



# The SiteOwl Partner Program

Deliver world class security lifecycle  
management.

**siteowl**®





Welcome to the SiteOwl partner program, a dynamic channel partnership designed for security integrators and consultants.

This program offers a unique opportunity to resell SiteOwl, the first-of-its-kind platform in the physical security industry. Whether your focus is on assessments, planning and security system design OR installation, service & maintenance, as a SiteOwl partner, you'll play a pivotal role in bringing advanced security lifecycle management solutions to high value customers.



## Why partner with SiteOwl?

**Partnering with SiteOwl isn't just about adding another product to your portfolio; it's about embracing a vision of advanced, integrated security management.**

Our partners benefit from the ability to resell SiteOwl's industry-first solution, gaining competitive advantages in the market while positioning themselves at the forefront of technological advancement in the security industry.



### **Market Differentiation**

Stand out in the security industry by offering a unique and comprehensive security management platform that provides opportunities for partners to deepen their existing business relationship with the customer.



### **Growth and profitability**

Expand your business offerings by reselling SiteOwl's innovative solution. Earn lucrative discounts as you generate more sales and progress through SiteOwl's tiered program.



### **Customer success and support**

Count on our channel support team to help you deliver the most value to your customers through SiteOwl's industry-first platform.

## Program design

Our Partner Program is structured into three distinct tiers: Select, Advanced, and Premier. Each tier is designed to match your level of commitment and achievement, offering escalating rewards and opportunities. This tiered approach ensures a clear growth path, with transparent performance metrics guiding your journey through the program.

One of the biggest advantages of the partner program is that partner status is determined at a national level, not site-by-site. This ensures that your tier is determined through revenue and certifications across all your locations in a country.

## Select Partner

The Select Partner tier is the entry point into the SiteOwl Partner Program. It's ideal for those who are beginning their journey with SiteOwl and are keen to grow their business with our innovative product.

- ✓ **Initial training and support**  
Receive foundational training on SiteOwl's suite of applications to ensure a solid start.
- ✓ **Access to marketing materials**  
SiteOwl's marketing resources to effectively promote the product to your customers.
- ✓ **Standard discount on MSRP**  
Benefit from a standard discount rate, providing a solid foundation for revenue generation.

## Advanced Partner

The Advanced Partner tier is for partners who have demonstrated a higher level of engagement and success with SiteOwl. This tier offers enhanced benefits and greater opportunities for business growth.

- ✓ **Increased discount rates**  
Enjoy higher discounts on MSRP as you deepen your engagement with SiteOwl and increase revenue performance.
- ✓ **Advanced training opportunities**  
Access more in-depth training sessions to further your expertise in SiteOwl's applications.
- ✓ **Marketing and sales support**  
Leverage additional marketing and sales tools to expand your reach and effectiveness.

## Premier Partner

The Premier Partner tier represents the pinnacle of the SiteOwl Partner Program. It's reserved for the most dedicated and successful partners, offering the highest level of benefits and strategic collaboration opportunities.

- ✓ **Top-tier discount rates**  
Receive the highest possible discounts on MSRP, maximizing your revenue potential, in addition to being eligible for special program rebates.
- ✓ **Strategic support and collaboration**  
Engage in strategic planning sessions with SiteOwl for mutual growth and market expansion.
- ✓ **Exclusive access to roadmap previews**  
Be the first to see what SiteOwl is building, and help shape the product roadmap for the market.



## Program benefits

As a SiteOwl partner, you're entitled to a host of benefits designed to empower and elevate your business. From tier-based discounts that grow with your success to comprehensive sales and marketing support, every aspect of our program is crafted to ensure mutual growth and success. Our dedicated support ensures that you have all the resources needed to excel in the market.

Partner benefits	Select	Advanced	Premier
<b>Partner enablement</b>			
Partner management & inside sales support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Assigned partner alliance manager			<input checked="" type="checkbox"/>
Participation in partner events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Participation in partner enablement training	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity registration	90 days	120 days	180 days
<b>Business Development</b>			
Access to sales leads			<input checked="" type="checkbox"/>
Access to sales and support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access to SiteOwl demo instance		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Marketing and sales enablement</b>			
SiteOwl logo / branding usage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Partner listing on SiteOwl website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Custom marketing content development and support			<input checked="" type="checkbox"/>
Marketing initiatives planning			<input checked="" type="checkbox"/>
<b>Discounts</b>			
Discount on certification	-	20%	35%
Discount on professional services	-	5%	10%
Discount on MSRP	10%	15%	20%
Discount on integrator subscription*	-	10%	20%



## Program eligibility and requirements

The SiteOwl Partner program is designed to evolve with your growth. As you ascend through the tiers, the criteria become more advanced, but so do the rewards. While training and certification standards are consistent globally, sales revenue targets are region-specific, tailored to meet universally applied objective benchmarks.

Eligibility criteria	Select	Advanced	Premier
Acceptance of the SiteOwl partner program agreement	Yes	Yes	Yes
Annual sales revenue requirement - minimum	\$50,000	\$150,000	\$500,000
Complete onboarding training	Yes	Yes	Yes
Complete sales solution certification	1 sales staff	2 sales staff	3 sales staff
SiteOwl certified technical staff	1 staff	2 staff	2 staff
SiteOwl-focused marketing initiatives	N/A	1/year	2/year
Approved 12-month business plan	N/A	N/A	N/A
Minimum annual company revenue	\$10MM	\$20MM	\$50MM
Designated SiteOwl alliance manager	N/A	Yes	Yes

For more information about SiteOwl and the Partner Program, please email [partners@getsiteowl.com](mailto:partners@getsiteowl.com)

## About SiteOwl

SiteOwl is the only physical security system lifecycle management platform that brings enterprise security teams, their security vendors, and assets together on one unified platform.

The solution's suite of applications connect real-time data and workflows, specific to the physical security industry, to drive collaboration, visibility and efficiency.

To learn more, please visit [getsiteowl.com](https://getsiteowl.com).