

StreamForce Partner Program



All the support you need to confidently recommend and deploy Exterity solutions

Why choose Exterity as a technology partner?

Exterity is a world-leading provider of IP video solutions that help customers push beyond traditional boundaries of enterprise communication by integrating TV and video into all aspects of their visual communication strategy.

Exterity systems are modular, enabling products to be installed and scaled as necessary to meet the needs of any organization or specific use case, from the smallest school to the largest enterprise.

Exterity solutions are at the core of TV and video distribution in some of the largest and most recognized companies around the world.

How we support our channel partners

Exterity solutions are sold, installed and maintained across the world through an extensive network of technically innovative channel partners. The StreamForce Partner Program is dedicated to supporting the distributors, resellers and system integrators who make up the channel.

StreamForce members receive all the Technical Support, Marketing tools and Training needed to successfully sell and support Exterity IP video products and solutions, while Exterity helps drive channel partner sales by stimulating end user demand.



Dedication to the Channel

Exterity never sell direct to end users. This dedication to the channel is part of our guarantee to all channel partners.



Cost-Effective Solutions

Flexible and scalable in design, Exterity solutions are considerably more cost-effective than a separate co-axial network.



Technology Integration

Exterity products integrate with best of breed technologies, e.g., room control systems, online streaming and digital signage.



Open Standards and Modular

Exterity solutions are modular in design, enabling easier upgrades, maintenance and customization.



Environmentally Friendly

Exterity solutions consume less power, take up less space in server rooms and require less cooling than PC based systems, reducing environmental impact.



Exterity IP video solutions are deployed in a wide range of markets

End-to-end IP video systems tailored to your industry. From corporations to hotels, oil rigs and stadiums.

CORPORATE AND FINANCE | EDUCATION | HEALTHCARE | HOSPITALITY AND LEISURE | MEDIA AND BROADCAST | GOVERNMENT AND MILITARY | OIL AND GAS | TRANSPORT | VENUES AND STADIUMS

StreamForce Partner Program Benefits

- ✓ Revenue generation from selling Exterity IP video solutions and AvediaCare after-sales support and warranty
- ✓ Free training – Technical, Sales and Commercial
- ✓ Named Exterity account manager to provide sales support
- ✓ Commercial Bid/RFP support from Exterity Sales team
- ✓ Regular Product, Marketing and Events communications to both Channel and end users
- ✓ Dedicated, secure ‘Partner Hub’ resource centre on exterity.com with access to:
 - Product and Technology support – webinars, manuals, tech specs, release notes...
 - Training resources and course schedules
 - Sales and Marketing support – brochures and datasheets, diagrams, templates, presentations, logos...
- ✓ Discount options on Exterity demo equipment
- ✓ Commercial support from dedicated Distributor

StreamForce Partner Program Levels & Discounts

StreamForce levels and discounts UK	PLATINUM PARTNER	PREMIER PARTNER
Purchase Options	Direct/Distribution	Distribution
Competitive Pricing Support	Yes	Yes
Demonstration Equipment Purchase	50%	40%
StreamForce Partner Appointment (reviewed annually)	By invitation/recognition	By request/application
StreamForce logo usage	Yes	Yes
Co-marketing/lead generation support	Yes	No
Minimum no. individuals trained in Exterity	2	1
Minimum Annual Exterity Revenue	£100,000 / €125,000	No
Client Reference / Case Study	Yes	Yes

Membership subject to agreement of full terms and conditions

StreamForce Partner Program Additional Information

- ✓ **Demonstration equipment**
 - One unit of each core Exterity product plus 10 software clients
 - Maintained under AvediaCare warranty at no extra charge if kept and used as demo equipment
 - Option to resell after 1 year with no extended warranty provided
- ✓ **Technical Training**
 - Requirement for StreamForce partners to attend free Exterity technical training.
 - Attached to an individual not the organization - if employee leaves must have replacement trained within 3 months
 - Trained staff have direct access to Exterity technical and sales support
 - Platinum partners invited to attend Exterity training every 6 months



How to join the Exterity StreamForce Channel Partner Program

Email: sales@exterity.com

Website: visit www.exterity.com/contact-us and complete the contact form

Call: +44 (0) 1383 828 250 for your nearest Exterity Sales representative