

# Cathexis Channel Partner Program

## Join the Cathexis family

At Cathexis we place a huge value on the relationships that we have with our partners and regard our partners as an extension of our own business. The Cathexis Channel Partner program is designed to give acknowledgment to channel partners/installers who are actively using our Software to provide their customers with solutions and have invested in gaining knowledge of our products.

Our channel partner strategy is designed to provide a mutually beneficial environment in order to:

- encourage partners and distributors to promote and sell Cathexis products
- reward partners for loyalty to Cathexis products
- enable Cathexis to add value to selected partners to assist in the sales and marketing process
- enable Cathexis to provide the best possible tools and support to our partners



## SALES AND MARKETING SUPPORT

As a Channel Partner, you will have access to our user-friendly and very powerful, CathexisVision software and supporting peripheral hardware. We will also provide you with marketing and design tools to assist you in selling our solutions and maximising your profit.

## TECHNICAL SUPPORT

Our technical support has for many years been regarded in high esteem. We make this service available to all our channel partners to enable you to provide your clients the best possible support.

## TRAINING

We place major emphasis on training to enable your sales and technical staff to provide excellent support to your customers. Training will be provided by the Cathexis regional offices and their accredited trainers.



## HOW IT WORKS:

- All distributors and installers who are utilising Cathexis software will be required to register with the Cathexis Channel Partner program. This can be done via your regional distributor or via our website at: <http://www.cathexis.co.za/reseller-application/>
- Once registered, you will receive an information pack and a partner “code”. This partner code needs to be quoted when ordering any Cathexis equipment from their chosen distributor. This code will ensure that our partners receive the benefits for which they qualify and will enable us to provide you with the best possible support for your solutions.
- Our regional office representative will be contact with you to discuss the certification process and will run through a scoring system with you. Your channel partner status will then be determined with guidelines of how to improve your partner level.
- Partner levels will be re-assessed every quarter.
- Registration as a channel partner will give you access to the “partners” area of our website, where we provide software and other documentation not available to the general public.
- Our partners  
For an overview of all the benefits and qualification criteria, we have provided tables below:

## CHANNEL PARTNER BENEFITS:

Installers who have qualified as partners will be entitled to the following benefits commensurate with their status:

Benefits	Silver	Gold	Platinum	Detail
Discounts	✓	✓	✓	Our discounts enable you to maximise your profit. There are different levels of discount for each level
Project registration		✓	✓	Project registration will ensure that you get the best pricing against all of your competitors for specific projects
FAQ support and product documentation	✓	✓	✓	Access to documentation and case studies if available
Email support	✓	✓	✓	Our email support is available to distributors, installers and end-users
Telephone support	✓	✓	✓	Contact our excellent support desk with your queries
Access to training/certification	✓	✓	✓	We have several training programs tailored for your needs
Access to partners area on website	✓	✓	✓	Our secure downloads area will be available to you
System design tools	✓	✓	✓	We have several tools to assist you with designing solutions
Listed on Cathexis website “partners” area		✓	✓	Your company details will be listed on our website
Partner Certificate	✓	✓	✓	We will provide you with a certificate displaying your channel status

Note: Specific requirements may vary depending on specific regional dynamics



# INSTALLER CHANNEL PARTNER QUALIFICATION REQUIREMENTS:

Re-sellers need to comply with the following requirements to qualify for the various channel partner status levels:

Qualification Requirement	Silver	Gold	Platinum	Detail
Basic training	✓	✓	✓	1 Day training course
Advanced training		✓	✓	3 days advanced training at an approved training centre
Sales training		✓	✓	Sales training by a qualified distributor
Actively marketing Cathexis solutions as a primary surveillance product		✓	✓	Loyal re-sellers who have embraced Cathexis as one of their primary solutions fit into this category
Demonstration systems		✓	✓	The partner must have one or more Cathexis demonstration systems installed
Multi-Server solution design capability		✓	✓	Comprehensive Knowledge of ALL Cathexis products and features
Integrated solutions			✓	System integration knowledge and experience.
I.P Video Network infrastructure design			✓	In-depth knowledge of I.P Video Network infrastructure design
Listing of Cathexis logo on website			✓	We expect a reciprocal link to our website from our partners website
Revenue targets	✓	✓	✓	Partners will be required to show a track record of Cathexis installations in order to progress up in status.
End-user disclosure		✓	✓	In order for Cathexis to provide the support required and to ensure future relevance, we ask our partners to disclose end-user information

Note: Level status is at the discretion of Cathexis and its regional distributors and is reviewed on a regular/quarterly basis

## FOR MORE INFORMATION

Contact your nearest Cathexis distributor or Regional office, or email us at [info@cat.co.za](mailto:info@cat.co.za)

# RE-SELLER CHANNEL PARTNER APPLICATION FORM

Company Address						
Company Name:						
Street Address:						
Country:			City:		Zip/Postal code:	
Phone Number:			Website:			
Contact Information						
Main contact (Director/CEO/VP):		Title:		Phone:		Email:
Marketing/Sales contact:		Title:		Phone:		Email:
Technical contact:		Title:		Phone:		Email:
Additional contact:		Title:		Phone:		Email:
Company Information						
No. Office locations:		No. Years in business:			No Sales reps:	
No. Technicians:		No employees:			Annual revenue:	
Revenue from CCTV:		Do you have a demo facility:				
Vertical Markets	Retail	Manufacturing, Industrial or mining	Commercial or residential Property	Banking or finance	Healthcare or education	Other
Enter % of business:						
Technology	I.P Video	Analogue	Hybrid	Integrated solutions	Remote monitoring	
Enter % of business:						
Applicant Name:						
Sign:			Date:			

