

Eagle Eye Networks Reseller Partner Program

BENEFITS TO HELP GROW YOUR BUSINESS



Reseller Partner Program overview

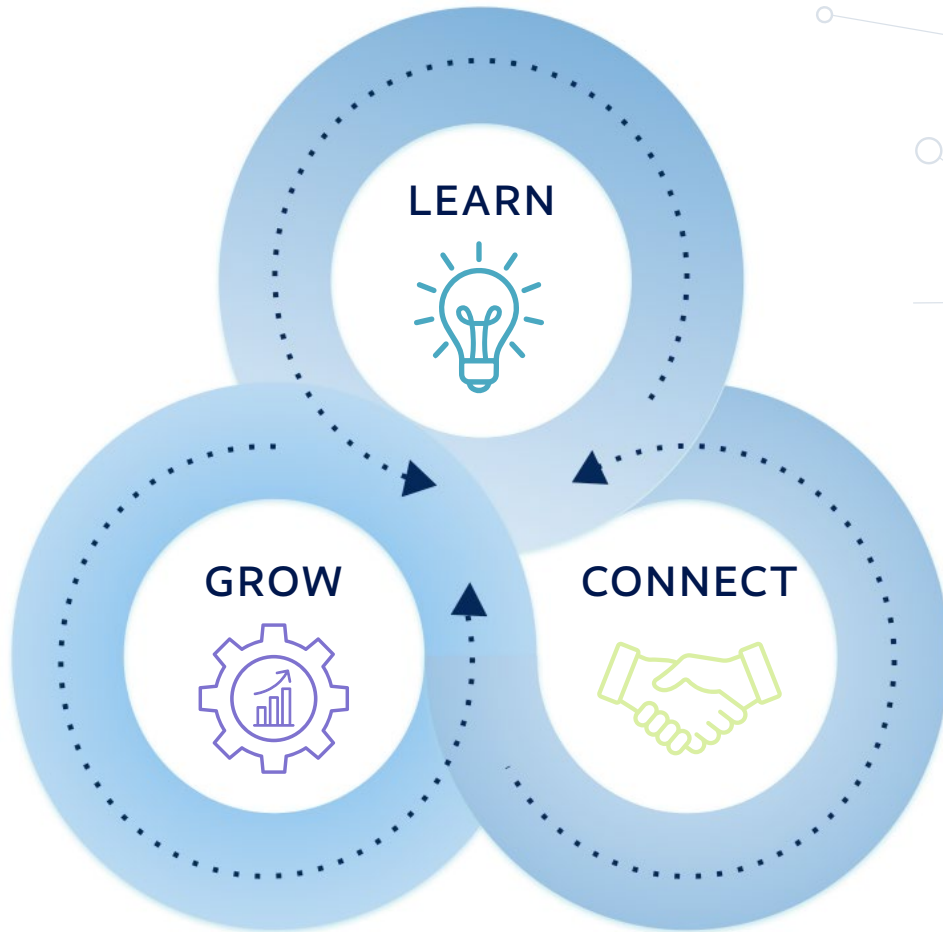
Eagle Eye Networks is committed to working with system integrators and service providers to help you build and grow a successful business with our industry-leading cloud video surveillance. As a reseller, you gain access to valuable tools, resources, programs, and training that will build long-term relationships with end users that maximize your recurring monthly revenue (RMR).

The Eagle Eye Networks Reseller Partner Program has four levels: Authorized, Certified, Certified Pro, and Certified Blue. Each level includes benefits that can help grow your business. Eagle Eye Resellers earn their partner level. Eagle Eye Networks reviews and assigns partner levels twice annually based on proper qualifications. Resellers who do not purchase Eagle Eye products direct with Eagle Eye are eligible for the Associate Reseller Partner Program.

All Eagle Eye Resellers receive 24x7x365 support at no cost, available by chat, email, or phone.

	AUTHORIZED	CERTIFIED	CERTIFIED PRO	CERTIFIED BLUE
PARTNER QUALIFICATIONS				
Recurring monthly revenue (RMR)		\$250	\$2,500	\$5,000
Minimum accounts added annually		2	4	6
Hardware purchases annually		\$5,000	\$20,000	\$45,000
Certified technical staff	1	25%	50%	75%
SALES AND BUSINESS BENEFITS				
Eagle Eye Complete Pricing	✓	✓	✓	✓
Local Reseller Referral	✓	✓	✓	✓
Demo Bridge (up to 6 free subscriptions)*		✓	✓	✓
Project Registration*		3%	5%	7%
Customer Pilots*		✓	✓	✓
Partner Award Eligibility		✓	✓	✓
Quarterly Business Reviews (QBRs)			✓	✓
Annual Rebate*			✓	✓
MARKETING BENEFITS				
Brandable Marketing Materials and Campaign Toolkits	✓	✓	✓	✓
Local Search Marketing		✓	✓	✓
End User Lunch and Learns		✓	✓	✓
Vehicle Wraps		✓	✓	✓
Cooperative Marketing*			✓	✓
Cloud Call Campaigns*			✓	✓
Qualified and Committed Leads*			✓	✓
TECHNICAL SUPPORT				
Eagle Eye University	✓	✓	✓	✓
Priority Technical Support			✓	✓

*The Reseller Partner Program is for resellers who purchase from Eagle Eye Networks. Eagle Eye Networks reserves the right to make exceptions, promotions, or demotions of partner levels. Benefits with an asterisk are not automatically eligible for participants within the Associate Reseller Partner Program.



Eagle Eye Networks offers several benefits to help you:

LEARN

With multiple learning paths, Eagle Eye provides access to educational resources, self-paced or instructor-led courses, and certifications for your entire team to help expand your knowledge.

GROW

Drive demand with marketing materials, resources, and programs that grow leads and close deals. Dedicated regional sales support and registration programs help build recurring revenue to future-proof your business.

CONNECT

Eagle Eye is by your side with priority phone and online support, local reseller referrals, professional service teams, and annual events like Cloud Security Summit to keep us connected and growing together.

Reseller Partner Program benefits

As a partner, you gain access to valuable tools, resources, and training that will help you market, sell, and build long-term relationships to maximize your recurring revenue.



LEARN

Access training, certifications, events, and resources to reduce truck rolls and support calls, learn new marketing tactics, accelerate sales, and educate customers.



Eagle Eye University Courses and Certifications

Resellers are encouraged to improve product knowledge and become certified through regional in-person events, custom training tailored to your team, live virtual events, and self-paced courses available on-demand. Our courses are designed to boost sales and optimize installations, whether you attend live or on-demand training.



Marketing Jump Start Resources

Learn more about digital marketing and how to maximize your partnership with Eagle Eye through Marketing Jump Start resources. This includes a marketing overview webinar to educate you on the available resources, programs, and how-to guides (e.g., Eagle Eye contacts directory, social media how-two guide, PPC how-to guide).



GROW

Boost sales with brandable Eagle Eye collateral, digital marketing support, cooperative marketing, and lead generation programs.



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. Resellers can leverage Eagle Eye's resources, insights, and programs to achieve greater success and profitability in their market.



Brandable Marketing Materials and Campaign Toolkits

Eagle Eye provides brandable sales and marketing tools including presentations, datasheets, customer success stories, training videos, webinars, and more. This portfolio of materials is available to all resellers to sell Eagle Eye products and services.

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



Local Search Marketing

Eagle Eye works with Certified, Pro, and Blue Resellers to start or improve your local business search engine optimization (SEO) to ensure your business appears on search results pages for security-related terms in your business' area.



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, managing registration, and providing a compelling presentation. The cost of the event is split 50/50 between you and Eagle Eye.



Vehicle Wraps

Take brand awareness to the streets, turning every vehicle in your fleet into a mobile advertisement. If you utilize Eagle Eye design templates, Eagle Eye will cover 100% of the cost. If you utilize your own design but include the Eagle Eye logo, we will cover up to 50% of the cost. All designs must be approved prior to installation to be eligible.



Cooperative Marketing

Pro and Blue Resellers qualify for Cooperative (Co-op) Marketing whereby Eagle Eye will reimburse the partner for up to 50% of the cost for lead-generating events, digital advertising, and more in the form of product credits for future hardware purchases. Eagle Eye may also assist in the staffing for events when appropriate.



Cloud Call Campaigns

Pro and Blue Resellers are eligible for the Cloud Call Program to generate outbound campaigns to existing customers. Eagle Eye will execute phone and email campaigns to your existing customer base in an effort to generate leads at your request. This program is a fast track to RMR growth.



Qualified and Committed Leads

Eagle Eye generates qualified leads through a wide range of marketing efforts. Qualified leads are distributed to our Pro and Blue Resellers based on their certification level and past performance. Committed leads are projects where Eagle Eye has been selected as the product of choice by the end user. These leads have an increased closing percentage and are exclusively available to Blue Resellers.



Eagle Eye Complete Pricing

Get the benefits of the Eagle Eye Cloud VMS (video management system) with minimal initial investment and Lifetime Repair & Replace coverage. Eagle Eye Complete provides budget-friendly, flexible pricing so that customers can move to the cloud without a large capital expenditure.



Demo Bridge - Free Subscriptions

Set up your very own Eagle Eye Cloud VMS Demo Bridge, and connect up to six cameras with no monthly fees. This is an excellent selling tool to showcase your office or a local business of your choice.



Project Registration

Eagle Eye encourages Certified, Pro, and Blue Resellers to register projects through the Project Registration Portal to obtain special or discounted pricing on Eagle Eye hardware, sales assistance, and additional engineering support. Discount levels are determined by your involvement in the project and certification level. Certified Resellers can receive a discount of up to 3%, Pro up to 5%, and Blue up to 7%.



Customer Pilots

Eagle Eye enables Certified, Pro, and Blue Resellers to launch Eagle Eye Networks VMS Pilots with prospective clients without any upfront cost. The equipment and subscription billing for these pilots is suspended until the end of the pilot period. This is a unique way to offer customers a “try before you buy” period with the Eagle Eye Networks Cloud VMS. Eagle Eye Sales Engineers and the Eagle Eye Support team will proactively support the installation and operation of the system for the term of the pilot period while also training your team.



Annual Rebate

Based on your certification level and year-over-year RMR growth performance, Eagle Eye will pay eligible resellers an annual rebate in the form of a credit to your account for future hardware purchases. The rebate will be 5% of the RMR growth for Pro and 7% of the growth for Blue Resellers. Resellers must be in good standing in all criteria on December 31st to qualify. Rebates will be distributed during the first quarter of each year.





CONNECT

Program benefits extend beyond education and driving demand to include dedicated regional sales support, technical support, local reseller referrals, and more.



Quarterly Business Reviews (QBRs)

Quarterly Business Reviews (QBRs) for Resellers are an integral part of our Reseller Partner Program, providing a strategic opportunity to assess performance, discuss growth opportunities, and align on future goals. These reviews offer personalized insights and actionable recommendations, ensuring our resellers stay competitive and maximize their success in the market.



Priority Phone and Online Tech Support

All Eagle Eye Resellers receive 24x7x365 support at no cost, available by chat, email, or phone. As an additional benefit, Pro and Blue Resellers receive Eagle Eye Elevate, priority support when the technician calling in is Certified. Eagle Eye knows the importance of support when you're on site.



Local Reseller Referral

The Local Reseller Referral Program is for installations outside the original reseller's territory. All Certified Resellers are eligible to take part in a program that enables resellers to seek assistance from Eagle Eye for subcontracting help on installations and services outside your territory.



Additional Services

Eagle Eye offers several services to support you and your customers:

- Implementation Services
- Health Monitoring
- Incident Video Retrieval
- Premium End User Support Services
- Pro Services

Find out more about the Eagle Eye Networks Reseller Partner Program.

[LEARN MORE](#)