



Technology
Provider

2016

INTERNET OF THINGS PARTNER GUIDE

Your solutions. Our technology. **Smarter together.**





Real Rewards, Starting Now

Welcome to Intel® Technology Provider

The Internet of Things has arrived. At this point in time, this new reality shows us that more “things” connect to the Internet than the number of people living on this planet.

Driven by the convergence of increasingly connected devices, cloud computing economics, and big data analytics, the Internet of Things (IoT) shifts the world away from isolated systems and towards Internet-enabled devices that can network and communicate with us, with each other, and with the cloud.

It's an exciting technological era offering unprecedented opportunities for business growth. And Intel® Technology Provider has new resources to help partners take full advantage in this global transformation.

Intel Technology Provider is a global membership program designed for businesses that resell or recommend Intel technology.

Whether you sell to businesses, consumers, or both, whether you build, buy, or recommend products with Intel® technology, Intel Technology Provider offers scalable benefits directly relevant to you.

As partners progress through the program, moving from Registered to Gold and Platinum, they unlock the benefits most beneficial to their businesses. Partners can unlock any set of benefits relevant to them as long as they have met the criteria to do so.

“The global membership program that helps system builders and resellers stay on the pulse of technology innovations, reach new vertical markets, and remain competitive – has a new opportunity for partners interested in delivering the Internet of Things to their customers.”

- Intel Technology Provider

The Right Solutions from the Right Partner

The Internet of Things rapidly and profoundly changes the way we live and do business. Intel is committed to helping partners stay competitive and successful by delivering a strong foundation of trusted technology support, resources, and opportunities. When you partner with Intel to deliver solutions for the Internet of Things, you get proven solutions and access to one of the world's most recognized and trusted technology ecosystems.

You also get solution guides, technical support, and marketing tools that help simplify sales, purchasing, and deployment. Everyone who uses Intel® IoT solutions receives full support. With Intel, it's all part of the experience. Ours, and yours.

Helping you succeed by growing your business, building trust, and earning rewards.



GROWTH

Every business looks for ways to maximize their revenue opportunity and expand their reach in the market. Intel® Technology Provider will help you outpace the marketplace and lead with the latest technology and solutions. Develop your business through exclusive partner-only networking and matchmaking events and gain a competitive advantage with proven guidance from Intel experts, advanced sales, and marketing tools, to stay ahead of industry trends and key market segments.



TRUST

Solidify your role as the trusted expert to your customers. Leverage Intel Technology Provider to deepen your expertise and sales techniques to build and sell solutions, and strengthen your customer relationships. Promote your Intel partnership to reach new and existing customers with trusted and familiar Intel®-based solutions.



REWARDS

Purchase Intel® technology and solutions to earn points, and receive exclusive partner-only promotions. Consider points as your currency to the most rewarding way to build your business. Simply use points towards Intel technology, marketing materials, demonstration units, events and travel. Like any good partnership, the more you put into it, the greater the reward.

- *Comprehensive, locally relevant solutions improve customer retention.*
- *Devices with a full spectrum of IoT capabilities and solution areas including Industrial PC (IPC), retail fixed and mobile point of sale, digital security and surveillance, digital signage and content management, and analytics.*
- *Helpful marketing and selling tools to help you grow revenue.*
- *Access to technical resources to help you implement cutting-edge IoT solutions with your customers.*
- *Broad ecosystem and matchmaking for complete solutions that deliver customer satisfaction.*

How Do I Become an Intel® Technology Provider?

Intel® Technology Provider offers a wealth of benefits to help you get the competitive advantage. Make sure you get the most out of membership by progressing through the tiers.

Intel Technology Provider offers support, knowledge, expertise, tools, and materials to keep you ahead of the competition and your customers coming back.

Register your business on the 'Find an Intel Technology Provider' online locator and promote your business.

Upgrade to Gold and Platinum to access fantastic benefits such as the ability to earn and spend points, invitations to partner events, and help and advice from a dedicated account manager.

PARTNERSHIP STARTS HERE:
intel.com/technologyprovider

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CRITERIA:

- Complete** the Business Profile Questions

↓

- Accept** the Terms and Conditions to become a **Registered Partner**.

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- Online training
- Sales and marketing tools
- Priority technical support
- Partner materials
- Dedicated website

Receive a set of benefits including support, training, and marketing materials.

intel | Technology Provider
Gold

CRITERIA:

- Achieve 50 TRAINING CREDITS**

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- Complete** the GOLD Business Profile Questions

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- Points
- Premium partner materials
- Events
- Face-to-face-training

↓

- Online training
- Sales and marketing tools
- Priority technical support
- Partner materials
- Dedicated website

Gain access to additional benefits including points and partner events.

Tier Benefit Highlights:



Technology
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Platinum

CRITERIA:



Achieve 100 TRAINING CREDITS



Complete the PLATINUM business profile questions



Achieve a purchase volume of Intel product sales



Demonstrate technical and business leadership



Account management



Platinum-only events



Points



Premium partner materials



Events



Face-to-face training



Online training



Sales and marketing tools



Priority technical support



Partner materials



Dedicated website



Account Management

Partner with your dedicated account manager to help drive sales and solutions, stay ahead of industry trends, and alert you to the latest opportunities. Your account manager can help you succeed with the highest level of personal service that meets your exact needs.



Events

Earn invitations to annual partner-only events offering the latest product information, face-to-face training, and the opportunity to network with Intel executives.



Points

Greater performance brings greater rewards. At the Gold and Platinum tiers, partners can earn and spend points Intel® technology, events, travel, and marketing materials.



Training

Access the latest online and face-to-face training courses to sharpen your knowledge and stay ahead of the competition.



Partner Materials

Promote your partnership and grow your business with co branded marketing materials, including banners, templates, posters, animation, and other promotional materials to help you drive demand.



Sales and Marketing Tools

Grow your business and leverage targeted sales and marketing tools and solutions to boost your sales, enhance your brand image, and fulfill your role as trusted advisor to your customers.



Priority Technical Support

Get quick answers to technical and membership questions with priority support via chat, email, or phone, as well as advanced warranty service with replacement for Intel purchases before returning the defective part.



Dedicated Website

A fully responsive web site that features technical and sales information based on your own personal preferences, as well as membership information, promotions, training, industry research, and events.

Gain access to the top range of benefits including points, account management, and Platinum-only events.

Internet of Things Tier Benefits

Intel has built up a wealth of information and a vast network of edge to cloud solution providers for the Internet of Things (IoT). These solutions and tools can lower the overall time to market while also giving you a competitive advantage in the highly fragmented and complex IoT market. Whether you are looking to expand your current business into IoT or you are an IoT veteran, you'll find the resources you need to connect, innovate and scale in IoT.

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 Technology Provider
Platinum

 Technology Provider
Gold

REGISTERED IoT, GOLD,
and PLATINUM IoT PARTNER BENEFITS

-  IoT tools on Solutions Directory
-  IoT solutions training courses
-  IoT solutions sales tools
-  IoT solutions marketing materials



Solutions Directory

The Solutions Directory is your one stop for Internet of Things solutions. Find industry-leading solutions featuring the latest technology from Intel® Technology Providers and the Intel® IoT Solutions Alliance. Today, solutions encompass a range of devices for IoT, with solutions spanning retail, healthcare, medical, industrial, military/aerospace/government, and transportation.



IoT specialty training courses

Partners can get up to speed on the latest Intel® technology-based solutions that power the IoT transformation. Includes quarterly webinars, online training modules, and a variety of targeted events.



IoT marketing materials

Save time by using Intel-generated marketing materials for the Internet of Things. You will have access to ready-to-use collateral such as customer brochures, customer presentations, and even email marketing templates to help you quickly ramp up your IoT marketing efforts.



IoT specialty sales tools

As an Intel Technology Provider, we understand that sales tools are essential to successful sales efforts. With that in mind, we have created a series of solution and vertical market specific "selling tool kits" that can be accessed through Intel Resource Design Center (RDC). You will find tools available for retail solutions, hospitality, and food services verticals. You will also have access to solution-focused selling kits for digital signage, point-of-sale (fixed and mobile), content management, digital security and surveillance, Industrial PC, and many more. Intel continually adds to this collection of sales tools to help you grow and expand your IoT expertise.

Maximize Your Membership

IoT Specialty Benefits

The improved IoT Specialty Benefits relaunched in 2016 to encompass the broader IoT, offering specialty benefits to partners focused on vertical segments like retail, digital security and surveillance, transportation and more.



IoT SPECIALTY BENEFITS

CRITERIA:



Technology Provider
Platinum



Technology Provider
Gold

} GOLD or PLATINUM membership status



Create a company profile on the Solutions Directory and upload a solution, case study, or list a service you provide.



Complete 25+ credits on IoT courses OR Face to Face IoT specific trainings



IoT Specialist designation



Exclusive communications for IoT Specialists



Embedded Innovator magazine



Special access to exclusive analyst studies



IoT expert level training



Solutions Directory



Account management

Partner with your dedicated account manager to help drive sales and solutions, and alert you to the latest opportunities. With our aid, you can confidently offer end-to-end IoT solutions for your customers.



Invitation to select partner only events

Get access to matchmaking events (IoT Solutions Alliance and more) covering embedded ODMs, ISVs, and other IoT ecosystem partners.



IoT theatre session at Intel® Solutions Summit

As part of our partnership, we are providing IoT Theatre Session at Intel® Solutions Summit, which is Intel's largest channel event where Platinum Partners get the chance to hear the latest industry and Intel news, attend courses on new technologies and Intel products for IoT, and meet with a number of other Intel channel partners.



Joint solution briefs & case studies

Partners are given the opportunity to showcase their solution deployments and case studies in conjunction with Intel. Selected solution briefs & case studies are professionally produced, co-branded, and published, which open the door to increased visibility by potential end customers.



IoT Specialist Designation

With this partnership you will receive an IoT Specialist designation that you can use and display to show your official affiliation with Intel as well as your specific expertise in providing Intel technology solutions and products in IoT. This specialty designation can help you build trust with your customers and attract new business.



Exclusive Communications for IoT Specialists

A customized IoT home page will allow you to view and download content only available to qualified Specialists, providing updates to the latest IoT technologies and special resources to give you the competitive edge with your customers. Additionally, Specialists receive a delivered quarterly newsletter to keep them updated on the latest in new specialty benefits, new case studies, and training courses.



Embedded Innovator Magazine

Embedded Innovator magazine keeps an audience of system integrators, engineers, resellers, and customers abreast over the latest trends in their field along with fresh design ideas and solutions. Showcase your expertise to your colleagues and reach new customers through opportunities to advertise your solutions and publish case studies and articles in this quarterly magazine. By participating in the Embedded Innovator magazine, you align your brand with Intel's brand reach and promise, reinforcing your position as a trusted advisor with our globally recognized ecosystem program.



Special Access to Exclusive Analyst Studies

The connected world grows and changes quickly with rapidly evolving technology to meet ever-changing consumer needs and expectations. As a specialty benefit, Intel provides access to analyst studies that help you stay competitive and ahead of the competition with IoT. With this information, you can speak knowingly about IoT trends and recommend solutions that help them prepare successfully for the future.



IoT Expert Level Training

Expand your IoT knowledge with exclusive trainings offered only to qualified Specialists. A few courses you will expect to see include Selling Software as a Service, The Intel IoT Platform, Retail for Specialists, The Smart Building Opportunity.

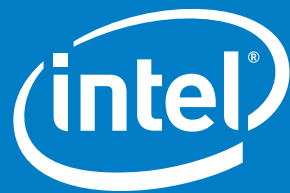


Solutions Directory

The Solutions Directory is a repository for the latest technology and solutions from Intel® Technology Providers and members in the Intel® IoT Solutions Alliance. Through Intel campaigns that drive traffic to the directory, IoT Specialists' listings receive higher visibility to customers.

EXPLORE INTEL-BASED SOLUTIONS AND STAY UP-TO-DATE WITH THE LATEST IOT UPDATES FROM INTEL:

www.intel.com/technologyprovider-iot



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