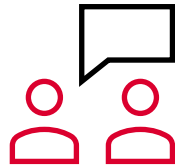
Co-Marketing /
Branding



Sales
Enablement



Xovis Academy



Service and Support



Partner
Program

Xovis Partner Program Our Business is Your Success

The Xovis Partner Program is a holistic, 360° offering—from beginning to new beginning— for solution providers using Xovis PC-series sensors and software solutions. The program is designed explicitly for those partners committed to building solid and long-lasting collaborations and providing end customers with maximum reliability and efficiency.

Member partners, which share a reputation for outstanding technical skills and substantial sales volumes, benefit from additional un-charged service hours and special rates following the conclusion of the initial complimentary welcome package. As a reward for advancing the use and development of Xovis PC-series sensors and software solutions, partners can also leverage co-marketing opportunities, sales tools, tutorials, and technical support. The successes of our partners are regularly promoted, along with product announcements, strategic events, and more in the Xovis Newsletter.

Our Business is Your Success, and we are regularly expanding the benefits provided to collaborative partners that understand the mutual benefits of delivering the highest quality solutions to end customers.



Making an Impact, Together

We know how crucial impactful marketing is to the success of a business, a project, and an entrepreneur. Xovis' multi-disciplined marketing team has deep experience working with global partners on omnichannel strategies and campaigns supporting specific projects, expansions and transitions, and day-to-day awareness building.

Within the scope of the Xovis Partner Program, our international team of creative professionals works with cutting-edge analytical tools to ensure your message resonates with the audience that is essential to your success. From concept to delivery to monitoring, Xovis' marketing team can support you with:

- Co-Marketing: Cross-promoting analytics solutions that use Xovis sensors across different channels, including social media
- Sales Collateral: Production of multiple value content material that moves prospective clients along the sales funnel
- Customizable Sales and Marketing Tools: Analytics tools to accurately measure and respond to campaign performance
- Branding Material: Standardizing corporate branding based on industry best practices
- Lead Management: Marketing leads generated from co-marketing efforts are gathered and delivered directly to you





Staying Ahead

Need to learn more about Xovis, the company's technology and its applications? Our customized training modules are the fastest and easiest way to quickly become familiar with what we do.

Our training resources span the spectrum of the partner experience, from introductory training at the onboarding phase to on-demand virtual learning opportunities that allow you to stay up to date on developments and topics that involve your business, wherever you are.

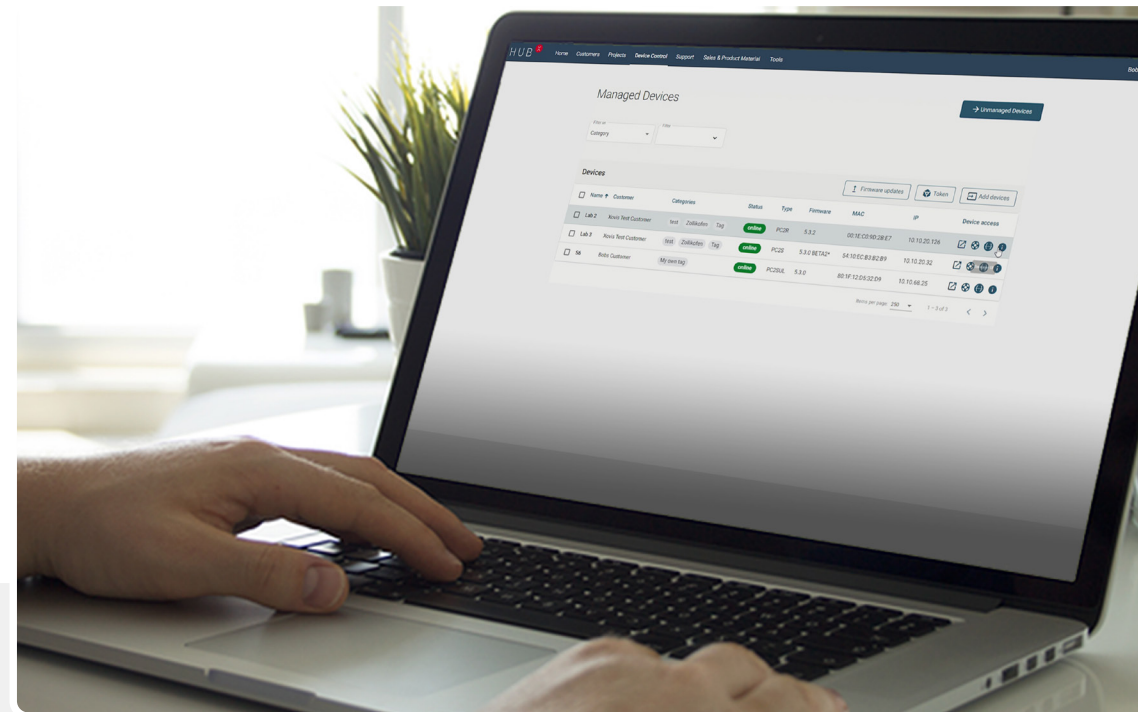
Taught by our experienced professionals, tailor-made trainings, delivered onsite or remotely, prepare to use your knowledge immediately in real-life applications. There are two training modules available: Basic and Advanced. In the Basic module, participants learn how to access their Xovis PC-Series Sensors, do basic set ups and interpret the count data. Participants in the Advance module learn how to configure and manage Xovis PC-Series Sensors, are given case-specific tips and dive into specific topics such as large area tracking projects. Read more about the different Xovis Training Modules and how they can help your business do more.



Manage Xovis Devices Remotely

Our partners are constantly moving between exciting projects and continuously looking for ways to manage more aspects of a project, even when not onsite. To help improve the efficiency of our partners' work, Xovis created a Device Control Portal that allows partners to manage and control Xovis devices, such as 3D sensors and SPIDERS, remotely.

With HUB Device Control, you can cluster sensor categories, filter groups, update, search through all devices, or get detailed information about specific devices. Partners using Device Control can book significant time and maintenance cost savings, and also bring additional value to customers by offering high-quality support services.





Device Control Pro

Limit time and effort spent on maintenance and configuration with HUB Device Control Pro. Configure multiple devices with one click, schedule updates at your convenience, and monitor devices in the field with configurable triggers and alerts. With Pro, it's all possible.

Remove unnecessary barriers and ensure your integration partners and end customers can swiftly manage responsibilities and tasks. Pro's ease of access helps optimize workflows and improve collaboration among different parties.

Improve your security protocol with role-based access management. Featuring SSO/MFA integrations, role-based access allows you to manage permissions and access—from global roles to individual sensors. Minimize potential security breaches and strictly adhere to stringent security policies with Device Control Pro.



”Progress motivates us to do more for our partners, and Device Control is another area where we are constantly evolving to benefit partners like you.“



Customize Your Xovis Devices

Pre-Configuration

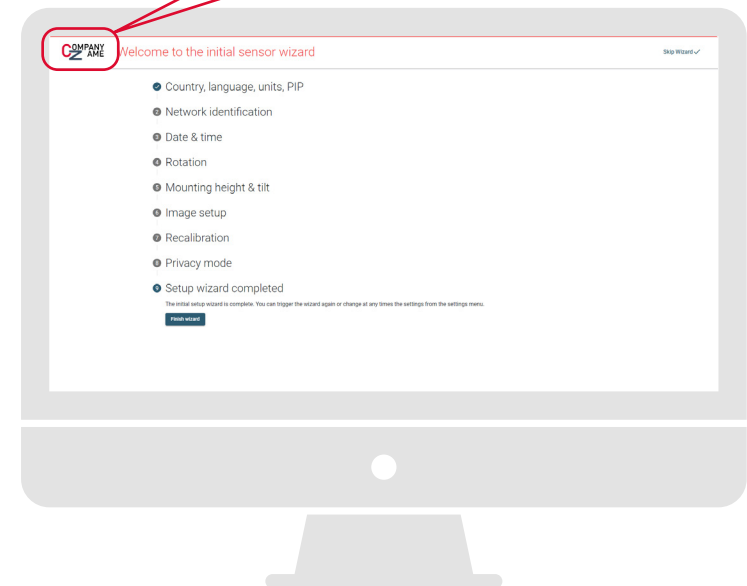
Need a particular configuration for a specific project? Don't want to waste time calibrating onsite? No problem. Xovis 3D sensors can be pre-configured based on settings (IP address, sensor name, etc.) that you define.

Xovis Pre-configuration Service is as simple as completing a form with spec details. Our team experts will apply the settings to the sensors for you. If a Firmware 5 sensor is already available, just hand in the related backup file and the settings are pre-configured accordingly.

Efficient, simple, and time-saving, Xovis Pre-configuration is ideal for expediting the delivery and integration of Xovis 3D Sensors with an operational system.

Personalized Design

Make the WebUI entirely your own! Build your brand's identity using logos and icons designed specifically for your company. Access a complimentary API and create your own layout and visuals from the comfort of your home or office.



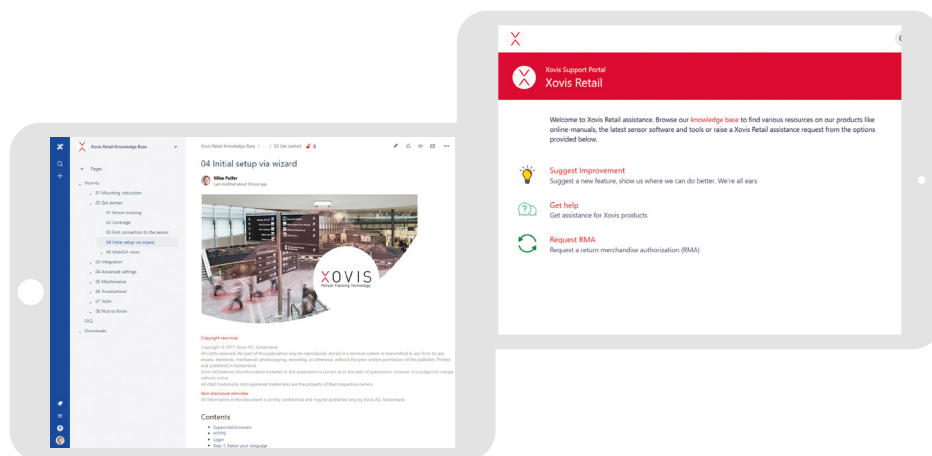


Reliable Resources

Our vast collection of resources offers member partners access to the latest software versions, first-hand tips and tricks, the latest manuals, and news on our ever-expanding product portfolio.

Our global partners work in exciting industries known for fast changes and advances. Identifying opportunities means staying up to speed or, better yet, ahead of the curve. Xovis is constantly curating resources that partners can leverage to keep informed on changes that matter to their end customers.

Knowledge Base, our continually expanding digital library, has an immense collection of reference material about all facets of our products and services. Product trainings and tutorials, both in video and written form, round off our support service and help you make the most of your relationship with Xovis.



Remote setup and validation

Our team of experienced professionals is also available to support your configuration and validation of the Xovis 3D sensors that have already been delivered and installed. Upon activating the “Connect to Xovis Support” button on the WebGUI of the Xovis 3D Sensor firmware, our experts will access the sensors remotely to verify the desired settings via the Xovis Device Control.

Online Support portal

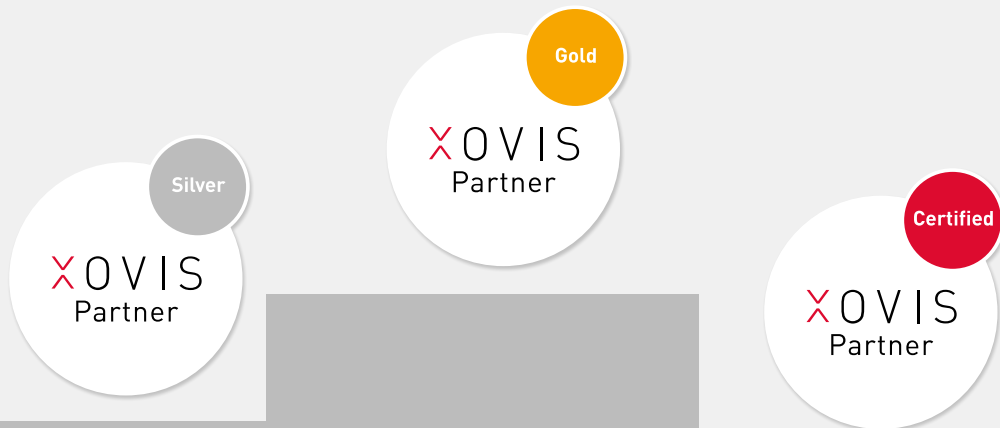
Once registered, every new Xovis customer has access to the Xovis Service Ticketing System at support.xovis.com. In the portal, you can find comprehensive product information and submit support and RMA requests. You also can share product development suggestions and ideas with Xovis Product Management.



Xovis' three Level of Partnership The Rewards of Success

The Xovis Partner Program covers three levels of certification, each with specific rewards and benefits. We believe in our partners, whatever the stage of their development, and we constantly nurture integrators as they grow through the different levels.

There are three levels of partnership



Certified Partner

Actively sells Xovis PC-Series Sensors and AI features. Partner status is granted after meeting a minimum purchase volume and proving a solid knowledge of our products. Certified Partners provide first-level support to end customers.

Silver Partner

Rewards system integrators that proactively promote and sell Xovis products as their preferred platform. Silver Partners have an in-depth understanding of a broad range of possible applications based on Xovis PC-Series Sensors and our portfolio of solutions. In addition to co-marketing opportunities, Silver Partner status covers privileges such as sales leads, training discounts and more.

Gold Partner

Reserved for partners that sell and promote Xovis products as their primary platform. Partners in the highest level of the program possess a mastery of complex data analytics and exceptional business performance. Gold Partners have access to an extensive network for distributing their solutions, and exclusively benefit from attractive training discounts, joint marketing activities, access to Beta versions, and more. Xovis' most selective status, there is a limited number of Gold Partners per region.



Xovis Partner Program Benefits Mutually Excellent

The full extent of the benefits of being a Certified, Silver or Gold partner are difficult to enumerate. The below table highlights the most important advantages of each class.

Partners	CERTIFIED	SILVER	GOLD
Partner Certificate	Yes	Yes	Yes
Use of Xovis logo	Yes	Yes	Yes
Use of partnership logo	Yes	Yes	Yes
Marketing and sales material	Yes	Yes	Yes
Lead forwarding	Yes	Yes	Yes
Joint case studies	Yes	Yes	Yes
Joint communication activities	Yes	Yes	Yes
Joint exhibitions with Xovis	No	Yes	Yes
Exhibition support	No	No	ACM
Product training	Up to 20% discount	Up to 30% discount	Up to 35% discount
Free technical support	10 hours/year	20 hours/year	40 hours/year
Access to Beta versions	No	Yes	Yes
Access to product management	No	Yes	Yes

Qualified Qualifications

Partner status is defined annually for the year following based on criteria communicated at the start of participation in the Xovis Partner Program. The awarded status is valid for one year, with ascendancy to the next level possible as soon as conditions are met. The table below sets out the basic requirements for each level of the Xovis Partner Program.

Partners	CERTIFIED	SILVER	GOLD
Fee	No	No	No
Minimum annual sales volume	100 sensors	500 sensors	1500 sensors
Rolling forecast	Desirable	Annual	Biannual
Annual commercial agreement	Yes	Yes	Yes
End-customer support	Yes	Yes	Yes
On-site installations	Yes	Yes	Yes
Xovis-experienced staff	Recommended	Required	Required
Active use of Xovis logo and communication of partnership	Recommended	Own website	Own website/ PR
Joint success stories	Recommended	Yes	Yes
Technical skills	PC-Series	PC-Series and/or instore analytics	PC-Series and instore analytics

The exclusive Partner HUB



HUB is our partners' gateway into the world of Xovis. An intuitive platform for accessing all the tools you need to streamline operations and simplify your use of Xovis technology. HUB is also a valuable resource center. Here our partners can easily access sales and marketing material, tutorials, pictures, news, and more. The platform also includes AI extensions and bundles. Our partners can manage the licenses in a personalized virtual space dedicated to their business.

Seamless integration

- Planning and mounting wizard tools save you time by simplifying installation.

Easy access

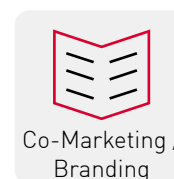
- Managing all aspects of a project—from planning to ordering installation to support—has never been easier.

Better planning

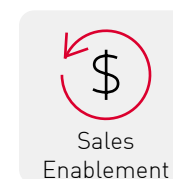
- Pick the best sensors for your project, design your system and collaborate with other partners.

Future proofing

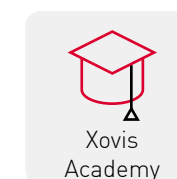
- Constantly evolving, HUB is your one source for all information on new features, including product materials or training.



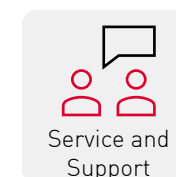
Co-Marketing /
Branding



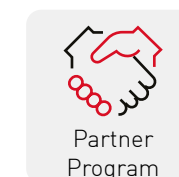
Sales
Enablement



Xovis
Academy



Service and
Support



Partner
Program

