Surveon Channel Marketing Introduction

Sales & Marketing Department
Surveon Technology

Surveon
Complete Megapixel Solutions

Outline

- About Channel Partners

- Surveon Channel Partner Program

- Surveon Partner Certification Program

- Surveon Partner Marketing Program

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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.

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Channel Player Value Chain

Manufacturer (Surveon)	Channel Partner (Disty/SI)	Customer (End User)
Product: provide innovated products and technology that meet the market demands and customer requests	■ Deploy Surveon products in the local market ■ Understand Surveon products and differentiations from competitors ■ Feedback customer demands to Surveon	■ Generate projects and product demands
Marketing: provide a variety of marketing support to increase Surveon corporate branding and product awareness	■ Carry Surveon brand to the local market ■ Utilize Surveon marketing support to promote products in the local market	■ Aware of Surveon brand and products ■ Surveon deployment success cases
Technical: provide tech support, product training, RMA support	■ Get certified technical training ■ Provide services and support to customers	■ Report technical issues to Channel Partner
Sales: provide product, solution packages, price strategy, delivery, and relationship liaison	■ Sell Surveon products in the local market ■ Spec-in Surveon products in the local projects.	

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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 tradeshows	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.

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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

Surveon Certified Platinum Partner	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.
Surveon Certified Gold Partner	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.
Surveon Certified Channel Partner	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.

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Surveon Partner Requirements

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

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Surveon Partner Benefits

		Certified Channel Partner	Certified Gold Partner	Certified Platinum Partner
Sales Support				
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
Marketing Support				
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
Technical Support				
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.

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Surveon Partner Online Training Events

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Home   Products   Solutions   Partner   Support   News   About

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
Feb. 13 2015	08:00 am – 09:15 am GMT	Advanced Training: Surveon Solution Design Tools

Date	Time	Topic
Feb. 11, 2015	08:00 am – 09:15 am GMT	Professional Training: Introduction to Surveon IP Camera
Feb. 11, 2015	09:15 am – 10:30 am GMT	Professional Training: Introduction to Surveon VMS

Date	Time	Topic
Jan. 23 2015	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

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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

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Surveon Partner Training Program - 2

MSCP Certification	
Level	**Capability**
MSCP Basic Level	1. Understand how the surveillance industry has developed 2. Understand the basic elements of a surveillance system 3. Understand the basic technical structure of an IP Camera 4. Understand the basic technical structure of VMS 5. Understand basics of new product design and product selection 6. Understand Surveon's market positioning and focus
MSCP Business Level	1. Possess all capabilities defined in the MSCP Basic Level 2. Understand all product lineups of Surveon 3. Familiar with the selling points of Surveon products 4. Capable of selecting appropriate Surveon products 5. Capable of designing basic solutions for Surveon products 6. Familiar with basic VMS & IP Camera operations
MSCP Technical Level	1. Possess all capabilities defined in the MSCP Basic Level 2. Familiar with technical parameters in Surveon IP Cameras 3. Familiar with technical parameters in Surveon VMS/NVR 4. Capable of designing advanced solutions for Surveon products 5. Capable of configuring basic storage RAID systems

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Surveon Partner Training Program - 3

MSCP Certification Requirement	
Partner Level	**MSCP Requirement**
Surveon Certified Channel Partner	2 x MSCP Basic Level
Surveon Certified Gold Partner	2 x MSCP Business Level 3 x MSCP Technical Level
Surveon Certified Platinum Partner	3 x MSCP Business Level 6 x MSCP Technical Level

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Surveon Partner Marketing Program

Surveon Partner Marketing Support

- Website / e-Marketing

- Print Collaterals

- Product Marketing Materials

- Event Marketing Materials

Website / e-Marketing

Surveon Corporate Website

■ 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

MySurveon Partner Zone
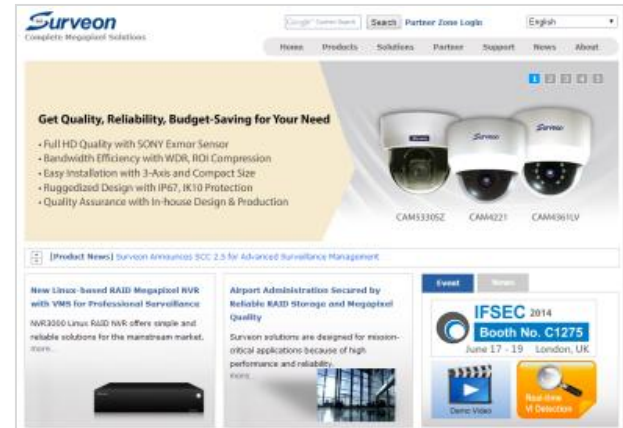
■ One location to access channel marketing

materials, including all material (source files),

test reports, SDK, and more.

■ URL: http://www.surveon.com/MySurveon/

■ Registration and login required.
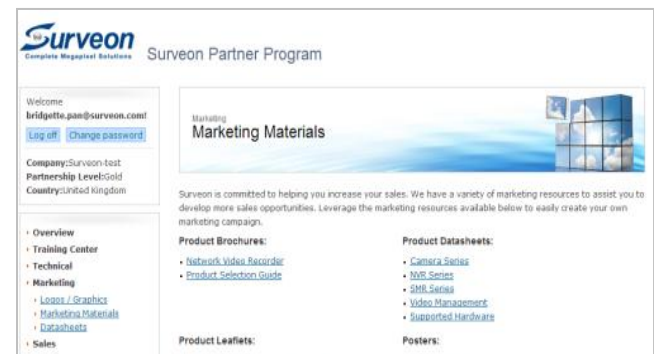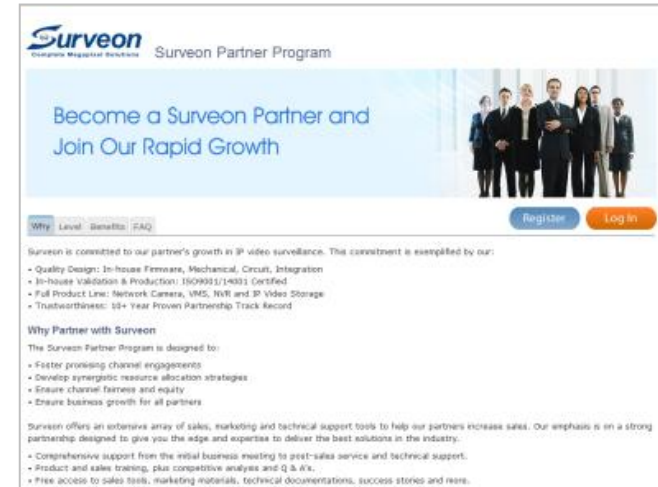
E-Newsletter

- 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

E-Blast
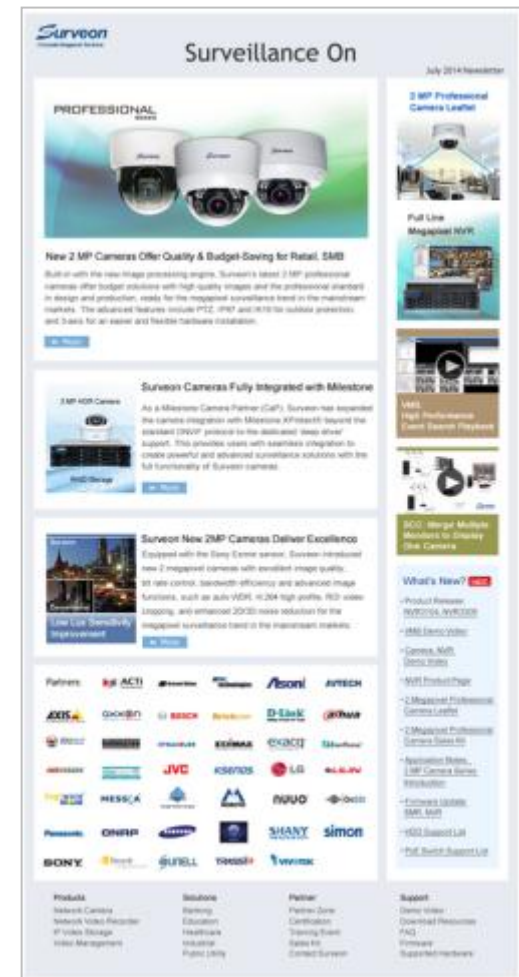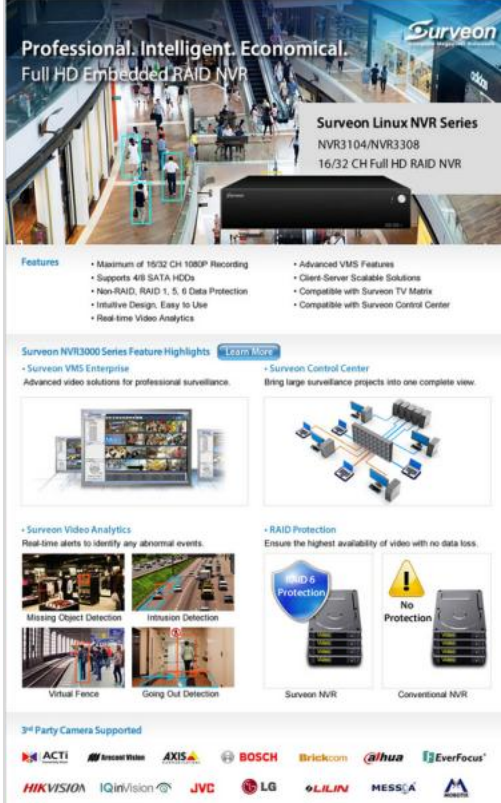
■ Promote Surveon featured product series, such as

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

Print Collaterals

Product Catalogue

■ 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.

Product Selection Guide

■ 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.

NVR Product Brochure

- 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.

Product Leaflet

- 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.

Vertical Market Leaflet

■ 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

Success Case

- Surveon successful installments 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

Product Marketing Materials

Sales Kit

■ 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

Surveon 5 Megapixel 360° Surround View - Surveon SMT Site

Surveon 3 Megapixel 30 FPS Real-time Surveillance - FPS comparison
by surveon
116 views

Surveon 3 Megapixel 30 FPS Real-time Indoor Surveillance - Light Box
by surveon
84 views

Surveon 5 Megapixel 360° Surround View Indoor Surveillance - Office
by surveon
288 views

3 Megapixel 30 FPS Real-time HDR Outdoor Surveillance - Loading Dock
by surveon
80 views

SMR8000 Installation Guide: Learn how to easily install Surveon SMR
by surveon
77 views

EMR9000 (SAS Storage) Installation: easily install EMR megapixel recorder
by surveon
54 views

A & E Specifications

■ 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).

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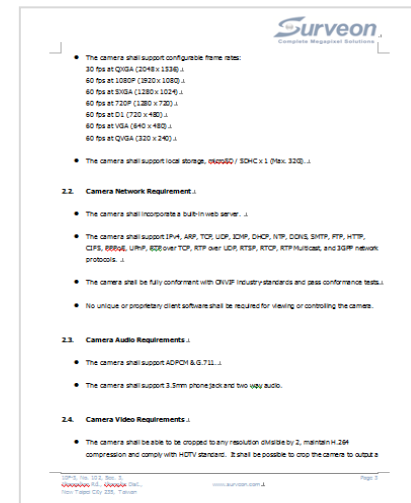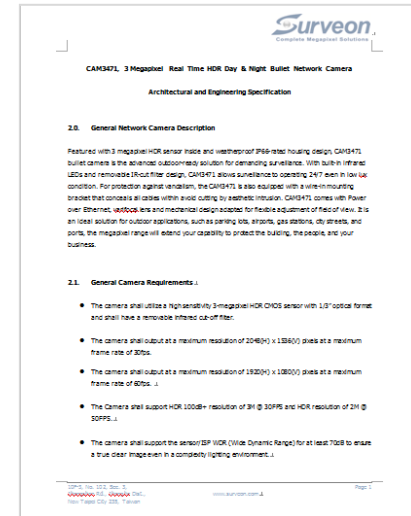
Application Notes

■ 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

Event Marketing Materials

Event Package
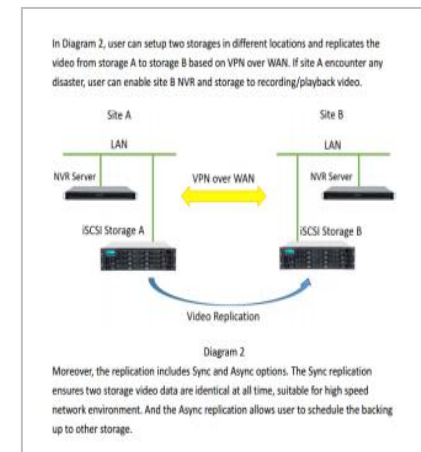
■ An easy to follow guide for Partners to organize a Surveon event in their area.

■ Can be customized into different types: a seminar, workshop or training course.

■ Half day, 1 or 2 day format available.

■ PDF version available.

Event Presentation PPT

■ 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.
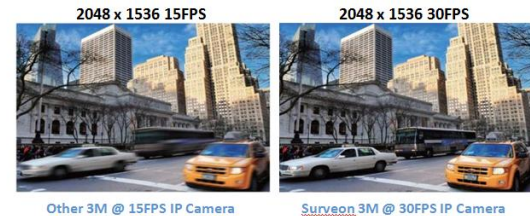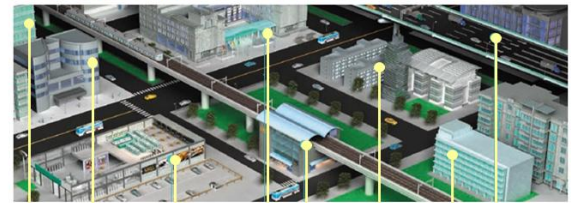
Event e-Invite/Thank You Note

■ 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.

Event Poster

- 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.

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Questions & Answers

More Info About Surveon Solutions
www.surveon.com
sales@surveon.com