

Growth Partner Program

2025 Program

TRIDIUM

overview

Our Growth Partner Program (GPP) is aimed at improving Authorized Tridium Reseller (Partner) relationships and business performance across all regions. 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 Growth Partner Program is governed by [GPP Terms & Conditions](#).

SCORECARDS, REGIONS AND ROLES

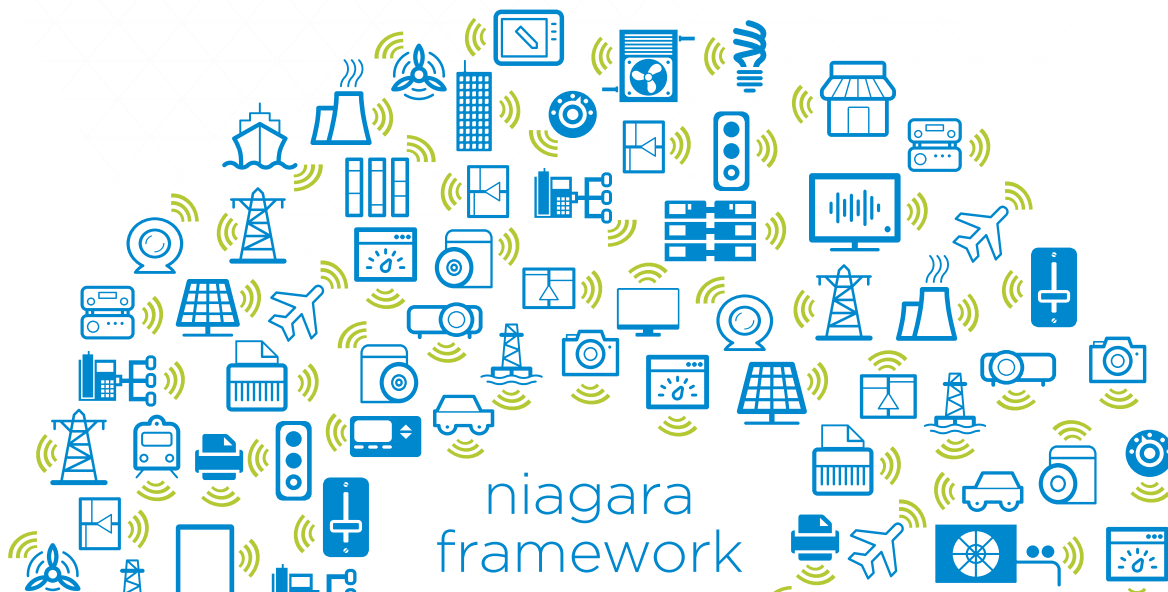
Prior to January 1, a differentiated scorecard will be provided based on sub-region and a Partner's role. Tridium sales regions are derived from our global markets in the regions of Americas (AMER); Europe, Middle East and Africa (EMEA); and Asia Pacific (APAC). Partners are assigned OEM, Distributor,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

PARTNERSHIP LEVELS

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

The criteria will be evaluated annually for all region scorecards to ensure that they reflect Tridium's business focus and provide the best rewards for our Partners.



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.

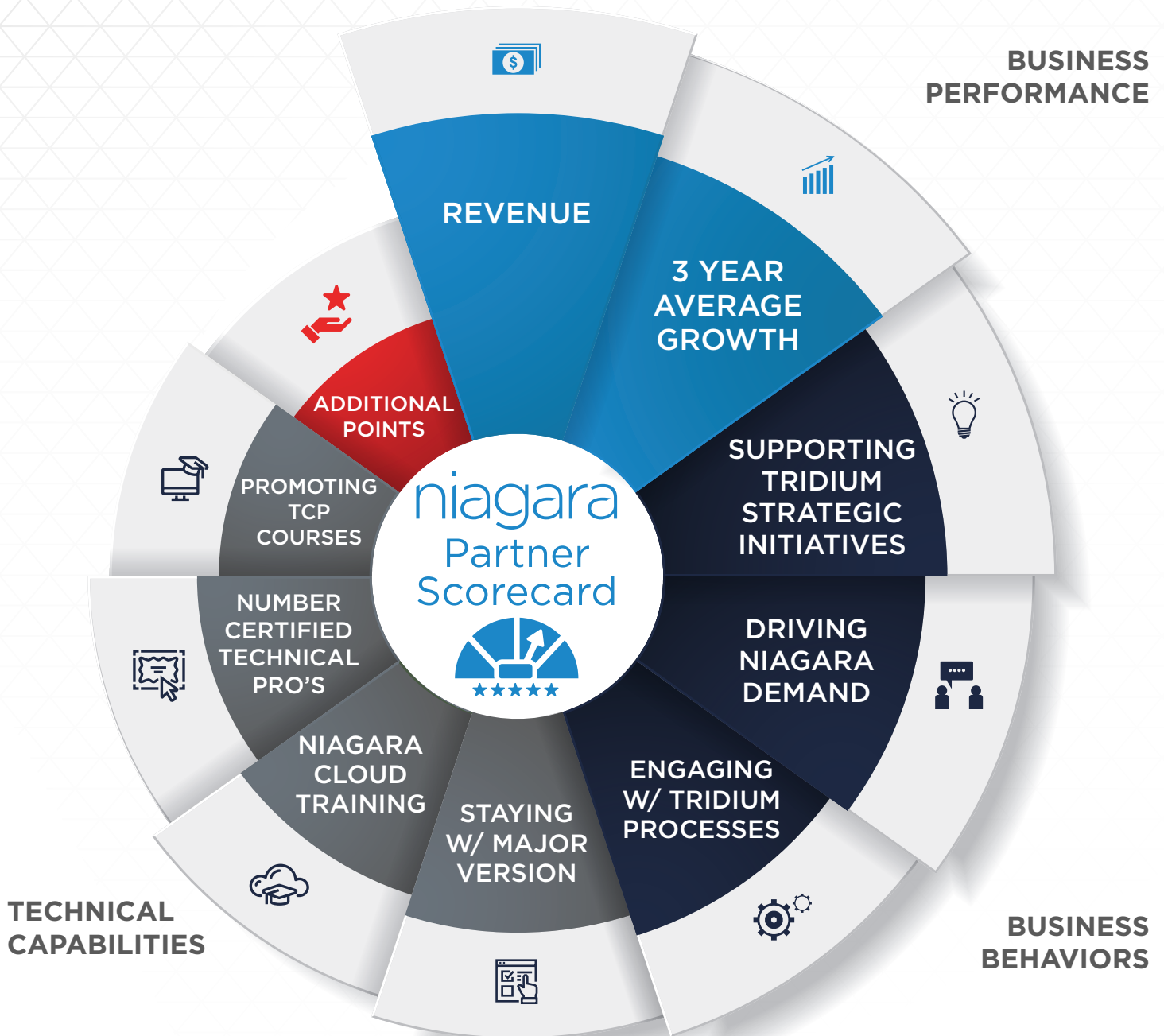
SYSTEMS INTEGRATOR

A Reseller who buys Tridium and/or Vykon products directly from Tridium and/or from Distributors and OEMs. Systems 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

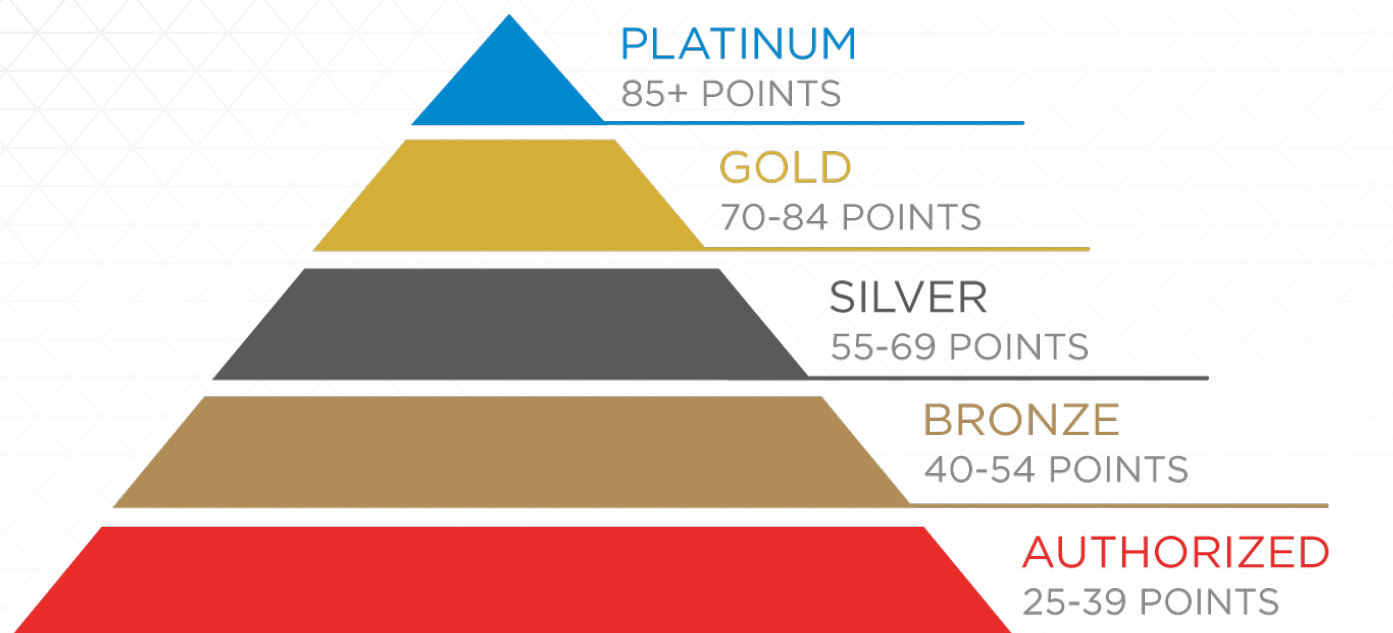


The Growth Partner Program Scorecard is a tool used to evaluate partners' performance based on a set of defined criteria.

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)	✓ *	✓✓	✓✓✓
Premium Cloud Partner Program Participation	✓ **	✓✓	✓✓✓
Partner Council ¹		✓✓	✓✓✓
Top Listing & Promotion ¹			✓✓✓

*Available for select partner types

**By invitation only

¹Partner promotion and partner council based upon availability

partner rewards

marketing 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.

Please reference
the [MDF
Guidelines](#) for
specific details on
utilizing marketing
development funds.



partner rewards

premium cloud partner program participation

The Premium Cloud Partner Program provides incentives to existing Platinum and Gold Tridium Global Partner Program (GPP) Distributors and System Integrators to invest in Niagara Cloud Suite, opening the door to new business opportunity.

Silver Distributors and Systems Integrator participation is by invitation only and based on business justification and plan.

partner council access

Partner Council is an important activity which allows us to build and maintain a feedback and discussion platform with our key partners. The Partner Council provides ideas and requirements to key Tridium stakeholders as well as receive updates on ongoing projects.

partner promotion reward

Upon availability, Tridium will reward Platinum 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

ADDITIONAL PROGRAMS

The [Global OEM Program](#) is designed for Tridium OEMs with existing and expanding operations and who resell Tridium Licensed Materials, including the Niagara Framework®, in more than one of Tridium's sales regions.

The [Distributor Discount Promotion](#) recognizes top Tridium distributors globally, supports them in continuous future growth, and rewards them for the outstanding achievement of reselling Niagara Framework®.

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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Support
North America & Latin America
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Europe, Middle East & Africa
44 1403 740290

Asia Pacific
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