



Tait Communications

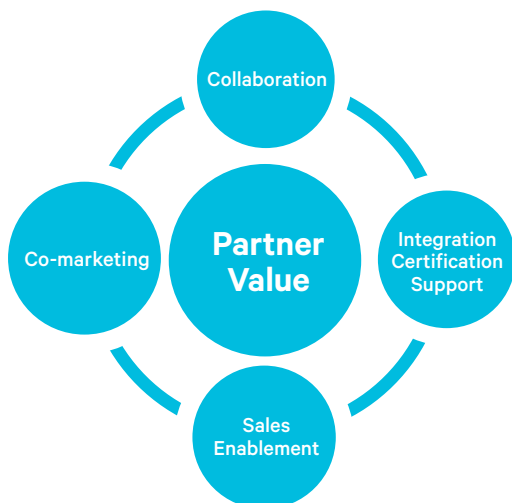
# **TECHNOLOGY PARTNER PROGRAM**

# Technology Partner **PROGRAM**

## Tait Communications

**TAIT COMMUNICATIONS  
DELIVERS UNIFIED CRITICAL  
COMMUNICATIONS SOLUTIONS  
TOGETHER WITH OUR PARTNERS.**

Our **dedication to deliver** value to clients across the globe motivates us to work with **best-in-class** partners.



Our clients protect communities, power cities, move citizens, harness resources and save lives all over the world. We work with them to create and support the critical communications solutions they depend on to do their jobs. To help us do this, we collaborate with a wide range of best-in-class technology partners.

We are proud of the strong partner relationships we have and we are continually seeking to develop and expand them. Together, we deliver world-class solutions for clients every day.







## How does the program work?

Tait is committed to open standards and to offering our clients choices and options. The Tait Technology Partner Program provides a framework for Tait and our partners to work together to develop integrated critical communications solutions for our clients. Our partner ecosystem allows us to respond to the continually changing market requirements in new and innovative ways.

The Tait Technology Partner Program leverages best practice to deliver a seamless experience for our clients through the three key stages of their solution purchase: design, deploy and support.

### Why become a Tait technology partner?

The Tait category management approach to technology partnering gives you access to dedicated commercial and technical resources. This includes:

- A Technology Partner Team, who champion you and your solution within Tait
- Access to technical documentation, expertise and hardware for solution integration
- Introduction to our solution specialists and our regional partnering and sales teams, to offer your solution to our client base as fast as possible

- Regular updates on our product roadmaps and solution plans
- The opportunity to work with our marketing team on co-marketing activities

### What do we look for in a technology partner?

- Complementary and innovative products and services
- Similar organisational culture and client focus
- Commitment to open standards

### The program has two partner levels

- Registered
- Endorsed



## Program Entitlements

Entitlement		Registered	Endorsed
Promotion	Tait website listing	●	●
	Permission to use Tait Partner Products Program branding on web and collateral	●	●
	Dedicated Partner Manager		[by invitation]
	Collaborative joint whitepapers, customer references and customer seminars		[by invitation]
	Co-presence at industry trade shows		[by invitation]
	Advertisement in Connection Magazine [subject to editorial discretion]	[25% disc]	[75% disc]
	Article in Connection Magazine		[by invitation]
	Joint press release (on verification)	●	●
	Tait internal certification listing - can be accessed by sales		●
	Products to appear on the Tait global price list		[by invitation]
Collaboration	Executive session with Tait Senior Managers		[by invitation]
	Attendance at the annual Tait Partner Forum	[by invitation]	●
	Joint Sales / Marketing planning		[by invitation]
	Partner Product Manager webinar		[by invitation]
	Partner newsletter	●	●
Technical	Certification testing	[25% disc]	●
	Online access to technical documentation	●	●
	Product training seminars	[25% disc]	[50% disc]
	Access to live technical support	[3 hours]	●
	Participation in Tait product development groups		[by invitation]
	Access to Tait equipment for internal use	[25% disc]	[50% discount or exchange]
Administration	Relationship type	Casual	Formal
	Fees	\$2,500	\$10,000
	Contract	NDA Use of Logo's	Simple / Complex [by invitation]

Looking for more information?

Visit [www.taitradio.com/our-partners/technology-partners](http://www.taitradio.com/our-partners/technology-partners)

Contact [technology.partnering@taitradio.com](mailto:technology.partnering@taitradio.com)