



SUCCEEDING TOGETHER
SECURITY PARTNER PROGRAM





GENERAL INFORMATION

Panasonic Corporation provides a wide range of products, from audio visual and communication equipment to home appliances and components, as one of the largest electronic companies in the world today.

Panasonic maintains a significant product portfolio designing, developing and marketing over 15,000 product lines and employing almost 350,000 people worldwide.

Panasonic have a rich history in the security business, developing some of the most groundbreaking technology over the past 50 years such as Super Dynamic cameras.

The current product portfolio ranges from analogue cameras and recorders to the latest in IP technology such as full HD, HD and H.264 cameras.

Panasonic is leader in IP technology with a full solution offering which includes a huge range of IP cameras, license-free network recorders and software. This includes also hybrid solutions to assist a smooth migration from analogue to IP.

Through its comprehensive sales and support network across the Europe as well as the rest of the world, Panasonic is committed to listening to local customer requirements while providing them with the support they need, where and whenever they need it.



WELCOME TO THE CONNECT PARTNER PROGRAM FROM PANASONIC

Our channel partners are our most valued asset, we unify them under one program that is tailored to their expertise, skills, technological understanding and industry focus to get the best results and drive success. Welcome to the Connect Partner Program from Panasonic. Panasonic IP Registered & IP Certified Partners are dealers accredited by Panasonic to resell and install IP Solutions of Panasonic's System Network Products.

THIS ACCREDITATION IS BASED ON THE FOLLOWING CRITERIA:

- Minimum yearly turnover target
- Technical support – min. 1 Panasonic IP certified staff
- Salesmen support – min. 1 Panasonic IP certified staff
- Availability of panasonic demo equipment
- Website with link to Panasonic products
- Register Projects through the security project registration portal

CERTIFIED PARTNERS BENEFIT FROM A WIDE RANGE OF TOOLS AT THEIR FINGERTIPS, INCLUDING:

- Panasonic IP product purchasing via authorized Panasonic distributor
- Access to Panasonic local personnel (sales & technical)
- Access to all current and future connect partner program marketing tools:
 - > Security Marketing Portal
 - > Security Online Promotion Portal
 - > Security Extranet - Configuration Tool
 - > Security E-learning Portal
- Product/sales training courses available through european network of authorized panasonic distributors.
- Marketing materials and marketing support
- Access to Panasonic's IP project register bonus program linked with Panasonic IP product purchasing through authorized Panasonic distributor.
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All of our partners also benefit from Increased Sales, Knowledge Improvement, Certification of Quality and Marketing Support.

TO REGISTER FOR THE CONNECT SECURITY PARTNER PROGRAM OR TO DISCUSS YOUR CERTIFICATION, PLEASE CONTACT YOUR PANASONIC CHANNEL ACCOUNT MANAGER OR AUTHORIZED PANASONIC DISTRIBUTOR

CERTIFICATION PROCESS

To effect the most expeditious implementation of the IP Partner Program, Panasonic distributors will collaborate with Panasonic members to implement the IP Certified program in two phases.

PHASE ONE: APPLICATION AS AN IP REGISTERED PARTNER

- Any current Panasonic Authorized Dealer can apply for consideration as an IP Registered Partner provided it shows written intention to adhere to Panasonic IP Connect Program requirements and complete the certification process within three (3) months from the date its application is approved.

PHASE TWO: CONFIRMATION AS AN IP CERTIFIED PARTNER

CANDIDATES FOR IP CERTIFICATION MUST MEET THE FOLLOWING CRITERIA IN ORDER TO BE OFFICIALLY APPOINTED AS A PANASONIC IP CERTIFIED PARTNER:

- Attend Panasonic sponsored or sanctioned IP Basic, CCTV Basic and i-PRO Basic training & complete successfully IP Certified tests.
- Each IP Certified candidate must maintain on its staff one (1) full-time technical support employee and (1) full-time sales employee who has completed Panasonic sponsored or sanctioned IP Basic, CCTV Basic and i-PRO Basic training.

