LifeSize®
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LifeSize Partner Program

Your guide to success as a LifeSize Partner

Differentiate

Develop

Grow

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Setting The Stage For Success

At LifeSize, we consider our valued relationships with partners essential for providing customers with the very best solutions, services, and support. That is why LifeSize hand selects every partner and works closely with them to ensure their success.

And now with the LifeSize Channel Partner Program, you benefit from program components that will help identify new opportunities, build business growth, and reward investments in the LifeSize relationship.

There are multiple ways of becoming a LifeSize Partner so you will find a Level that is perfect for your business.

Multi-tiered Channel Program

Expert Video Partner

As its name implies, the Expert Video Partner is our premier partner designation. A higher level of investment gives you access to the most benefits and support. At this level, you are strongly positioned to lead with LifeSize solutions through joint selling, co-marketing, and ongoing training activities.

Professional Video Partner

As a Professional Video Partner, you have access to a complete set of tools and training equipping you to market, sell, and implement the full set of LifeSize solutions, balanced with a reasonable investment.

Registered Video Partner

As a Registered Video Partner you are entitled to sell select LifeSize endpoints and audio products, including the LifeSize Express portfolio, LifeSize Passport, LifeSize Desktop, and LifeSize Phone. Minimal investment is required.

The LifeSize Channel Partner Program is designed to reward and support all classes of partners through value, innovation and commitment. Working together with our partners, we will increase our market presence while delivering compelling video solutions to end customers.

Sandra Hill, Director Channel Development, Americas, LifeSize

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Why LifeSize?

LifeSize pioneered high definition video communications. We harnessed the power of HD to deliver the most engaging communications experience – ever – to provide award winning, immersive HD in all solutions.

The LifeSize Difference

How are we different? We designed a revolutionary architecture purpose-built for high definition video communications. Using the most advanced technology, LifeSize delivers the ultimate in quality, flexibility and price performance.

Superior Quality of Experience

Stunning HD video allows every movement and every gesture to be seen. The easy to use, intuitive interface invites interaction, encourages use. Dramatically increased usage means enhanced communication, greater productivity. The result - demonstrable ROI for your customers.

Unique Flexibility

Easily deployed on any IP network, LifeSize solutions have been proven to deliver the best bandwidth/performance in their class. No costly network build out required. No expensive additional equipment to buy.

Unmatched Price Performance

All of this, priced for broad deployment. No hidden costs. With the lowest acquisition cost, and lowest total cost of ownership, LifeSize makes HD video communications accessible to all your customers, whatever their needs.

Rewarding Your Investment

The investment you make, as well as the program level you choose are keys to your success in the program. Our core sales certifications are available at no cost; so the more people in your organization who are certified with our partner training program, read our newsletter, and regularly use our partner site, the better they will be at positioning the LifeSize solution.

Ultimately, the more time you invest in the program, the more we believe you will see improved profitability, revenue growth, and opportunities to explore new markets. Based on your program level, LifeSize has made a conscientious effort to keep the program guidelines reasonable and the Partner level requirements attainable.

Channel Program Requirements

Program Requirements	Expert Video Partner	Professional Video Partner	Registered Video Partner
Annual Minimum Sales Volume (Hardware & Services at List Price)	$1M	$200K	$40K
Reseller Agreement	Required	Required	Required
Assurance Maintenance Services (Required)	Yes - Either Partner Assurance Maintenance or LifeSize Assurance Maintenance	Yes - LifeSize Assurance Maintenance	Yes - LifeSize Assurance Maintenance
Business Plan	Required	Recommended	-
Marketing Plan	Required	Recommended	-
Quarterly Business Review	Required	Recommended	-
Certified Sales Expert	4	-	-
Certified Technical Expert	2	-	-
Certified Sales Professional	-	2	1
Certified Technical Professional	-	1	-
Demo Equipment Purchase	Required	Required	-
End User Data / POS	Required	Required	Required
Forecasting	Required	Required	-

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Building Blocks for Success

Becoming an authorized LifeSize Partner is the first step to being successful in the LifeSize Channel Partner Program. At the base, achieving authorization ensures that your organization has the knowledge to position, sell, design, and install LifeSize solutions.

Not only does it provide you with the skills to position LifeSize solutions, but authorization will also provide you with access to the features and benefits available through the LifeSize Channel Partner Program.

Channel Program Benefits

Americas Program Benefits	Expert Video Partner	Professional Video Partner	Registered Video Partner
Product and Service Portfolio	All LifeSize Products	All Products (Excluding LifeSize Conference Products)	LifeSize Express portfolio, Passport, Desktop and Phone only
Training	Yes - online + onsite	Yes - online	-
Certification	Yes	Yes	-
Sales Support	Yes	Yes	Through Distributor
Technical Pre-sales Support	Yes	Yes	Through Distributor
Directory Listing in LifeSize Partner Locator	Yes	Yes	-
Partner Advisory Council	Yes	By Invitation	-
Opportunity Registration	Yes	Yes	-
Demo Equipment Discount	Yes	Yes	-
Qualified Leads	Yes	Yes - selectively	-
Competitive Price Support	Yes	Yes	-
MDF	Yes	Case-by-case	-
Financial Program (Leasing)	Yes	Yes	-

The LifeSize Channel Partner Program:

Differentiate: Value

- Differentiate yourself from the competition with a comprehensive high definition product portfolio that is built on standards based platforms.
- Explore new opportunities by offering both performance advantages and best-in-class technology solutions.

Develop: Innovation

- Offer customers complete solutions with certified interoperability and access to integrated solutions from best-in-class technology leaders.

Grow: Commitment

- Potential for increased revenues and profitability through LifeSize program level incentives and discounts.
- Develop co-marketing/lead generation programs.
- Access tools designed to help you grow existing accounts and win new business.

To find out more about the success you can enjoy as a LifeSize Partner, visit www.lifesize.com/Partners.

LifeSize®
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AMERICAS:
LifeSize
1601 S. MoPac Expressway
Suite 100
Austin, Texas 78746 USA

+1 512 347 9300
Toll Free US +1 877 543 3749
E-mail info@lifesize.com
www.lifesize.com

EMEA:
LifeSize Regional Office
+49 89 1222 899 0 (Germany)
Toll Free Europe +00 8000 999 09 799

APAC:
LifeSize Regional Office
+65 6303 8370 (Singapore)

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