



HID Global Advantage Partner Program

Program Overview

More than a sales reward — a true partnership.

"The Advantage Partner Program is more of a partnership... a more qualified relationship than just getting rewarded for buying a lot of product."

- OEM

UNITED KINGDOM



HID Global Advantage Partner Program

WHAT IS IT?

The HID Global Advantage Partner Program recognizes and rewards partner expertise in solving customer's security identity challenges. When utilized, this collection of benefits can help increase your profitability and growth through a flexible and sustained partnership with HID Global. As an HID Global Advantage Partner, you will:

- Get full program support and flexibility for your unique business model and route to market.
- Receive well-defined criteria to determine your program tier status and help you advance to the next level.
- Find ongoing enablement, marketing and sales support resources to help you succeed.
- Earn loyalty-based incentives as you continue building profitable relationships with your customers.
- Gain exclusive access to the HID Partner Community — a digital partner relationship platform to easily collaborate, enable and drive more deals.

HID Global's Channel Commitment: To deliver a global partner program that provides relevant enablement, marketing and sales support resources that equip our partners to solve customers' security identity challenges and drive mutual growth.

The Advantage Partner Program is one unified program serving two categories: **Resell** and **Technology**.

WHO IS ELIGIBLE?

RESELL PARTNERS

Resell Partners are Integrators, OEMs, Distributors, and Resellers that sell, market, and deliver HID Global products and solutions.

Resell Partners earn Silver, Gold or Platinum status each year based on objective, systematic criteria, including: total revenue across all HID Global products, product mix, product competency, technology integration, and planning and coordination. Ascending to a higher program tier not only enables you to access higher-value benefits, but also helps increase the value you deliver to customers.

TECHNOLOGY PARTNERS

Technology Partners are Managed Service Providers (MSPs), Sales Agents, Systems Integrators and Alliance Partners that have their own products and incorporate or use HID Global products and solutions. Alliance Partnership benefits vary and are by invitation only. This category also includes Extended Access OEMs and Extended Access Integrators.

Technology partners do not have status tiers but must have a program agreement, product competency, technology integration, and planning and coordination each year.

Resell Partners earn Silver, Gold or Platinum status each year.



Technology Partners do not have status tiers.



WHAT ARE THE BENEFITS?

ENABLEMENT BENEFITS: TO HELP YOU LEARN, GROW AND PROFIT

Partner Community: Digitally engage with HID Global and other partners with access to exclusive partner content like presentations, whitepapers and sales tools. You'll also enjoy streamlined access to the Market Development Funds (MDF), plus revenue-building opportunities and management.

Academy Training: HID Academy's comprehensive training curriculum, offered in a virtual classroom environment featuring how to videos, and other courses for role-based knowledge and skills. Learning tracks are available in both sales and technical areas of interest.

Learning Paths** tailored to roles, Associate and Professional achievement levels and product certification.

Product Early Access & Beta Software Participation: You'll be on the cutting edge of new HID Global offerings.

MARKETING BENEFITS: TO CREATE AWARENESS, PROMOTE OFFERINGS AND GENERATE DEMAND

Market Development Fund (MDF)*: Increase and improve your marketing objectives with a share program, including joint planning and campaigns.

Use of the HID Advantage Partner Program Logo: Advertise your HID Global expertise.

Customer Leads*: Discover interested prospects direct from HID Global.

Partner Locator Entry: New customers will find your company easily with a custom entry in our partner directory.

Joint Marketing Planning*: We work with you to develop the most successful marketing plan imaginable.

*Only available to Gold and Platinum Partners

**Not available for Technology Partners



Partner Event Days and Partner Summit* Participation: Learn, grow and connect to a global community of HID partners at exclusive events.

Case Studies*, Testimonials*, and Co-Branded Collateral: Receive access to official marketing materials and successful case studies, as well as testimonials from respected industry leaders.

Sales Support Benefits: To increase your Sales and Profitability.

Opportunity/Deal Registration: Help secure prospects and close deals with access to resources and support before and during the sales process.

Joint Business Planning*: We work with you to develop a go-to-market strategy.

Channel Incentives: Receive exclusive rebates, promotions and spiffs to pass along to your customers and increase sales.

HOW DO I JOIN?

The Advantage Partner Program is designed to be as seamless and streamlined as possible, both in application and execution.

Learn more about the Advantage Partner Program by visiting the HID Global Partners page:
<https://www.hidglobal.com/partners/become-a-partner>

*Only available to Gold and Platinum Partners

If you are an enrolled Advantage Partner, start accessing your benefits and rewards by visiting Partner Community: [**https://partnerportal.hidglobal.com**](https://partnerportal.hidglobal.com) or emailing us at [**channel@hidglobal.com**](mailto:channel@hidglobal.com).



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For more global phone numbers [click here](#)

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