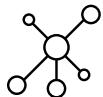


# Grow Your Business With the Eagle Eye Networks Reseller Partner Program

Welcome to the Eagle Eye Networks Reseller Partner Program, where we believe in building strong partnerships — and that starts with empowering you. As a valued partner, you'll gain access to a comprehensive suite of marketing benefits and resources, all designed to amplify your brand, enhance your marketing, fuel your lead generation, and significantly accelerate your business growth.

## AUTHORIZED AND ABOVE



### Eagle Eye Business Portal

Within the Business Portal, you can manage orders, invoices, and payment methods, assign custom names to camera groups in the Product Wizard, access helpful how-to videos, datasheets, app notes, marketing materials, and price lists.



### Campaign Toolkits

Access comprehensive toolkits related to specific products or verticals with everything you need to launch successful marketing campaigns including ready-to-run collateral, graphics, emails, call scripts, and more.



### 1x1 Consultations

Eagle Eye 1x1 consultations provide resellers with personalized support and expert marketing guidance, helping them effectively address client needs and maximize sales opportunities.



### Marketing Jump Start

Learn more about co-op marketing and how to effectively launch and manage successful campaigns with Eagle Eye.



### Brandable Materials

Customize marketing collateral with your branding, ensuring consistency across all touchpoints. Brandable materials are available in key product brochures, vertical solutions, presentations, and more within the Business Portal.



### Eagle Eye University Courses and Certifications

Eagle Eye University is a comprehensive suite of regional in-person events, tailored custom training programs, interactive live virtual events, and a library of self-paced courses on-demand.



### Vision Selling

Vision Selling empowers Eagle Eye partners to adopt a powerful, consultative approach. Instead of just listing features, this method helps you paint a vivid picture for customers, showcasing the transformative, long-term value they'll gain from intelligent cloud video surveillance over 3, 6, and 12 months.



### Cooperative Marketing

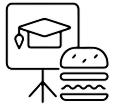
Collaborate with Eagle Eye on joint marketing initiatives to extend your reach and enhance brand visibility through events, campaigns, signage, ads, and more.

## CERTIFIED AND ABOVE



### Local Search Marketing

Eagle Eye works with resellers to start or improve your search engine optimization (SEO) to help your business appear in search results for security-related terms in your area, and to improve your website health and SEO.



### End-User Lunch and Learns

Host engaging sessions for end users, educating them about the value of Eagle Eye products and services while enjoying a meal. Eagle Eye can support your events with a cobranded landing page, handling registration, and providing a compelling presentation. The cost of the event is split 50/50 between you and Eagle Eye.



### Vehicle Wraps

Eagle Eye can help turn a reseller work vehicle into a rolling billboard for its products and services. Eagle Eye will cover up to \$3,500 for resellers to brand their work vehicles — 100% if mostly Eagle Eye branded, or 50% for co-branded designs. All vehicle wrap designs must be approved prior to installation to be eligible

## PRO AND BLUE ONLY



### Cloud Call Outbound Campaigns

Convert your existing customers to the Eagle Eye cloud-based VMS and build recurring revenue for you. Eagle Eye will make calls to your existing client base on your behalf at no cost to create leads.



### Sell-With Program

Gain access to high-quality leads generated and nurtured by Eagle Eye through our website, trade shows, and outbound campaigns. Our team engages these prospects, qualifies their interest in cloud video solutions, and brings committed opportunities directly to you. This program is designed to grow your business by delivering sales-ready leads you can close.



If you are interested in a benefit that you are not yet eligible for, please reach out to request an exception, which is handled on a case-by-case basis. Exceptions can be made only by your Eagle Eye Networks Sales and Partner Marketing teams.

For more on utilizing these benefits, email [partnermarketing@een.com](mailto:partnermarketing@een.com).