



Growth Partner Program

2023 Program

TRIDIUM

overview

Our Growth Partner Program (GPP) is aimed at improving Authorized Niagara Reseller relationships and business performance with our direct resellers across all regions (Partners). In order to achieve that goal, we have structured our GPP by differentiating our Partners through roles, behaviors, motivators, tools and rewards. We believe everyone wins when resellers are rewarded for adding more value to the Tridium partner channel. The GPP is how we will measure the value our resellers add to the Niagara brand.

SCORECARD SUB-REGION & ROLE

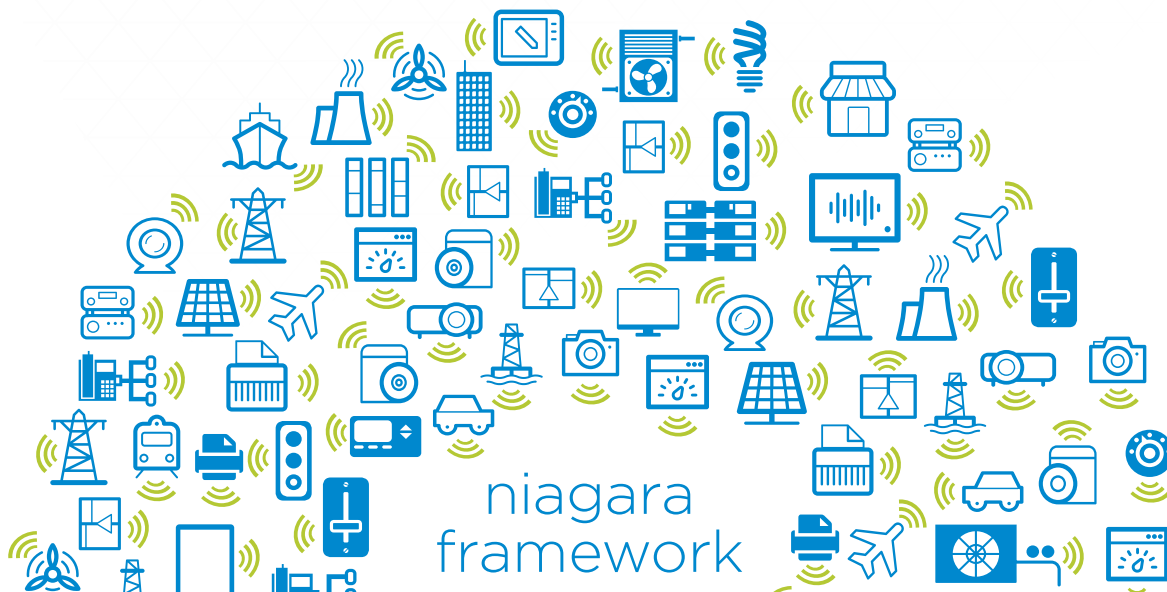
Prior to January 1, a differentiated scorecard will be provided based on sub-region and a Partner's role. The sub-regions are derived from our global markets in the regions of Americas (AMER); Europe, Middle East and Africa (EMEA); and Asia Pacific (APAC). Partners are assigned OEM, Distributor, or System Integrator based on their role in the market.

SCORECARD LEVELS

Partners will be assigned a level - Platinum, Gold, Silver, Bronze, or Authorized - based on how well the criteria has been met during the past performance year. The performance year of the GPP is measured from September through August. Partner type and level assignments are valid for one year and will be evaluated annually.

The scorecard will be used to provide an annual score, which will determine the multiplier, and eligible rewards, and Level for the following year.

The criteria will be evaluated annually for all sub-regions' scorecards to ensure that they reflect our business needs and provide the best rewards.



developing strong partnerships

Tridium believes in building and fostering strong partnerships through:

- Fair evaluation by a common set of rules
- Rewarding partners for achieving goals
- Working on developing business together
- Providing partners with tools and support
- Building long-lasting relationships



partner types

OEM

A Reseller who rebrands Tridium products with its own Brand and builds its own additional solutions on top. A Tridium OEM partner sells through its own distribution channel (Distributors and Systems Integrators). Such a Reseller provides technical support with its own technical resources, holds stock of hardware and provides licensing.

DISTRIBUTOR

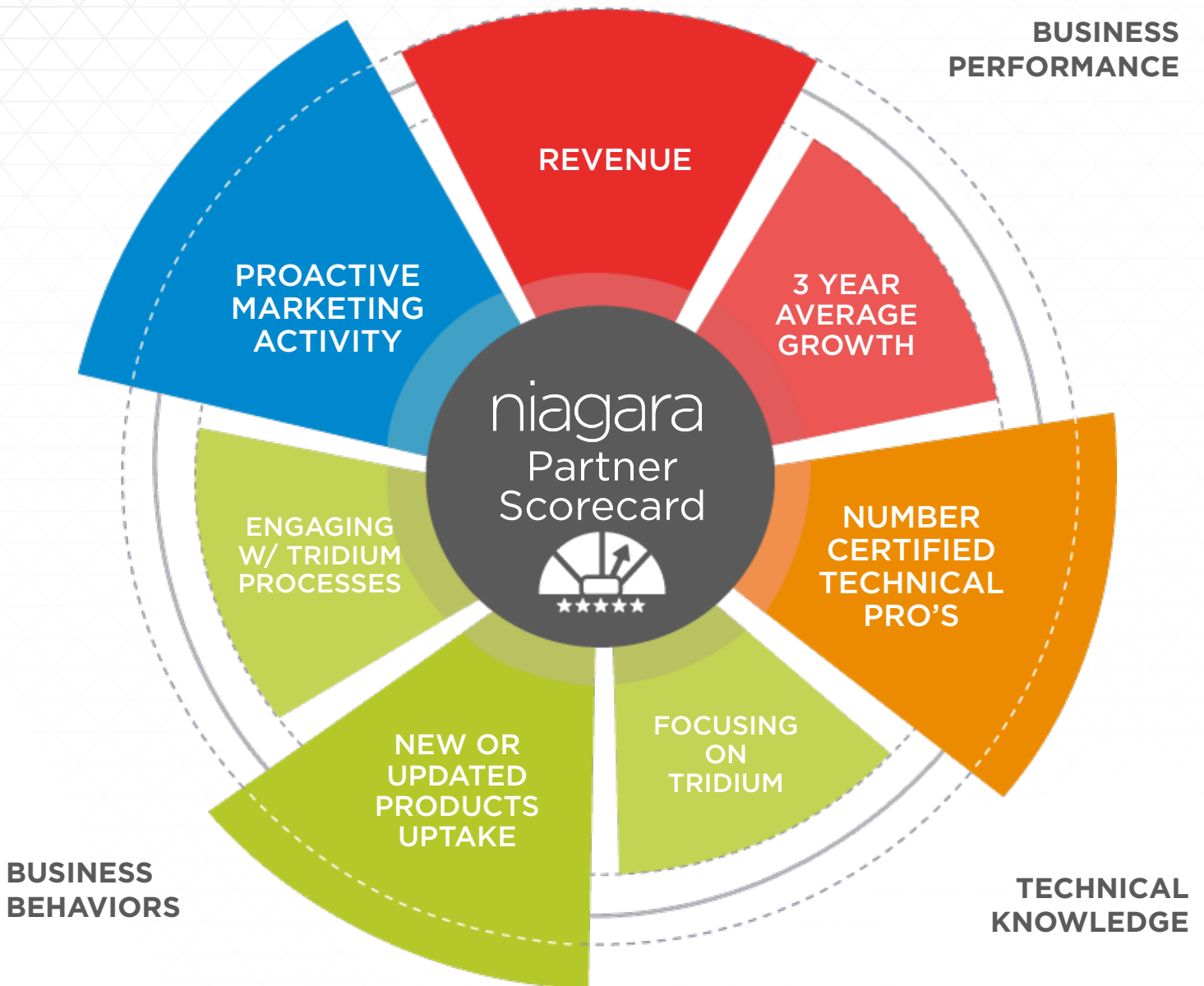
A Reseller who buys either from OEM Reseller or Tridium/Vykon directly and sells further to Systems Integrators. Such a Reseller keeps hardware product stock bought from Tridium, and it provides training and technical support with its own technical resources.

SYSTEM INTEGRATOR

A Reseller who buys Tridium and/or Vykon products directly from Tridium and/or from Distributors and OEMs. System Integrators build and sell part or complete final solutions for end users and manage installations on site.

Each partner type is based on a partner's position in the market

partner scorecard

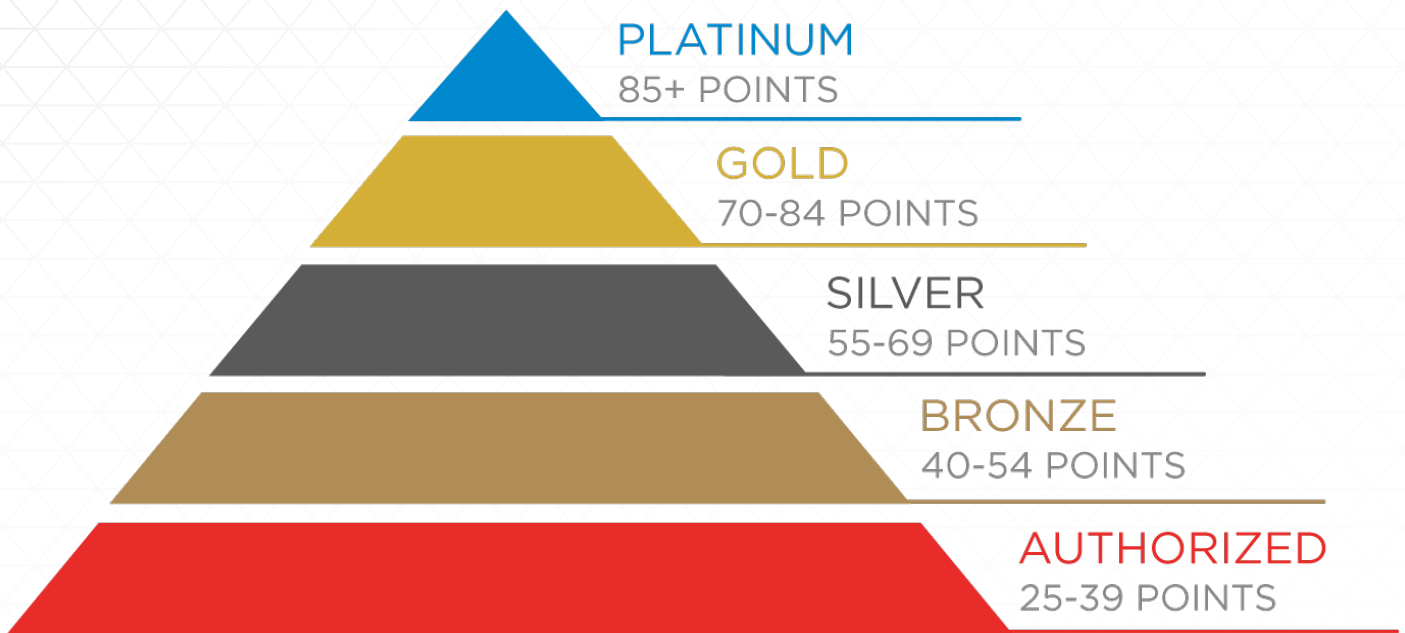


The Growth Partner Program Scorecard is a tool used to evaluate partners' performance based on a set of defined criteria.

Official evaluation is done in September of the respective year for the previous 12 months period.

Partners are encouraged to review their progress on a scorecard with their respective Tridium Sales Manager throughout the year to ensure best possible outcome.

partner levels & rewards



	Silver	Gold	Platinum
Market Development Funds (MDF)	✓*	✓✓	✓✓✓
ProServices Hours 50% discount		✓✓	✓✓✓
Top Listing & Promotion**			✓✓✓
Partner Council**			✓✓✓

*Available for select partner types

**Partner promotion and partner council based upon availability

partner rewards

market development funds (MDF)

By providing MDF, it allows Tridium to invest in marketing activities to support your business needs associated with growing the Niagara brand. To successfully utilize MDF, ensure that the following apply:

- Focus on activities that support business needs
- Your activities should be trackable and measurable
- Tridium Sales and Channel Marketing approval required on all MDF spend
- Achieve the best ROI by planning MDF activities for the year

The MDF program will be reviewed on a yearly basis.



partner rewards

professional services reward

Professional Services (ProServices) rewards are designed to help partners gain entry to new markets and expand Niagara's footprint in targeted market segments. Platinum and Gold partners will receive a special discount when they engage Tridium ProServices in the development of special-purpose applications and drivers.

- Platinum: 50% discount on first 40 hours during the program year
- Gold: 50% discount on first 20 hours during the program year

partner promotion reward

Upon availability, Tridium will reward top partners through promotions such as:

- A prominent position on the Where to Buy page on the Tridium website, and a top listing on the partner locator map
- Special Platinum partner brochures

partner council access

Upon availability, the partner council will provide access to key Tridium stakeholders to share ideas and requirements. Top partners will be able to participate in high-level business and product discussions with Tridium at a regular cadence such as in-person meetings with involvement from product, strategy and business management.

Tridium is a world leader in business application frameworks—advancing truly open environments that harness the power of the Internet of Things.

Our innovations have fundamentally changed the way devices and systems connect to people—and the ways people can control and optimize those machines.

Our products allow diverse monitoring, control and automation systems to communicate and collaborate like never before. From buildings and data centers to manufacturing systems and smart cities, Tridium is changing the rules for automation technology.

We are committed to creating smarter, safer and more efficient enterprises and communities—bringing intelligence and connectivity to the network edge and back.



tridium.com

Locations and customer support, worldwide

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Europe, Middle East & Africa
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Asia Pacific
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