

# Surveon Channel Marketing Introduction



Sales & Marketing Department  
Surveon Technology

**Surveon**  
Complete Megapixel Solutions

- About Channel Partners
- Surveon Channel Partner Program
- Surveon Partner Certification Program
- Surveon Partner Marketing Program

# About Channel Partners

# What is a Channel Partner?

- A channel partner is a company that partners with a manufacturer or producer to market and sell the manufacturer's products, services, or technologies.
- This is usually done through a co-branding relationship. Channel partners may be distributors, vendors, retailers, consultants, systems integrators (SI), technology deployment consultancies, and value-added resellers (VARs) and other such organizations.

# Channel Player Value Chain

Manufacturer (Surveon)	Channel Partner (Disty/SI)	Customer (End User)
<p>Product: provide innovated products and technology that meet the market demands and customer requests</p>	<ul style="list-style-type: none"> <li>■ Deploy Surveon products in the local market</li> <li>■ Understand Surveon products and differentiations from competitors</li> <li>■ Feedback customer demands to Surveon</li> </ul>	<ul style="list-style-type: none"> <li>■ Generate projects and product demands</li> </ul>
<p>Marketing: provide a variety of marketing support to increase Surveon corporate branding and product awareness</p>	<ul style="list-style-type: none"> <li>■ Carry Surveon brand to the local market</li> <li>■ Utilize Surveon marketing support to promote products in the local market</li> </ul>	<ul style="list-style-type: none"> <li>■ Aware of Surveon brand and products</li> <li>■ Surveon deployment success cases</li> </ul>
<p>Technical: provide tech support, product training, RMA support</p>	<ul style="list-style-type: none"> <li>■ Get certified technical training</li> <li>■ Provide services and support to customers</li> </ul>	<ul style="list-style-type: none"> <li>■ Report technical issues to Channel Partner</li> </ul>
<p>Sales: provide product, solution packages, price strategy, delivery, and relationship liaison</p>	<ul style="list-style-type: none"> <li>■ Sell Surveon products in the local market</li> <li>■ Spec-in Surveon products in the local projects.</li> </ul>	

# Channel Partner Marketing Activity

How can Partner promote Surveon in the local market?

Website	e-Marketing	Training	Local Event	Local Media	Others
Surveon logo, Product banner	Send regular e-news to customers promoting Surveon	Participate Surveon online/onsite training	Represent Surveon in local conferences	Buy print media ads promoting Surveon	Success project report
Surveon product: info, image, listing	Forward Surveon product e-blast / e-news to customers	Get certified to deploy Surveon products and provide services	Represent Surveon in local tradeshow	Buy online media banner promoting Surveon	
Surveon collateral download: datasheet, brochure, leaflet			Hold seminars to promote Surveon products to customers		
Surveon demo video					
Hyperlink to Surveon website					

- Go to Page 19 (and onwards) to know more about Surveon marketing support and how to use it.

# Channel Partner Yearly Marketing Plan (sample)

**Year: 2015**

Website	Topic	Detail	Online
Main Banner	Surveon retail solution	Solution key benefits, product image, features	9/1
New Products	CAM4321LV, NVR3308, CAM4571	Product listing, key features, images,	7/31
Collaterals	Surveon retail solution	Brochure, selection guide, datasheet, leaflet	8/15
Logo	Surveon company logo	with hyperlink to Surveon website	3/4
e-News	Topic	Detail	Target
Monthly e-News	Retail solution	#1 position in the August e-news	8/9
E-Blast	New product – retail solution	Solution key benefits, product image, features	9/10
Media	Topic	Detail	Deadline
Online Banner	Complete 2 MP camera line	June – Sept banner, advertorial, product news	5/30
Print Media	NVR + VMS solution	Bi-monthly ad for 3 issues (July - Dec)	6/4
Event	Topic	Detail	Target
Local Event	Industrial Security Conference in xx city	Speech and booth	February
Tradeshow	ISC East	East region for Q4	November
Seminar	Surveon VMS training	Invite SI/customer to learn VMS	May
Solution Day	Surveon total solutions	1 day event: market, new product launch, demo, case, training	October




# Surveon Channel Partner Program






# Why Surveon Channel Partner Program?

- Foster promising channel engagements.
- Develop synergistic resource allocation strategies.
- Ensure channel fairness and equity.
- Ensure business growth for all partners




# Surveon Partner Program Levels

	<p>Platinum Partners enjoy exclusive benefits and a privileged level of marketing, sales and technical support. Platinum partners have expert technical support capabilities, and actively promote Surveon products.</p>
	<p>Surveon provides an exceptional benefits, marketing tools and support to its Gold Partners. Gold Partners have solid understanding in, and the ability to sell, a wide range of Surveon products.</p>
	<p>Becoming a Channel Partner is the first step in your partnership with Surveon. Surveon provides our Channel Partners with ways to grow your business, with benefits such as Surveon Partner web pages and marketing materials.</p>

# Surveon Partner Requirements

	<b>Partner Requirement</b>			
1	Purchasing commitment		Yearly	Quarterly
2	Price protection	✓	✓	✓
3	Annual sales and marketing plan		✓	✓
4	Training /event activities for Surveon		✓	✓
5	Present Surveon products at local exhibitions			✓
6	Carry full Surveon product line		60% Models	85% Models
7	Provide local technical support	✓	✓	✓
8	Surveon certified sales rep		✓	✓
9	Surveon certified technician(s)		✓	✓
10	Provide Surveon site/ project references		✓	✓
11	Register products to avoid channel conflicts	✓	✓	✓
12	Keep Surveon inventory		✓	✓
13	Sign official partnership agreement		✓	✓
14	List Surveon as a partner on website	✓	✓	✓
15	Provide a Surveon product page on website		✓	✓

# Surveon Partner Benefits

<b>Sales Support</b>				
1	Surveon provided sales leads	V	V	V
2	Special price support for strategic projects	V	V	V
3	Credit term		V	V
4	Dedicated sales representative	V	V	V
<b>Marketing Support</b>				
5	Local exhibition sponsorship		V	V
6	Local training/event sponsorship	V	V	V
7	Training/event standard package		V	V
8	Marketing materials	Limited	V	V
9	Special promotion projects		V	V
10	Partner Recognition Certificate	V	V	V
<b>Technical Support</b>				
11	Dedicated technical support staff	V	V	V
12	Dedicated RMA support	V	V	V
13	Product/ technical training and seminars	Web-based	Onsite	Onsite

\*All benefits granted upon Surveon approval.

# Surveon Partner Certification Program

# Surveon Partner Certification Program

Surveon Certification Program (MSCP) is to enable Surveon's partners with professional knowledge for promoting Surveon's complete megapixel solutions.

The MSCP includes a series of training courses and certifications from IP video basics, business correspondence, product details, to technical support. All Surveon partners should have a specified number of people complete the Sales and Technical Certifications.



## Attend Surveon Training Courses Worldwide



[Home](#) > [Partner](#) > [Training Event](#)

We train approved partners so they can deploy Surveon's IP surveillance products and provide solution services to customers. Check out the Monthly Training Days and join us!

**To participate, please register:**

Jan.21 & 23 (America)

Jan.21 & 23 (Europe/Middle East/Russia/Asia Pacific)

Feb.09 & 11 (America)

Feb.11 & 13 (Europe/Middle East/Russia/Asia Pacific)

### Europe/Middle East/Russia/Asia Pacific

Date	Time	Topic
<b>Feb. 13 2015</b>	08:00 am – 09:15 am GMT	Advanced Training: Surveon Solution Design Tools
Date	Time	Topic
<b>Feb. 11, 2015</b>	08:00 am – 09:15 am GMT	Professional Training: Introduction to Surveon IP Camera
<b>Feb. 11, 2015</b>	09:15 am – 10:30 am GMT	Professional Training: Introduction to Surveon VMS
Date	Time	Topic
<b>Jan. 23 2015</b>	08:00 am – 09:15 am GMT	Advanced Training: Surveon Solution Design Tools

### Partner

- Partner Program
- Certification Program
- Training Event
- Training Materials
- Sales Kit

### Download




- Channel Partner Program

# Surveon Partner Training Program - 1

Surveon Certification Course – Basic			
Course Code	Topic	Targeted Trainee	Time (Hours)
MSCP-BA01	IP Surveillance Basic	All	2
MSCP-BA02	Surveon Market Position	All	2
MSCP-BB01	IP Camera Basic	All	2
MSCP-BB02	Surveon IP Camera Introduction	All	2
MSCP-BC01	Video Management Software Basic	All	2
MSCP-BC02	Surveon VMS Introduction	All	2
Surveon Certification Course – Business			
Course Code	Topic	Targeted Trainee	Time (Hours)
MSCP-SA01	Surveon Complete Megapixel Solutions	Product / Sales Manager	2
MSCP-SA02	Product Feature Highlights	Product / Sales Manager	2
MSCP-SA03	Megapixel Video Solution Design	Product / Sales Manager	2
Surveon Certification Course – Technical			
Course Code	Topic	Targeted Trainee	Time (Hours)
MSCP-TA01	IP Camera Advanced	Technical Support / Manager	3
MSCP-TA02	VMS & NVR Advanced	Technical Support / Manager	3
MSCP-TA03	Solution Design	Technical Support / Manager	3
MSCP-TA04	Solution Practice	Technical Support / Manager	3



MSCP Certification	
Level	Capability
MSCP Basic Level	<ol style="list-style-type: none"><li>1. Understand how the surveillance industry has developed</li><li>2. Understand the basic elements of a surveillance system</li><li>3. Understand the basic technical structure of an IP Camera</li><li>4. Understand the basic technical structure of VMS</li><li>5. Understand basics of new product design and product selection</li><li>6. Understand Surveon's market positioning and focus</li></ol>
MSCP Business Level	<ol style="list-style-type: none"><li>1. Possess all capabilities defined in the MSCP Basic Level</li><li>2. Understand all product lineups of Surveon</li><li>3. Familiar with the selling points of Surveon products</li><li>4. Capable of selecting appropriate Surveon products</li><li>5. Capable of designing basic solutions for Surveon products</li><li>6. Familiar with basic VMS &amp; IP Camera operations</li></ol>
MSCP Technical Level	<ol style="list-style-type: none"><li>1. Possess all capabilities defined in the MSCP Basic Level</li><li>2. Familiar with technical parameters in Surveon IP Cameras</li><li>3. Familiar with technical parameters in Surveon VMS/NVR</li><li>4. Capable of designing advanced solutions for Surveon products</li><li>5. Capable of configuring basic storage RAID systems</li></ol>

MSCP Certification Requirement	
Partner Level	MSCP Requirement
	2 x MSCP Basic Level
	2 x MSCP Business Level 3 x MSCP Technical Level
	3 x MSCP Business Level 6 x MSCP Technical Level

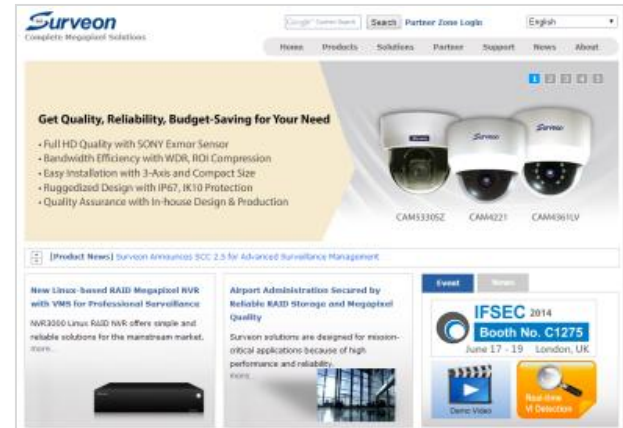
# Surveon Partner Marketing Program

- Website / e-Marketing
- Print Collaterals
- Product Marketing Materials
- Event Marketing Materials

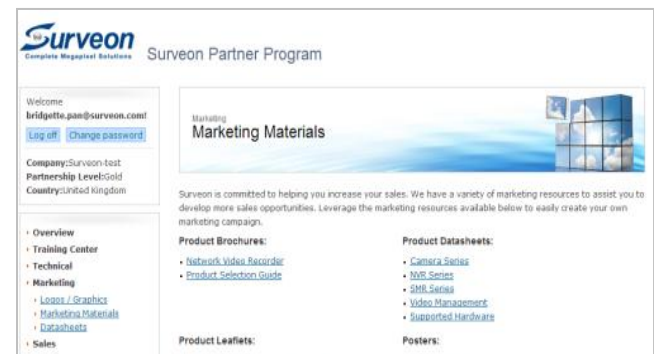
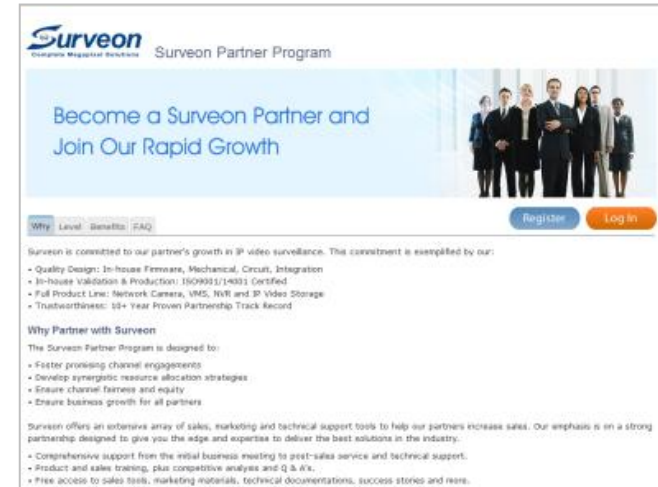


# Website / e-Marketing

- Complete information about Surveon company, products, solutions, partner program, support and more.
- Access to product documentations (datasheet, quick installation guide, manual, etc.) and resources (product image, brochure, selection guide, etc.)
- URL: <http://www.surveon.com/index.asp>
- VMS Microsite:  
<http://www.surveon.com/vms/index.asp>



- One location to access channel marketing materials, including all material (source files), test reports, SDK, and more.
- URL: <http://www.surveon.com/MySurveon/>
- Registration and login required.



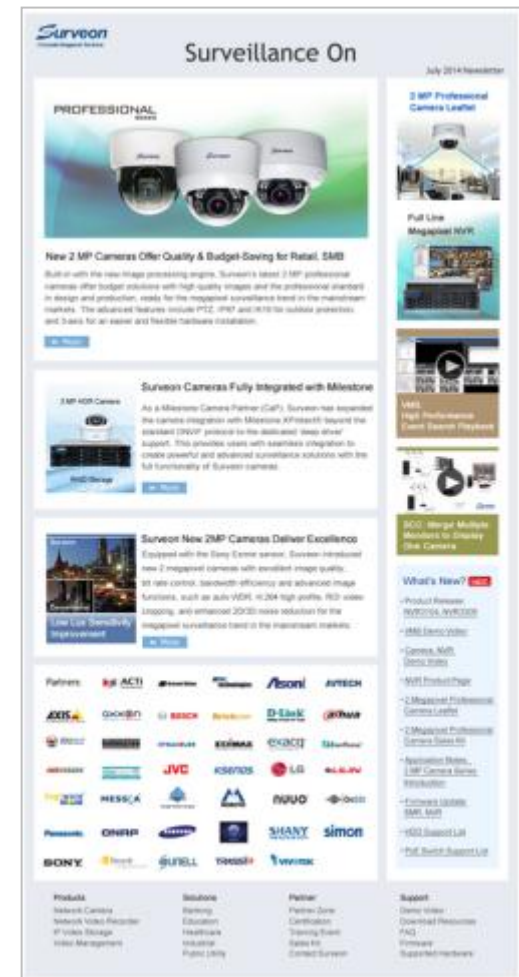
- Monthly release to provide:
  - New product solutions and key features.
  - Latest updates on Surveon company, products, training, partner program, and more.

■ Partner can use the content for their own newsletters, or simply forward the e-News to Customers.

- Location:

<http://www.surveon.com/news/news.asp>

<http://www.surveon.com/news/newsletter.asp>



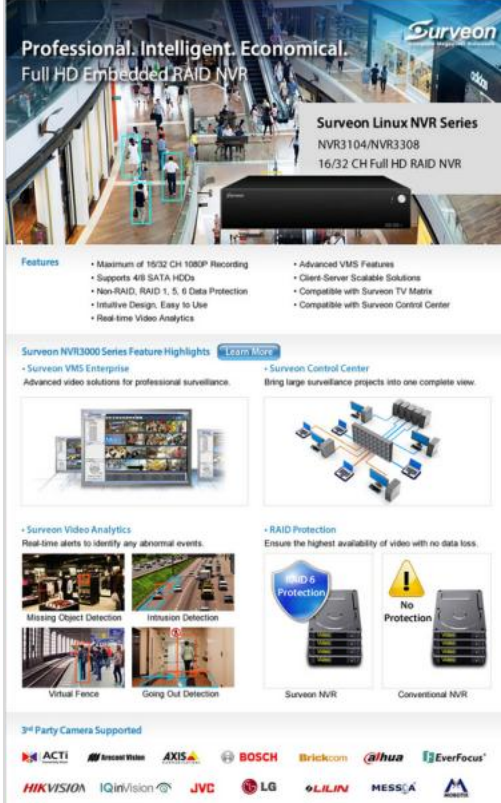


■ Promote Surveon featured product series, such as 2 Megapixel Professional Camera Series, NVR3000 Linux NVR Series.

■ Easy for Partners to forward (e-mail) to Customers for new product promotion.

■ Location:

<http://www.surveon.com/support/download-res.asp>



**Professional. Intelligent. Economical.**  
Full HD Embedded RAID NVR

**Surveon Linux NVR Series**  
NVR3104/NVR3308  
16/32 CH Full HD RAID NVR

**Features**

- Maximum of 16/32 CH 1080P Recording
- Supports 48 SATA HDDs
- Non-RAID, RAID 1, 5, 6 Data Protection
- Intuitive Design, Easy to Use
- Real-time Video Analytics
- Advanced VMS Features
- Client-Server Scalable Solutions
- Compatible with Surveon TV Matrix
- Compatible with Surveon Control Center

**Surveon NVR3000 Series Feature Highlights** [Learn More](#)

- **Surveon VMS Enterprise**  
Advanced video solutions for professional surveillance.
- **Surveon Control Center**  
Bring large surveillance projects into one complete view.

**Surveon Video Analytics**  
Real-time alerts to identify any abnormal events.

- Missing Object Detection
- Intrusion Detection
- Virtual Fence
- Going Out Detection

**RAID Protection**  
Ensure the highest availability of video with no data loss.

- RAID 6 Protection
- No Protection

**3rd Party Camera Supported**

ACTI, Amptek, AXIS, BOSCH, Brickcom, dahua, Everfocus, HIKVISION, IQinVision, JVC, LG, LILIN, MESSA, etc.

# Print Collaterals

- Complete collection of Surveon product models with detailed specifications.
- A 60+ page booklet ready for Partners to refer to when considering Surveon camera, NVR, VMS, storage lines.
- Print & PDF versions available.
- PDF:  
<http://www.surveon.com/support/download-res.asp>
- Print copy: contact sales.



- Quick reference of Surveon product models with key specifications.
- Easy tables for Partners to refer to when introducing Surveon Camera, NVR, VMS, Storage lines to Customers.
- Print & PDF versions available.
- PDF:  
<http://www.surveon.com/support/download-res.asp>
- Print copy: contact sales.

The screenshot displays a 'Network Camera' product selection guide. It features a header with icons for various camera types and a table with columns for 'Model', 'Resolution', 'Lens', 'Audio', 'Motion Detection', 'Storage', and 'Price'. The table lists multiple camera models with their respective specifications.

The screenshot displays a 'Network Video Recorder' product selection guide. It features a header with icons for various NVR models and a table with columns for 'Model', 'Resolution', 'Storage', 'Audio', 'Motion Detection', and 'Price'. The table lists multiple NVR models with their respective specifications.

- Introduction of Surveon NVR product line and VMS.
- A booklet for Partners/Customers to have general understanding of Surveon NVR product series, vertical applications, and VMS features.
- Print & PDF versions available.
- PDF:  
<http://www.surveon.com/support/download-res.asp>
- Print copy: contact sales.



- One sheet highlighting Surveon featured product:
  - Megapixel Camera Series
  - NVR Series
  - Video Analytics
- Easy for Partners to use at meetings and tradeshow.
- Print & PDF versions available.

- PDF:

<http://www.surveon.com/support/download-res.asp>

- Print copy: contact sales.



- One sheet offering Surveon solution packages for different vertical markets:
- Easy for Partners to refer to when selecting Surveon products for different applications.
- PDF versions available.
- PDF:

<http://www.surveon.com/support/download-res.asp>





- Surveon successful installations around the world in different applications, such as Banking, Border & Port, Education, Healthcare, Industrial, Public Utilities, Retail, and City Surveillance.
- Easy for Partners to refer to when choosing Surveon for projects.

■ PDF versions available.

■ PDF:

<http://www.surveon.com/support/download-res.asp>

**Surveon Secures Airport Administration Bureau with Reliable RAID Storage and Megapixel Quality**

To ensure airport administration and compliance with all safety, security and baggage, TSA's security search and baggage screening around the world, for many years, has been the only provider of the security search and baggage screening. As a result of the TSA's security search and baggage screening, the TSA has been able to ensure the safety of the world's airports. The TSA's security search and baggage screening is a critical part of the TSA's mission to ensure the safety of the world's airports.

**Customer**

The TSA's security search and baggage screening is a critical part of the TSA's mission to ensure the safety of the world's airports. The TSA's security search and baggage screening is a critical part of the TSA's mission to ensure the safety of the world's airports.

**Challenges**

The TSA's security search and baggage screening is a critical part of the TSA's mission to ensure the safety of the world's airports. The TSA's security search and baggage screening is a critical part of the TSA's mission to ensure the safety of the world's airports.

**Solutions**

The TSA's security search and baggage screening is a critical part of the TSA's mission to ensure the safety of the world's airports. The TSA's security search and baggage screening is a critical part of the TSA's mission to ensure the safety of the world's airports.

**Surveon Complete Megapixel Solutions**

Surveon is a leading provider of complete megapixel solutions for a wide range of applications. Our solutions are designed to provide high-quality, reliable surveillance and security solutions for a wide range of applications.

**Benefits**

- High-quality, reliable surveillance and security solutions
- Complete megapixel solutions for a wide range of applications
- Reliable, secure, and scalable solutions






**Surveon Complete Megapixel Solutions**



# Product Marketing Materials

- Each sales kit offers in-depth content on product, feature comparison, market trends, vertical solutions and more.
- Ready for Partners to study Surveon products, share with Customers and use for sales presentation and events.
- PowerPoint version available.
- Location:

<http://www.surveon.com/Partner/Sales-kit.asp>

Feature Sales Kits	
	End-to-End Solutions Surveon Company Profile
	End-to-End Solutions Surveon Worldwide Success Cases
	Camera Series Surveon 3 MP 30 FPS H.264 HDR C
	NVR & VMS Series Surveon NVR3000 Linux Megapixel
	NVR & VMS Series Surveon Enterprise VMS Overview

# Demo Video

- Over 50 demo videos of cameras, NVR, SMR, VMS, SCC.
- Watch and get better understanding of Surveon products, from installation, product features to hands-on operation.

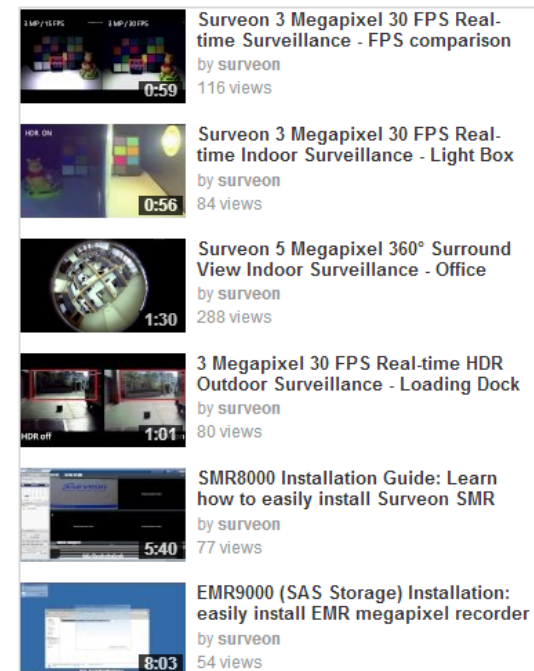
- YouTube & Download files available.

- Location:

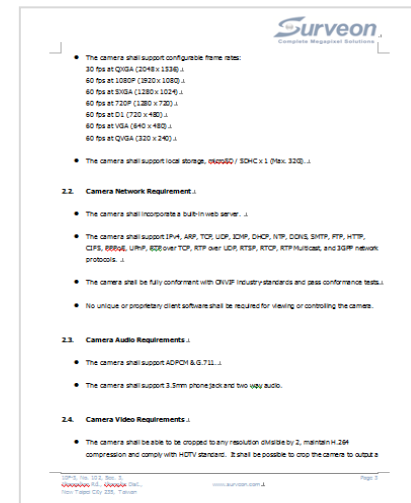
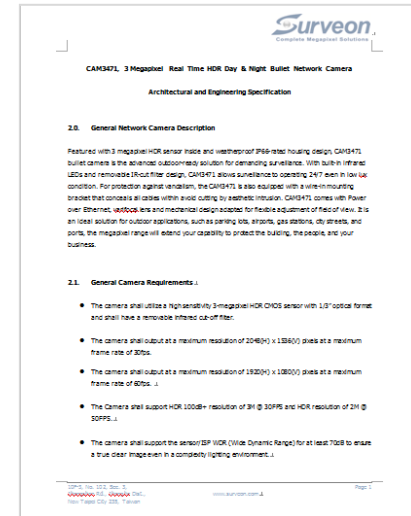
<http://www.surveon.com/support/Video.asp>

- YouTube Surveon Channel:

<https://www.youtube.com/user/surveon/videos>



- Each A&E Spec enlisted product specifications and highlighted functions for different models.
- Partners can easily refer to for the chosen models to match the tender/project requirements.
- Word version available.
- Download in each product page (under Documentation).




- In-depth technical documents to explain Surveon key product functions and applications.
- Guidelines for Partner to understand and deploy Surveon products.
- PDF version available.
- Location:

<http://www.surveon.com/support/application.asp>


**3. Smart Denoise Technology**  
Surveon cameras can auto detect the lux level to dynamically adjust the Denoise Value to fit the day / night changes.

The setup path: Settings > Video& Audio> Image appearance > Advanced > Noise Reduction > Mode

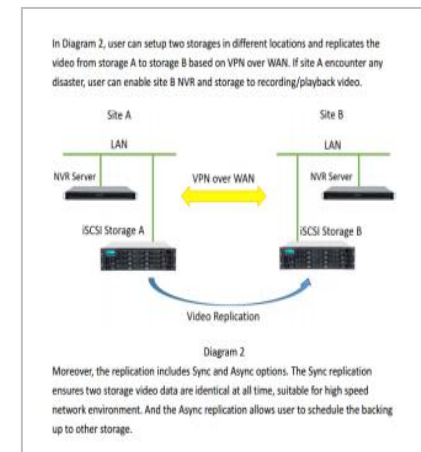


**4. Easy installation, 3 Axis rotation in dome series camera.**  
(CAM4311S2, CAM4321LV, CAM4351R2, CAM4361LV)

- 3 Axis rotation to fit any angle of view. (Pan 340°, Tilt 70°, Rotate 170°)
- Vari-Focal lens, Built-in IR LED
- Cable in, Compact Size, Easy Mounting




**5. Focus Assist Value**  
The Focus Assist Value helps installers to adjust camera focus more easily to fit all kinds of environments.



# Event Marketing Materials

- An easy to follow guide for Partners to organize a Surveon event in their area.
- Can be customized into different types: a seminar, workshop or training course.
- Half day, 1 or 2 day format available.
- PDF version available.



### Surveon Solution Day Package (Half-Day)

**About Surveon Solution Day.**  
 With continuous product enhancement in cutting-edge technologies, the Surveon Solution Day keeps partners stay tune about our latest product innovations and business success. We treasure our partnership with you and look forward to extending our relationship in the future...

**Solution Day Summary:**

Event	Surveon Solution Day
Length	Half day (3 hours)
Host	ABC company (Surveon Partner)
Target Audience	Customers (Sales, Technical, Product Manager) of ABC company
Target Attendance	20+ people
Event Registration	Through ABC Company
Date	dd/mm/yy
Location	ABC Company ABC City, ABC Country
Covered Topics*	Megapixel trend Surveon product roadmap New product demo Technical training
Agenda	See below template

\*Topics can be revised based on events.

**Agenda: (Template only; schedule and topics can be revised based on events)**

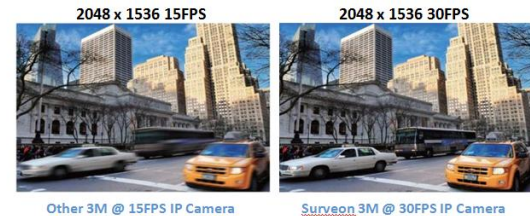
Time	Topic	Speaker
13:00*13:30	Registration	N/A
13:30*13:40	Opening Remarks	ABC Company
13:40*14:00	Challenges & Trends of Megapixel Surveillance	ABC Company
14:00*14:30	Product Roadmap	ABC Company
14:30-15:30	New Product Demo	ABC Company
15:30*15:40	Break	N/A
15:40 *16:30	Technical Session: IP Camera: Basic and Advanced	ABC Company

- Customized presentation PPT for Partners to deliver the important info (Surveon company, product, market) to the audience.
- Designed to increase Surveon branding and product awareness.
- PPT version available.
- Training for presentation content available.
- Contact Sales for requests.

## 3 Megapixel Real Time (30FPS) Spec

7

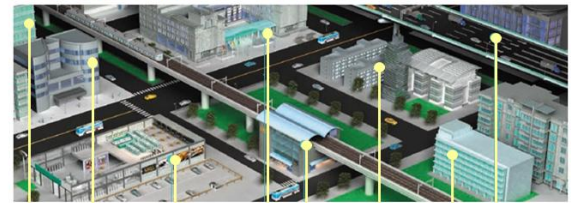
- The Camera shall support 2048 x 1536 at 30 FPS to meet the real time video performance.



## NVR5000 Target Applications

9

Enterprise, High-Performance NVR for Middle to High-End Projects.



Smart Building Banking HyperMarket Hotel Transportation University Manufacturing City Surveillance




NVR5000 Key Values

Professional VMS	Reliable Video Recording	Long Video Retention
Megapixel Quality	Centralized Management	Scalable Architecture





- Customized tradeshow or event invitation (and thank you note) ready for Partners to send to their customers.
- Designed to increase Surveon branding and professional image.
- E-file version available.
- Contact Sales for requests.



**Surveon**  
Visit Surveon at Intersec 2015

**intersec** Hall 51 Stand F42  
January 18 - 20, 2015  
Dubai, UAE [Book a meeting now](#)

Surveon offers proven end-to-end solutions from a full line of megapixel cameras and RAID NVR to enterprise iSCSI/SAS video storage designed for megapixel surveillance. Visit Surveon Booth (51-F42) at Intersec 2015 and see how our highly integrated and reliable solutions can help you easily complete mission-critical projects.

**Industry-1<sup>st</sup> Enterprise NVR with Compact, Cableless, Redundant Design**  
Based on the Intel® Haswell server platform, Surveon NVR5000 comes with RAID 1, 5, 6 for data protection. It also supports the SAS expansion port for up to 210 HDDs with simple cable connections. Along with the swappable CPU module and HDD trays and redundant cooling fans and power supplies, the NVR5000 ensures excellent system reliability and easy maintenance.

**NVR5000** [More](#)

**3 Megapixel Real-time HDR Cameras**  
As the ultimate choice for the advanced surveillance projects, the camera series offers 3 MP @30 FPS (or 2 MP@50 FPS), True HDR with over 100dB, H.264 high profile and ROI video cropping, giving users quality images even in low-lux conditions. Also available is the enhanced 2 MP camera series with SONY Exmor sensor, WDR, and ROI to offer high quality images and bandwidth efficiency.

**CAM4471** [More](#)

**Scalable Enterprise Video Management Solutions**  
Based on the client-server architecture for scalable projects, Surveon VMS features storage backup, archiving, matrix wall, real-time analytics, instant playback, fisheye dewarping, PIP, multiple displays, mobile client, video bookmarking, remote monitoring, centralized domain management and many more. The unified client function provides users the full control over live view, playback and advanced setup from any locations.

**VMS Enterprise** [More](#)

[Demo Video](#) [Success Case](#) [Selection Guide](#) [Latest News](#)

Contact: [sales@surveon.com](mailto:sales@surveon.com) [www.surveon.com](http://www.surveon.com)

- Customized tradeshow or event poster design for Partners to use in their events.
- Designed to increase Surveon branding and professional image.
- Wall posters, banners, and roll up posters
- Design-ready (file) version available.
- Contact Sales for requests.



# Event Giveaway

- Surveon branded giveaway items for Partners to use in the events.
- Designed to increase Surveon branding and professional image.
- LED pens, polo shirts available.
- Contact Sales for requests.



# Questions & Answers

## More Info About Surveon Solutions

[www.surveon.com](http://www.surveon.com)  
sales@surveon.com