

MAKE THE
WORLD SEE

◆ milestone

Delivering the best, together

THE NEW MILESTONE PARTNER PROGRAM

Discover how the new Milestone Partner Program can enable and support you in delivering the best video technology solutions to customers.



This Partner Program is all about enabling you and your customers to explore the full benefits of video technology — both in and beyond security. By helping your customers thrive, we too can grow and expand into new markets.

DELIVERING THE BEST, TOGETHER

Milestone and our Partners are on a joint mission to give customers the best-performing video technology on the market. The new Milestone Partner Program is the framework from which we'll achieve it together.

Resellers, system integrators, security specialists and service providers are the experts that bring Milestone solutions to life. That's why we created the new Milestone Partner Program — to connect you to our global community of Technology Partners along with our products, resources, support, and training.

This Partner Program is all about enabling you and your customers to explore the full benefits of video technology — both in and beyond security. By helping your customers thrive, we too can grow and expand into new markets.

Designed to keep you ahead of the curve

The new Program reflects changing market conditions alongside evolving Partner and customer needs. It features a new Program tiering structure, realigned discounts and incentives, and new support options.

We know you only want the best for your customers, this new Program is designed to help you deliver.

WHY PARTNER WITH MILESTONE?



Market-leading solutions

Make world-leading video technology part of your solution

You already deliver market-leading service and support; through this partnership you can complement it with Milestone's world-leading video management software — a powerful combination enabling you to deliver the best solutions available to customers.

Key benefits:

- Deliver solutions built on XProtect, already proven in 500,000+ customer sites worldwide
- Be first with advanced video software and hardware – in and beyond security
- Leverage open platform flexibility that includes 11,000 supported devices
- Build end-to-end solutions with access to Milestone's 2,000+ Technology Partners



Rewards and profitability

Grow your business and earn rewards

The more commitment you demonstrate towards Milestone and our joint success the more you earn in discounts.

You can progress through the tiers while earning benefits and advanced compensation by qualifying through a combination of certification and revenue performance.

Key benefits:

- Increased revenue performance earns more lucrative standard discounts
- Earn more benefits as you qualify and advance through the Program
- Top tier Partners can join the Accelerator program with extra rebates



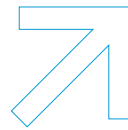
Customer Success

Count on our support to help you deliver the best – in and beyond security

The satisfaction and solution success of customers starts and finishes in your capable hands. That's why you can count on our full support — including training and resources — to help you deliver the most value to customers.

Key benefits:

- Collaborate with a global video technology leader
- Benefit from strategic and technical advice
- Build your competencies through numerous training options
- Get marketing support including collaterals you can use



Trusted partnership

A trusted Partner that's with you all the way

Count on the backing of a fully partner-focused company that will actively create new opportunities to help grow your business.

Milestone isn't just a software and hardware provider; we are dedicated to supporting our Partners in every aspect of their in-market activities.

Key benefits:

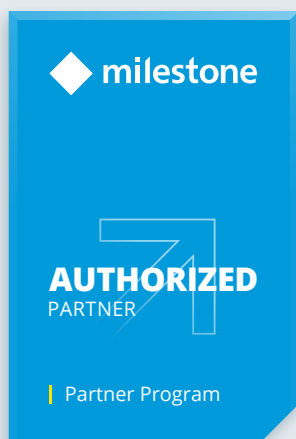
- Do business with a fully partner-focused company
- Be supported by skilled Milestone experts around the world
- Join a community of 11,000+ resellers and integrators

PROGRAM DESIGN

The new Program is designed for transparency and to highlight your expertise and experience to existing and potential customers.

The new Partner Program has three Partner tiers: Authorized, Advanced and Premier. Your eligibility for each tier is based on your engagement level and productivity.

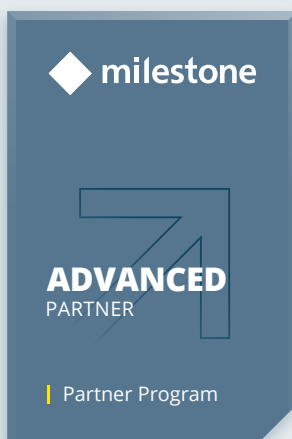
As you complete trainings, earn certifications and produce higher levels of revenue, you will rise in the program tiers to unlock more benefits and support options.



Milestone Authorized Partner

Authorized is the entry tier level for Partners who have accepted the Program Terms and Conditions and who meet the minimal Milestone revenue requirements.

Authorized Partners have access to foundational resources and benefits to build high-performing video solutions with Milestone.



Milestone Advanced Partner

For Partners who have attained advanced capabilities through Milestone's technical certification and sales trainings.

This tier give access to generous discounts, the full Milestone product portfolio, including XProtect and Milestone Husky IVO™ appliances, as well as resources and incentives that aid go-to-market success such as prioritized access to technical support and project discounts.



Milestone Premier Partner

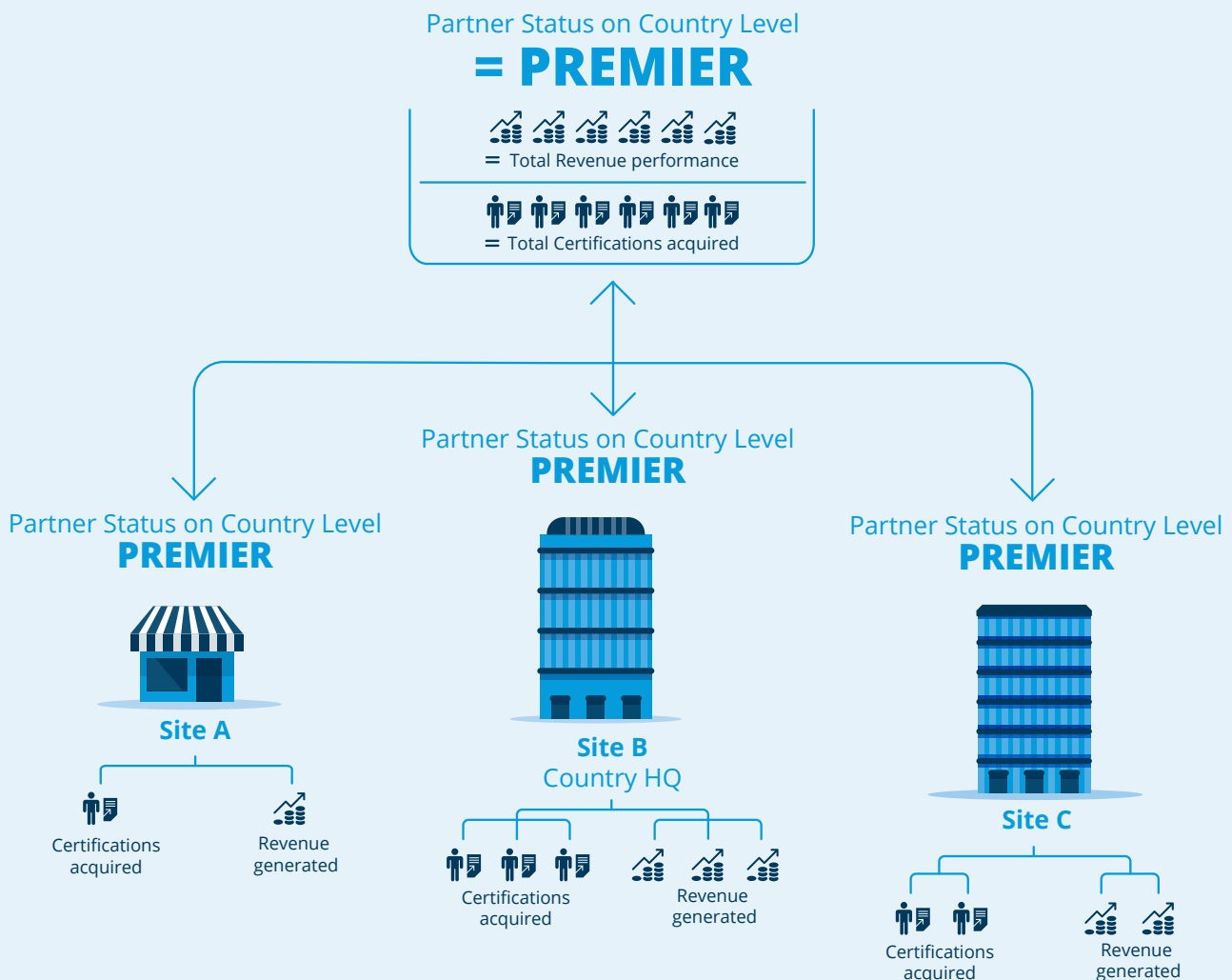
This highest tier is reserved for our most qualified, productive and invested Partners that have completed the most training and earned the most certifications.

They collaborate with us in go-to-market activities through annual joint-business plans. Lucrative benefits include prioritized access to the Milestone Global Bid Desk and eligibility for the new Revenue Goal Accelerator Program rebates.

PARTNER STATUS BY COUNTRY LEVEL

To provide more flexibility and make it easy for you to gain access to top-tier benefits, Partner status will be based on a country level, rather than by individual site.

This means that Program tier eligibility is determined through a combination of revenue and certifications for all your sites in a country. If a Partner has three locations in a country, the combined number of certifications and total revenue of the sites will determine their tier status. This tier assignment methodology ensures Partners can make choices about how and where they make investments in their businesses.



PROGRAM REQUIREMENTS

The Partner Program is progressive in requirements. The higher the tier, the more requirements a Partner must meet to earn and maintain eligibility for resources and benefits. Training and certification requirements are uniform worldwide, while sales revenue requirements vary by region based on objective criteria applicable to all regions worldwide.

	AUTHORIZED	ADVANCED	PREMIER
Acceptance of Milestone Partner Program Terms and Conditions	↗	↗	↗
Yearly Revenue Threshold Requirement (Country Level)	↗	↗	↗
Completion of Onboarding Training		↗	↗
Completion of Annual Sales Training		↗	↗
Milestone Certified Design Engineer (Country level)		↗	↗
Milestone Certified Integration Technician (Country level)		↗	↗
Milestone Certified Integration Engineer (Country level)			↗
Annual Business Plan			↗
Milestone Brand Alignment			↗

About the revenue threshold:

All Partners must meet the minimum revenue requirements to participate in the Partner Program. Revenue is measured by the total net revenue generated in a calendar year. Each tier has its own threshold, and the thresholds vary by region.



Reach out to Milestone or your Milestone contact for more information on revenue threshold requirements.

TRAINING & CERTIFICATION

To enhance and demonstrate your capabilities to customers — and to progress to Advanced and Premier tier status — you are required to complete some training and earn technical certifications.



Onboarding Training

Onboarding Training ensures Partners know how to work with Milestone; from an overview of available Partner resources to insights into Milestone products and available certifications, to how to order products.



Annual Sales Training

Annual Sales Training provides Partners with the hands-on knowledge they need to sell Milestone products. It also provides guidance on market trends, selling techniques, and overcoming customer objections.



Technical certification

To qualify for the Advanced and Premier tiers, Partners must complete a series of technical certifications. Technical certifications ensure that partners are trained in implementing and supporting Milestone's products. Certifications also allow partners to demonstrate capabilities and competencies to customers.

Highlighted requirements

Annual Business Plan

As a Premier Partner, you'll receive expert support on how to grow your business. This includes an Annual Business Plan created together with a Milestone representative that details go-to-market activities with objectives, business goals, training and certification needs.

Brand Alignment

Premier Partners need to meet certain brand alignment requirements to attain and maintain their tier level. That includes promoting Milestone and our products. Authorized and Advanced Partners are encouraged to do the same but it's not mandatory.

PROGRAM BENEFITS

The Milestone Partner Program offers support and rewards based on a Partner's performance and commitment to customer success. The more you commit to our goals and success, the more incentives and resources Milestone makes available.

	AUTHORIZED	ADVANCED	PREMIER
Tier Discount	↗	↗	↗
Not-for-Resale Demonstration Licenses	↗	↗	↗
Authorized to sell XProtect Express+	↗	↗	↗
Authorized to sell XProtect Professional+	↗	↗	↗
Authorized to Sell Husky IVO appliances	↗	↗	↗
Authorized to sell the full Milestone product portfolio*	↗	↗	↗
Participation in sales promotions		↗	↗
Eligibility for project discounts		↗	↗
Prioritized technical support		↗	↗
Listing on Milestone Partner Locator		↗	↗
Prioritized Access to Global Bid Desk			↗
Revenue Goal Accelerator Program			↗

*All Partners enrolling in the new Program will get access to sell the full Portfolio, including all XProtect Products, from July 1 to Dec 31 if they have acquired the Milestone Certified Design Engineer and Milestone Certified Integration Technician certifications.

About Partner Tier Discounts:

Each Partner earns a lucrative standard discount on Milestone products based on their tier.



Reach out to Milestone or your Milestone contact for more information on the Tier Discount levels.

REVENUE GOAL ACCELERATOR PROGRAM

Premier Partners receive exclusive access to the Revenue Goal Accelerator Program that rewards them for achieving and exceeding revenue targets.

Premier Partners are eligible to earn rebates of up to 4% of their annual Milestone sales for exceeding sales revenue goals. Accelerator rebates are progressive; the more you sell, the more you earn.

Step 1: Exceed Accelerator threshold goal

Premier Partners must generate 120% sales over their previous year's Milestone revenue to qualify for the minimum rebate. When the first threshold goal is achieved, the Partner is eligible for a 2.5% rebate on the year-to-date sales.



Step 2: Grow your revenue to grow rebate payment

Once the threshold is met, accelerator rebates are progressive; the more revenue Premier partners generate, the higher their yearly rebate. The highest threshold is reached when the Partner achieves 150% of the goal; at this maximum level, the partner receives 4% rebate on the year-to-date sales.

			3%	4%
		2.5%		
Percentages to threshold	80%	100%	125%	150%
Percentages to Last Year's Total Sales	100%	120%	150%	180%
Achieved sales	✓	✓	✓	

Highlighted benefits



Project Discounts

Premier and Advanced Partners are eligible for project discounts on top of the standard tier discounts. Project discounts come with conditions and limitations. Please contact your Milestone Contact for more information.



Prioritized technical support

This extra layer of support is available for Premier and Advanced Partners.

Milestone Technical Support uses a decision matrix to prioritize incidents based on tier and severity.



Prioritized access to Global Bid Desk

The Milestone Global Bid Desk is a team that implements APMP (Association of Project Management Professionals) best practices, processes, and tools. All Partners can request support with priority access for Premier Partners.



Milestone Partner Locator

Advanced and Premier Partners can be listed in the Milestone Partner Locator. This provides customers with your Partner status, the acquired technical qualifications, and contact information according to your MyMilestone account profile.

THE FOUNDATION OF THE BEST SOLUTIONS

Milestone's world-leading XProtect® video management software is at the core of Milestone's offering. It has been proven in more than 500,000 customer sites worldwide.

As a Partner you have access to exclusive resources and training to help your customers achieve new and exceptional business outcomes.

XProtect is a video management software (VMS) platform that brings all the puzzle pieces of a video solution together in a perfect combination. Alongside core features such as Smart Maps and XProtect Rapid REVIEW forensic analytics, the open platform flexibility

lets you integrate software and hardware from our global community of Technology Partners.

All Partners are eligible to sell Milestone XProtect Essential+, XProtect Express+ and XProtect Professional+, as well as our XProtect pre-loaded Husky IVO appliances without certifications. Advanced and Premier Partners are authorized to sell the full portfolio including hardware.

Free

XProtect® Essential+

Supports up to eight cameras and is ideal for small businesses.

XProtect® Express+

Supports up to 48 cameras and designed for smaller single-site installations with basic security needs.

XProtect® Professional+

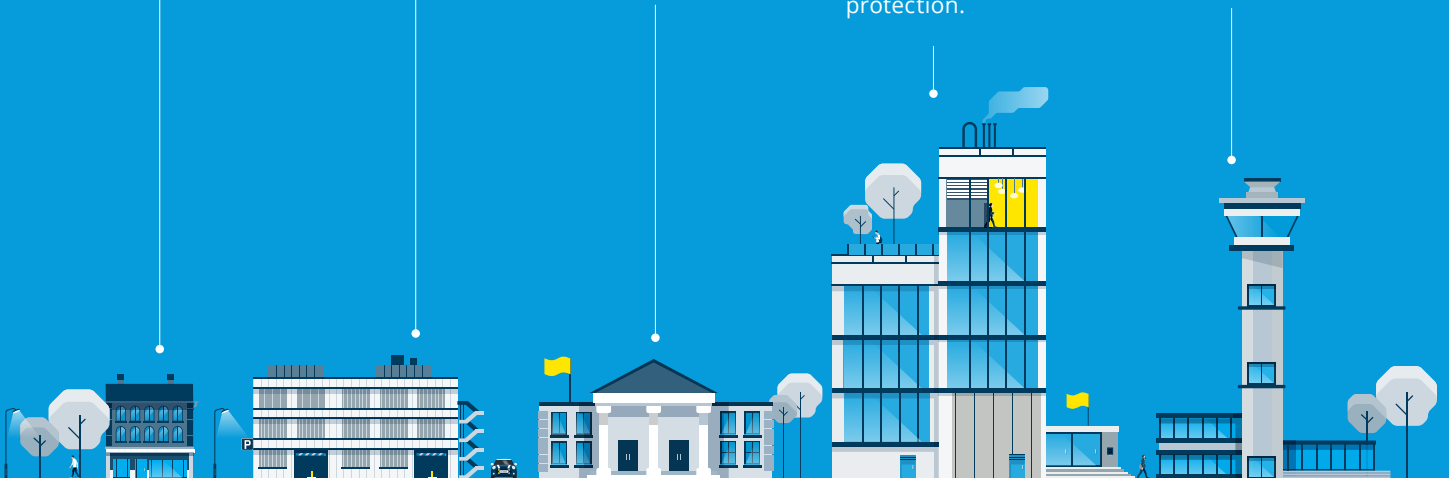
Supports an unrestricted number of cameras and servers. Optimized for multi-site companies needing to quickly identify and respond to incidents.

XProtect® Expert

Supports an unrestricted number of cameras and servers, and is designed for large-scale installations that require video integrity end-to-end protection.

XProtect® Corporate

Supports an unrestricted number of cameras and servers and is designed for high-security and mission-critical installations that demand supreme situational awareness.



PARTNER SUPPORT & RESOURCES

This Partner Program is designed to make doing business with Milestone simple and profitable. We have compiled these tools and resources to aid selling and go-to-market success as well as help you install and support Milestone products.

Sales resources

As a Partner you have access to tools, resources, and expert advice to give your sales an edge. Examples of sales resources include:



Free demos

Request free live demos for you or your customers. Demos incorporate Milestone XProtect and 3rd party integrations in a live environment.



Free test licenses

Explore and evaluate the possibilities with Milestone XProtect VMS in your own office environment.



Milestone Marketplace

Find the perfect fit in software, hardware and Technology Partners for your next project with just a few clicks on our global Marketplace.

Milestone Support Team

Milestone Support is a team of experts and professionals that stand ready to provide Partners with support across various issues and needs. Partners also have access to dedicated support portals and tools.



Technical Support Portal

View and manage your support cases online with Milestone Care portals.



Deployment Assistant Tool

Get simple-to-follow approaches to deployment and documentation. This tool will optimize system performance and ensure customer satisfaction.



Download software

It's easy to download Milestone software and device packs in the version and language you need.

Marketing support

A variety of marketing tools and assets available to help grow your business and develop new business opportunities, include:



Partner Marketing Kits

Partner kits help you sell Milestone products through ready-to-use messaging, imagery and inspiration that you can use on websites, newsletters, social media and more.



Partner Program assets

Badges are provided to highlight your capabilities to potential customers and improve your chances of being their Partner of choice for their next installation project.



Customer stories

Customers stories are valuable assets as they give real-world examples of solutions' success, efficacy and potential. Milestone offers help to develop winning customer stories.

Learning resources

Milestone also offers a variety of knowledge building and self-service, including:



eLearning

Free self-paced training on designing, configuring and managing Milestone solutions. Over 65 courses available.



Documentation Portal

Find technical documentation on products, add-ons, and training with the ease of a few clicks.



Knowledge Base

A forum in which Milestone experts post articles on technical issues, exchange insights, and help solve common problems.

JOIN US IN DELIVERING THE BEST TO CUSTOMERS!

For questions about the Milestone Partner Program
visit milestonesys.com or reach out to your Milestone contact.



About Milestone Systems

Milestone Systems is a leading provider of data-driven video technology software in and beyond security that helps the world see how to ensure safety, protect assets, and increase business efficiency.

Milestone enables an open platform community that drives collaboration and innovation in the development and use of network video technology, with reliable and scalable solutions that are proven in more than 500,000 customer sites worldwide.

Founded in 1998, Milestone is a stand-alone company in the Canon Group.

Further information can be found on: www.milestonesys.com/

