



ASME Partner Program

WORKING TOGETHER TO DELIVER RESULTS

DISTRIBUTORS | VALUE-ADDED RESELLERS | SYSTEM INTEGRATORS / INSTALLERS | END-USERS

About our partner program

Simple. Profitable. Flexible. Our partner program takes you to the next level.

ASME empowers distributors, value-added resellers, system integrators and security system installers to become their most profitable through enhanced deal protection, aggressive discounts, growth opportunities, lead generation programs, exclusive co-marketing privileges, dedicated customer service, expert level technical support and world-class sales tools and training.

We know how important it is to keep your customers happy, our profitable and powerful Partner Program will help you, retain and grow your customer base and increase profits.

ASME Partner Benefits

As your commitment to ASME grows you move up the partner tiers and access additional benefits. Each partner tier features a set of benefits – tools, pricing discounts, incentive rebates and sales, service and marketing support – designed to help you drive sales revenue and grow your business.

<u>Partner Benefits</u>	Certified SI /Installer	Value Added Reseller	Distributor	Strategic End User
Sales Support - You can rely on our dedicated sales team to uphold your reputation for excellent service and increase your business referrals.				
1. Channel-First Business Model Our 100% channel-focused sales model puts our partners first - from sales to marketing to support. We are fully committed to helping our partners increase their profits and customer loyalty. We provide all the training and information needed to sell and deliver ASME solutions, backed by our in-house technical support team available 24/7/365.	x	✓✓	✓✓✓	x
2. Qualified Lead Referral Program Our comprehensive lead generation program generates new business leads and sub-contracting opportunities that we share with you and your team.	x	✓✓	✓✓✓	x

<p>3. Competitive Trade Discounted Pricing</p> <p>Access to discounted trade pricing that allow for a competitive resale and project bidding, allowing you to retain more margin and give your customers better value.</p>	✓	✓✓	✓✓✓	x
<p>4. Synchronized Security Product Portfolio</p> <p>A complete and innovative security solutions portfolio offer security systems that meet your customers' needs. Our award-winning products work great on their own and even better as a system giving you an unbeatable competitive advantage, increasing customer retention, and extensive cross-sell opportunities.</p>	✓	✓	✓	✓
<p>5. Free System Design & Sales Engineering Support</p> <p>Our team understands today's security challenges and help ensure that each system is built on the technology necessary to meet or exceed your customer's expectations. We offer layout and planning services that help you pick the right software and hardware, leveraging on technical guidance from different standpoints to ensure optimized system performance.</p>	✓	✓✓	✓✓✓	Enterprise solutions only
<p>Marketing Support - To remain competitive and succeed in a competitive marketplace success depends on how well and regularly you communicate to your existing and potential customers on what you have to offer.</p>				
<p>6. Secure access to ASME's partner portal</p> <p>The ASME Partner Portal is an exclusive resource and essential online tool to help you manage and grow your business. Utilize it for quick easy access to product information, manage opportunities and register projects.</p>	✓	✓	✓	x
<p>7. Welcome kit and partner recognition certificate</p> <p>Your Welcome Kit includes everything you need to get started, including a comprehensive set of Product Datasheets, Sales Brochures, Presentations, Case Studies, Client Reference Lists, Press Releases and Newsletters.</p>	✓	✓	✓	x
<p>8. Co-Marketing Opportunities</p> <p>We focus on providing the necessary co-marketing support for you to be successful in the field. We welcome the opportunity to collaborate with your company on promotional events, jointly launch marketing campaigns, co-brand at tradeshows and assist with product demos during sales calls.</p>	Limited	✓✓	✓✓✓	x
<p>9. Marketing collateral</p> <p>Our program of continuous, constructive communication will provide opportunities for connection and consultation, improving customer satisfaction and allowing your staff to learn from the information shared.</p>	✓	✓✓	✓✓✓	x

Technical Support & Product Education - Our Professional Services team works with you to deliver projects on time, on budget and void of issues - avoiding potential penalties, controlling project costs and securing repeat business.				
<p>10. Dedicated Technical Support</p> <p>Our experienced team offers you extensive knowledge of ASME solutions, expedited responses to technical questions, rapid resolution of technical issues and a full understanding of the specifics of your client's situation.</p>	✓	✓✓	Priority	Under SLA
<p>11. Personalized Support</p> <p>A dedicated and specialized technical support representative directly assigned to your account, offering in-depth knowledge, troubleshooting techniques and best-practices concerning your installations.</p>	x	✓✓	✓✓✓	Under SLA
<p>12. Project Assistance & Commissioning Services</p> <p>Lean on us for our vast experience across various verticals in system commissioning, coordinating logistics, clarifying objectives, identifying and mitigating risk to deliver custom solutions to your customer's.</p>	✓	✓✓	✓✓✓	Under SLA
<p>13. Training and Certification Program</p> <p>The ASME training and certification program provides extensive training courses and product certifications to differentiate your business and increase profitability with our industry-leading security solutions.</p>	✓	✓✓	✓✓✓	End-User Operator Training
Partner Tools - We're constantly improving our tools with a clear understanding of what our partners need. Working with us is simple - let us do the behind the scenes work so you can focus on what's important for your business.				
<p>14. Demo equipment program</p> <p>Our Demo Equipment program allows partners to purchase demo products at an further discounted rate to fulfill certification requirements, provide POC's or effectively demo the value of ASME solutions to your customers.</p>	✓	✓✓	✓✓✓	✓
<p>15. Project registration incentives</p> <p>Our Project Registration gives you a competitive advantage. Strengthening your position on projects. Only 1 customer can be registered for any project at any one time to qualify for better pricing and technical support.</p>	✓	✓✓	✓✓✓	x

Partner Program Tiers

Our partners are carefully selected, and their partner tier assigned according to their industry knowledge and demonstrated technical ability to implement our solutions and get results for their customers.

ASME monitors performance throughout the year and conducts an annual review of partner performance. Partners who achieved results exceeding their partner tier qualify and are eligible to be promoted to the next program level in the following year.

Certified System Integrator/Installer

This is the first level of ASME's Partner Program, which acknowledges ASME partners who are actively selling our solutions. Helping Installers become trusted advisors to their customers, this program delivers lower costs, improved productivity, increased sales opportunities, and sales support and enablement. The distinction of being a Certified System Integrator or Installer is the intense support from ASME to assist you and your company to grow to the next level.



Value-Added Reseller

This is the second level of ASME's Partner Program and is purpose-built to support and grow our Value-Added Reseller businesses. Our VAR's have an in-depth understanding of and proven experience in the implementation and support of Access Control, CCTV, Video Management, Intercoms and Visitor Management systems.



The VAR level rewards partners loyal to the ASME brand and are pro-actively promoting and selling our solutions as their preferred platform, add value by combining their technology expertise along with services to design, plan and deploy sophisticated solutions to meet the technical and business needs of customers. This level provides additional status privileges such as sales leads, training discounts, priority technical support, and co-marketing opportunities and a limited number of VAR partners are accepted per region.

Distributor

This is the highest level of the ASME's Partner Program and recognizes our partners who provide regional or national coverage and proactively promote and distribute ASME's video and access control products on all potential projects.



Our Distributors exhibit breadth and depth to serve our regional customers and provide a range of value-added services including carrying immediately available inventory, delivering authorized advanced-level technical training, offering first-level customer support, software development and project management services.

Distributors provide quarterly business strategy updates and demonstrate exceptional business performance to receive additional status privileges including the highest level of discounted pricing, the first option to sales leads, prioritized access to technical support services and co-marketing activities. A limited number of partners are accepted for this level.

End User/Consulting Partner

This is a unique level of the ASME Partner Program that acknowledges high profile end-user partners who hold strategic value. These end-users typically generate exceptional business volume and have successfully completed ASME end-user operator-specific training courses.



These select end-users benefit from our Service Level Agreements, ASME consulting and project management services, access to prioritized technical support, custom development services, demo equipment, and project specific incentives.

Partner Requirements

Your Partner Program tier is based on the qualification criteria below:

<u>Partner Requirements</u>	Certified SI /Installer	Value Added Reseller	Distributor	Strategic End User
Commercial				
Approved ASME Partner application form	✓	✓	✓	x
A well-established company with experience in similar products	x	✓	✓	x
Signed Partner Agreement, Joint NDA and Letter of Appointment	x	✓	✓✓	✓
Annual Revenue Requirement	x	✓	✓✓	✓
Annual Minimum Purchase Commitment	\$0 - \$75k	\$75k - \$150k	Over \$150k	Over \$100k
Local Stock Holding	x	x	✓✓	x
Annual Project Registration Requirement	0-25 projects	25-50 projects	Over 50 projects	Large Projects
Business Review - Annual Sales & marketing plan with quarterly updates	x	✓	✓✓	x
Training				
ASME Sales and system design training	✓	✓✓	✓✓✓	x
ASME Technical Certification training	✓	✓✓	✓✓✓	x
ASME End-User Operator training	x	✓	✓✓	✓
Technical				
Resources to provide 1st line end-user support	✓	✓✓	✓✓✓	x
Sales and Marketing				
Sales team to generate leads for new business	x	✓	✓✓	x
New system sales requirement (projects implemented on an annual basis)	1-10 systems	11-25 systems	Over 25 systems	Minimum of 1 large project
Proactively lead with ASME products on all opportunities	x	✓	✓✓	x
Submittal of customer references for press releases	x	✓	✓✓	✓
Social Media – promotional publishing requirements	x	Quarterly	Monthly	x

We invite you to apply to our partnership program, become part of our sales network and join us on this journey to implement ground-breaking security solutions that create superior customer experiences.

Apply now 

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