



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. Our Premium Partners are the top partners within our channel community, system integrators of security solutions together with networking systems to deliver advanced solutions to our customers.

This level of partner is able to sell applications not only from Panasonic but also from 3rd Party suppliers to create turn-key-solutions, giving a full operative IP Security System to the end user.

PREMIUM PARTNERS LEVEL IS BASED ON THE FOLLOWING CRITERIA:

- Minimum Yearly Turnover Target
- Technical support – min. 2 Panasonic IP certified staff
- Salesmen support – min. 2 Panasonic IP certified staff
- Availability of Panasonic Demo Equipment
- Website with link to Panasonic Products

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

- Direct sales account with Panasonic
- Access to direct contact with Panasonic local personnel (Sales & Technical)
- Access to all current and future Connect Partner Program Marketing Tools, including:
 - > Security Marketing Portal
 - > Security Online Promotion Portal
 - > Security Extranet - Configuration Tool
 - > Security E-learning Portal
- Advanced Training Courses (post and pre-launch)
- Invitations to Technical and Product/ Sales Training Courses
- Subsidised Pricing for Demo Systems
- Marketing Materials and Marketing Support
- Access to Panasonic's IP Bonus Program
- Invitation to Round Tables (Technical and Sales)
- First Level of Field Test Partner

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

