



# Aspire Partner Program

## 2024



# Welcome to the Aspire Partner Program!

**We are excited to kick off the Aspire Partner Program for 2024 as we continue to scale and grow our partner ecosystem.**

By joining the Aspire Partner Program you are partnering for success. You will have access to resources that will help you grow your business. You will have access to new markets. You will generate new revenue opportunities and gain deeper technical and product expertise with acre products and solutions.

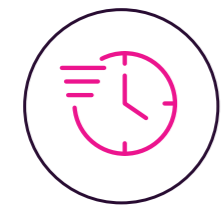
With you we are reshaping security. As a partner you are fundamental to our success. With your help and expertise, we aim to deliver innovative solutions, focused on providing value to our mutual customers.

Thank you for your business!

Val Cassidy  
Aspire Partner Program Director  
acre security



# Reasons for Joining



## **Faster Time to Market**

Through access to the latest acre solutions, education and support, we can help partners meet the rapidly growing demand for cloud-based products and services.



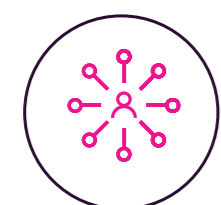
## **Business Growth Opportunities**

Acre can open doors to new business opportunities, such as referrals and co-marketing initiatives.



## **Our Ecosystem of Expertise**

Access to acre's network of customers & partners in multiple industries, in over 25 countries



## **Community Building**

Acre can provide opportunities for networking, knowledge sharing, and collaboration, fostering a sense of community among like-minded people



# Partnering with acre security

Acre is committed to creating an exceptional partner journey and partnering with acre offers a wealth of business, marketing, and technical support. Expand your offerings, grow your customer base, and grow your revenue with acre's portfolio of products and solutions.

## Why Partner?

- Increased revenues based on compelling sales, referrals, service opportunities, and incentives.
- Faster time to market through access to the latest acre solutions, education and support, to help meet rapidly growing customer demand for cloud-based products and services.
- Access to acre's network of customers and partners in over 25 countries.
- Expand your network through the acre partner ecosystem and open doors to new markets.

## What you get?

- Enhanced marketing effectiveness and reach based on key marketing enablers such as acre co-marketing initiatives.
- Ongoing commitment from acre to empower our partners to foster successful, profitable, and sustainable customers for life.
- Increased channel investment to enable partners to offer new acre solutions, expand business models, and accelerate growth.
- Access to the acre partner portal giving you the tools you need to track your business commitments & performance.

## What we expect?

- Meet certain sales, revenue commitments and business growth targets.
- Be willing to participate in training and certification programs and stay updated on acre product updates and features.
- Delighted mutual customers. Be dedicated to providing high-quality customer support to your customers who use acre products or services.
- Participation in business meetings, events, technical sessions, training and education of your team.

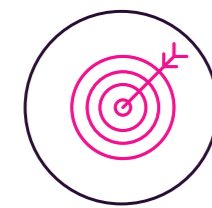
# Partnering Commitment

**We will only be successful if you are successful. Acre is committed to your success, and we love partners that are dedicated to investing in their acre partnership and providing an exceptional customer experience.**



## Growing Together

Revenue commitment is a significant component of partner tier qualification, and it is important that revenue growth maintained. Reliable pipeline management and visibility is essential to partner investment and mutual growth.



## Market Reach

It's important that partners leverage the acre brand and marketing support. Partners can achieve this by investing in marketing and lead generation initiatives for acre products and services on an ongoing basis.



## New Customers

New customer acquisition supports partner tier qualification and is a key component of future revenue and growth.



## Delighted Customers

Acre uses Net Promoter Scores (NPS) to evaluate and measure customer satisfaction. It is paramount that our customers receive the very best experience from the acre partner community, at every touchpoint.



## Market Readiness

Acre provides access to training and certification programs to help you build the necessary skills and techniques to properly sell our products and solutions. Certification is a significant component of partner tier qualification, and it is important that certification is maintained.



# Program Framework

The acre partner program provides a simplified business framework designed to enable partners to grow their business with acre.

Our partner program supports a diverse set of partners including distributors, resellers, integrators and installers who sell, deploy, and manage any and all of the security solutions we offer.

Partner Program tiers are **Silver, Gold and Diamond** levels. Please review the program benefits and program requirements sections for more detailed information.

Program benefits and requirements are structured to recognise a partner's investment in and contribution to delivering acre solutions that drive joint success. Each tier offers partners an opportunity to differentiate and grow in the program, and all partners are incentivized to drive new customer acquisition and new sales opportunities.



# High Level Benefits

Depending on a Partner's status, some of the many benefits available in our program include:



## Sales

- Deal Referral Access
- Incentives for Deal Registration
- Demo Support
- Project & Tender Support
- Track Your Performance



## Marketing

- Co-Marketing Campaigns & Initiatives
- Promotion of Your Customer Success Stories
- Badges to Promote Your Brand
- Joint Campaigns
- Digital Content Creation
- Partner Directory Listing



## Training & Certification

- Training Credits
- Product Enablement Sessions
- Access to Classroom & Online Training
- Train the Trainer



## Technology & Support

- Partner Portal Access
- Discounted Demo Equipment
- Early Access to acre Pilots / Betas
- Quarterly Roadmap Preview
- Priority Support Hotline Access
- Project Engineering Support



# Benefits by Tier



SALES	SILVER	GOLD	DIAMOND
Deal Referral Access	•	•	•
Demo Support	•	•	•
Incentives for Deal Registration		Eligible	•
Project & Tender Support (Non-technical)		•	•
MARKETING	SILVER	GOLD	DIAMOND
Partner Badge & Certificate	•	•	•
Partner Directory Listing	•	•	•
Use of acre Logos	•	•	•
Access to Co-Marketing Initiatives	Eligible	Eligible	•
Promotion of Customer Success Stories	Eligible	•	•
Event Co-Sponsorship & Support	Eligible	•	•
TECHNOLOGY & SUPPORT	SILVER	GOLD	DIAMOND
Access to acre Community	•	•	•
Partner Portal Access	•	•	•
Telephone / Email Technical Support	•	•	•
Pre-Sales Project Engineering Support	Eligible	1 Project	2 Projects
Post-Sales Engineering Support	10h	20h	50h
Early Access to acre Pilots / Betas		Eligible	Eligible
Quarterly Roadmap Preview		Eligible	•
TRAINING & CERTIFICATION	SILVER	GOLD	DIAMOND
Training Days	1 Day	2 Days	3 Days
Product Certification	•	•	•
Train The Trainer	Eligible	Eligible	•



# Are you ready to grow your business with acre?

Our partner program supports a diverse set of partners who sell, deploy, and manage any and all of the security solutions we offer.



[Join Now](#)



# Useful Links



## Academy

<https://academy.acresecurity.com/>



## Legal

<https://acresecurity.com/legal>



## Solutions

- Access Control
- Visitor Management
- Intrusion Detection
- Secure Communications Networking and Server Solutions

## Integrations

- Partners & Integrations



## Resources

- Resources
- Blog



## Contact Us

If you have any questions on the partner program or you just want to tell us how we are doing, feel free to send us an email or alternatively contact your account manager. We are glad to hear from you!

✉ [partners@acresecurity.com](mailto:partners@acresecurity.com)

🌐 [acresecurity.com](http://acresecurity.com)





# Aspire Partner Program



Thank you