



## Principles of the program

The Verkada Partner Program is built on the following foundational principles:



### Simplicity



### Consistency



### Transparency

Our partners are trusted advisors to our shared customers, supporting them in a range of selling and technical capacities. As such, membership levels for the program are based on technical capability, ability to drive customer satisfaction, and sales performance. In return, partners receive a range of benefits across sales and marketing support, partner training, and Verkada alignment.



PREMIER SERVICES

## Verkada Premier Services Network

The Verkada Partner Program also includes a special designation for partners of any membership level who exhibit exceptional design, install, and service capabilities as primary installers or subcontractors called the Verkada Premier Services designation. Premier Services partners undergo a rigorous internal review process and are held to the highest customer satisfaction standards on project completion.

## Authorized Partners

## Registered Partners



### Diamond (invite only)

Our most established partners with deep sales and technical expertise and provide the best service to our customers in their coverage regions.



### Platinum

Partners who have made significant investments in building sales and technical expertise for Verkada.



### Gold

Partners who have demonstrated commitment to get certified with Verkada and promote our products to their customers.



### Silver

Partners who have gone through our partner approval process but have not yet qualified to earn benefits from the program. This is the entry level for newly approved partners.

All Verkada registered partners are included in the Partner Program with one of the four Membership Levels. Achievement of Membership Level is based upon successful completion of criteria in the following categories: **Sales Capability, Technical Capability, and Customer Success.**

# Principles and Structure



## Plus Levels

Authorized Partners who attain the Verkada Premier Services Designation and complete all their Membership Level certification requirements will have their membership level to be updated to the associated "Plus" Level. This recognizes partners who have a full-service business model for Verkada's entire portfolio of physical security products.

Partners who hold the VPSN designation can confirm their "Plus" status in Verkada's partner portal or seek confirmation from a Verkada Channel Team member.

## Key Benefit

Plus Partners get access to a higher discount pricebook for deals sourced or influenced by them. This includes Partner Sourced Deal Registration (PSDR) deals and Partner Value Deal Protection (PVDP) deals.

## Global Regions

The Verkada Partner Program is divided into global regions to reflect distinct market realities and relative level of market maturity. The three distinct regions are:

AMER	EMEA	JAPAC
North, Central, and South America	Europe, Middle East and Africa	Japan, Rest of Asia, Australia and Pacific

