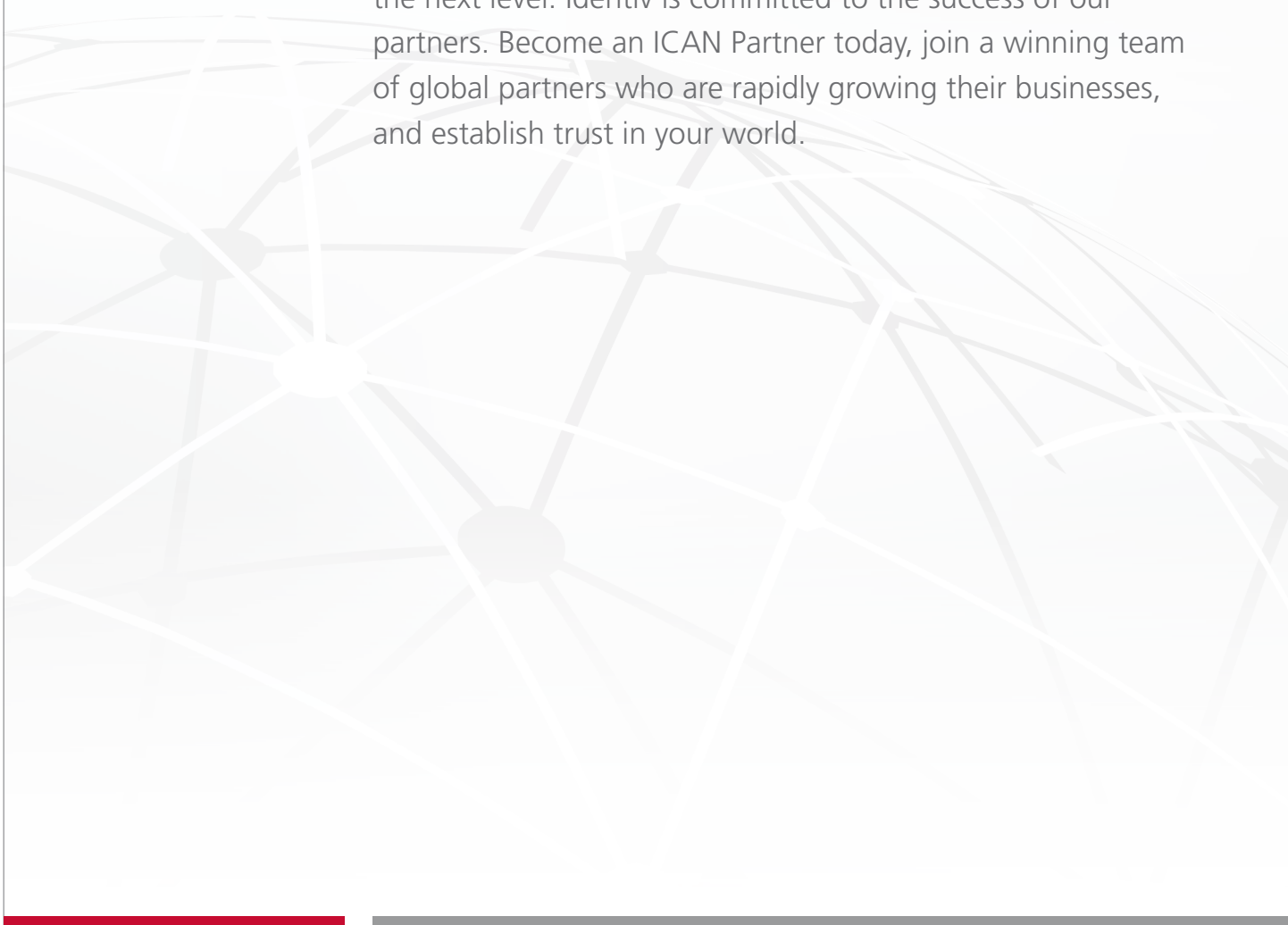




Identiv Channel Alliance Network Program Guide

Welcome to the Identiv Channel Alliance Network (ICAN) Program Guide, where you will find a comprehensive set of sales resources and marketing tools to take your business to the next level. Identiv is committed to the success of our partners. Become an ICAN Partner today, join a winning team of global partners who are rapidly growing their businesses, and establish trust in your world.



Trust Your World

IDENTIV

Identiv Channel Alliance Network

Membership



Three Tiers of Success

There are three (3) levels of membership in ICAN:



SILVER PARTNER — Entry-level tier designed for Partners who want to sell any Identiv product line. Silver Partners commit to have at least one individual per office certified by the Identiv Learning Center and purchase demo equipment.



GOLD PARTNER — Gold Partners demonstrate a high-level of expertise and commitment to one or more of Identiv's trust solutions. Gold Partners commit to \$50,000 minimum sales per year, have at least one individual per office certified by the Identiv Learning Center, and purchase demo equipment.



PLATINUM PARTNER — Platinum Partners meet rigorous, advanced strategic training criteria and have the highest level of success through their commitment to and sales of the Identiv line of products. Platinum Partners commit to \$200,000 a year, have at least two individuals per office certified by the Identiv Learning Center, and purchase demo equipment.

Advancement to the next program membership level is determined by meeting the requirements of that level. Identiv reserves the right to downgrade a Partner's membership level, or terminate program membership at any time, if program requirements are not met.

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Membership Requirements

ICAN Membership Requirements	Silver	Gold	Platinum
Forecasting & Business Planning	N/A	X	X
Annual Product Sales	N/A	\$50,000/year	\$200,000/year
Training & Certification	At least one (1) individual per office certified by the Identiv Learning Center	At least one (1) individual per office certified by the Identiv Learning Center	At least two (2) individuals per office certified by the Identiv Learning Center
Demo Equipment	X	X	X

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Benefits

Benefits by Tier

	Silver	Gold	Platinum
Participation in Special Product/ Pricing Promotions	X	X	X
Inclusion in Case Studies Developed by Identiv	X	X	X
Co-Sponsored Educational/ Marketing Seminars	X	X	X
Deal Registration	X	X	X
Alliance Public Relations	X	X	X
Priority Lead Distribution		X	X
Online Training Courses	X	Two (2) free online training courses per year	Four (4) free online training courses per year
Participation in Identiv Marketing Development Fund (MDF) Program		X	X
Discount Demo Equipment Program		60%	70%
Direct Priority Technical Support Hotline			X
Participation in ICAN Council: <ul style="list-style-type: none"> • Participation in roundtable meetings with Identiv Management • Provide input on new product direction 			X
Participation in “New Product Rollout Programs”: <ul style="list-style-type: none"> • Beta program and priority training on new products • Early availability and priority of new products prior to general availability 			X

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Benefits List

Partner Website Listing

Gain exposure to thousands of potential customers by being listed as a valuable Partner on identiv.com.

Access to Tools and Resources

Get access to sales tools and technical resources to help you promote the Identiv line of products.

Marketing Opportunities

Leverage an Identiv Partner logo that identifies your tier level and indicates you are a valuable member of the ICAN Program. As a Platinum or Gold Partner, you will enjoy additional marketing opportunities that will help you reach new customers.

Technical Services

Receive technical support on the Identiv line of products. Additional benefits also include access to our knowledgebase, consulting services, early releases of our products, and more.

Participate in Beta Programs

As a Platinum Partner, you will receive insights into product line roadmaps and may be asked to participate in a beta program.

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Benefits List

Deal Registration Program

Identiv's Deal Registration Program is designed to encourage the profitability and success of our Partners when selling eligible products. The program rewards Partners who initiate, develop and win new business.

Product Training and Certification

Separate your product and solution offerings from the rest by getting certified on the Identiv line of products. Certifications are available for qualifying products. Gold Partners receive two (2) free online training courses per year. Platinum Partners receive four (4) free online training courses per year. You can register for training at any time by visiting learning.identiv.com.

Discount Demo Equipment Program

This program provides Identiv Partners with significant discounts off the MSRP for Identiv demo equipment. Demo equipment provides an impact on the generation and closing of sales opportunities and can also be used for marketing, demonstration labs, and testing facilities worldwide.

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Benefits List

Marketing Development Fund (MDF) Program

The Identiv MDF Program is designed to reward our Partners for their commitment and loyalty to Identiv. Gold and Platinum Partners are eligible to apply for MDF funds to purchase additional approved Identiv products, co-marketing activities, and/or additional Identiv product training. Funds are provided on a first-come, first-serve basis, and it is in Identiv's sole discretion to determine which activities will be funded.

Identiv Alliance Public Relations (APR) Program

The Identiv APR Program is designed to support specific lead generation activities through delivering high-impact coverage in influential media by developing joint campaigns with our Partners.

APR Program Objectives:

- Support and supplement specific lead generation activities through targeted PR
- Increase positive brand awareness of our Partners and Identiv among target customer audience(s)
- Position Partners as experts in implementing solutions enabled by Identiv
- Position Partners and Identiv as aligned thought leaders on key themes, issues and topics

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Identiv Channel Alliance Network

Program Guidelines



Program Guidelines

MDF Program Overview

The Identiv MDF Program is an additional resource available to Identiv-authorized Partners to support sales initiatives that generate demand, benefit both parties, and offer a greater return on marketing investment than what each company could achieve independently.

Eligibility

Platinum and Gold Partners are eligible to participate in the MDF Program. Identiv reserves the right to withhold and/or deny reimbursement of MDF claims if partner's account is not in good standing.

MDF Application Process

The Partner must apply for the MDF by completing the form available at partners.identiv.com/ican-mdf. Identiv will review the application and respond via email within 5 business days to advise on application approval status. Partners should work with their Regional Sales Manager, Channel Marketing Manager and Inside Sales Representative to define co-developed marketing activities and verify unauthorized purchases prior to applying.

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Program Guidelines

Reimbursement Process

Partners are eligible to receive MDF credit for all eligible expenses related to pre-approved MDF activities or authorized purchases.

Identiv Demo Equipment

MDF credit will be issued to the Partners' account 15 days after approval of the MDF application.

Learning Center Training Courses

MDF will be credited to the invoice for the authorized Learning Center Training Courses.

Co-Developed Marketing Activities

MDF will be credited to the Partners' account within 15 days of completion with proof of performance of the authorized co-developed marketing activities.

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Program Guidelines

Authorized MDF Purchases

Identiv New Hardware Sales

Limited to new hardware orders and excludes all third-party hardware, professional services, and software.

Learning Center Training Courses

MDF can be used to cover a variety of training courses to educate new employees or as a refresh for current technicians, allowing our Partners to maintain their authorized status.

Co-Developed Marketing Activities

The following list describes various components of the marketing mix that Identiv will consider under the MDF Program:

Direct marketing, email campaigns, telemarketing, seminars and workshops, trade shows and events, advertising and media placement, web and e-commerce campaigns, and sales tools and collateral.

All activities must be targeted toward the promotion of Identiv and Partners' products and solutions or services and must feature non-competitive products. MDF credit is not to be used to lower the cost of products, subsidize margins, or pay late fees.

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Identiv Channel Alliance Network

Discount Demo Equipment



Discount Demo Equipment Guidelines

Eligibility

- Platinum and Gold Partners may purchase up to three (3) discounted units of each product SKU per lab location.
- Demo units must remain in the Partner location for six (6) months.
- After six (6) months of internal service, we encourage Partners to either continue to use the equipment, or re-sell it to an end user.

How It Works

Partner places the purchase order for the demo equipment with the following notation: *Demo Equipment Purchase [Partner level] percent off MSRP.*

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Identiv Channel Alliance Network

Deal Registration



Deal Registration

ICAN Deal Registration Programs are designed to encourage the profitability and success of our Partners when selling eligible Identiv products. They reward Partners who actively identify, develop and win new business.

How to Register A Deal

- Partners must submit each deal for review via the deal registration form at:
partners.identiv.com/dealregistration.
- The first Partner to submit a specific deal that meets all of the deal registration criteria specified above, as determined by Identiv in its sole discretion, will receive an approved deal registration for that deal.
- If a deal is approved, Identiv will notify the Partner via e-mail. Identiv strives to notify Partners of its decision within 1 - 2 business days.
- If a deal is declined, Identiv will notify the Partner via e-mail and will include the reason(s) for such decision.
- Approval period: Partner must close an approved deal prior to the expiration of the approval period specified above. Extensions are at the discretion of Identiv and only if sufficient justification exists.

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Deal Registration

Deal Registration Terms and Conditions

Important notes on eligibility:

- Deal registration BER is only applicable for specified Identiv products after all discounts and does not include third-party products or services delivered through Professional Services Group.
- Minimum order size is \$10,000.
- Deal Registration is for new customer opportunities not previously registered by another Partner. Only one registration per opportunity will be approved.
- Projects out for public bid and add-ons to existing customers' sites are not eligible.
- Identiv reserves the right to reject any registration submission.
- Deal Registration opportunities may not be combined with special pricing requests.
- All opportunities must be registered at least 15 days prior to closure of the deal, and must be closed within the specified time for each deal registration.
- Failure by any Partner to comply with the Identiv Deal Registration Program Terms and Conditions may result in ineligibility to receive discounts for eligible products.
- Before registering a deal, the Partner has made significant pre-sales efforts related to said deal, such as, but not limited to: meeting with the end user's decision makers, qualifying the deal, helping the end user to quantify the project budget with Identiv's products or services, and helping the end user to define the project requirements to include Identiv's products or services. Partners must include a description of such efforts in the opportunity description.
- BER will be paid within 45 days after the quarter in which the invoice(s) associated with the deal is paid by the partner.
- Deal registration will be valid for a maximum approval period of 120 days, after which time, Partner will be eligible to request an extension.

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Identiv Channel Alliance Network

Alliance Public Relations (APR)



Alliance Public Relations (APR) Program

Basic Guidelines

- To request written approval for a press release and other related assets**, please contact your Regional Sales Manager. Any press release (news alert, release, news announcement) that references Identiv and/or Identiv technology must be approved before being made public (shared with media, analysts or customers, or posted online).
- Please note that Identiv boilerplates can only be used in press releases that are issued by Identiv.
- Partners must not speak on behalf of, or give the impression they are making statements on behalf of, Identiv.

** Identiv reserves the right to withhold approval of materials for press, media, online, or analyst audiences.

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Alliance Public Relations (APR) Program

New Partner/New APN Level Press Releases

- Identiv offers a universal “New Partner Press Release” template to facilitate drafting and approvals processes.
- Partners can create a press release announcing that they have joined the ICAN Program or secured a new ICAN Level, using the template provided.
- For non-english language templates and approvals, please contact your Media Representative.
- To secure written approval of the press release, please contact your Regional Sales Manager and send them the completed template.

NOTE: Press releases announcing that a Partner has joined a vendor’s Partner Program do not generally create press coverage. If Partners wish to send communications to their customer base announcing that they have become an Identiv Channel Alliance Network (ICAN) Partner, or have changed ICAN level, they are advised to contact their Regional Sales Manager or Channel Marketing Representative.

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