# Dear Milestone Reseller,

## Building Profitable Partnerships One Partner at a Time

At Milestone Systems, we recognize the important role our Partners play in bringing leading-edge IP video software solutions to the global market. That is why for the last year we have gathered input from our channel partners on ways to improve the existing channel program. The Milestone Channel team is proud to implement a new improved program beginning January 2, 2009.

The new Milestone 2009 Channel Partner Program will be comprised of four levels – Bronze, Silver, Gold, and Platinum. Each level provides the reseller with added benefits in-line with their commitment to training and revenue performance. The updated program will clearly outline the terms that determine the Channel Partner classification level. The new program provides improved information access, a series of project registration possibilities, a new partner portal with an ever-expanding information knowledge base and new levels of training. You can read more about the Milestone Channel Partner Program at our web: **www.milestonesys.com/partners**.

We are sure you will find that the new 2009 Milestone Channel Partner program addresses the issues you may have had or thought about in the past. We appreciate your continued collaboration

## Key Benefits of the New Milestone Channel Partner Program

The Milestone Partner Program provides the tools needed to grow your business. Everything from training and marketing resource tools to sales leads and technical support. Benefits of the program include:

- **NEW** Project, government and educational pricing support
- **NEW** Training and certification that sets you apart in your market and boosts your IP video skills
- **NEW** Inside knowledge to early product and technical information
- Lead sharing to help connect to customers in your region
- A strong brand supported by many global and local activities
- Access to a breadth of sales and marketing tools
- Access to extensive pre- and post sales support

## New Training and Certification Levels

The new partner program specifies 3 levels of training and certification:

- **Professional Certification** – equips you with in-depth knowledge of the single-server XProtect products and a basic understanding of the IP video surveillance market.
- **Advanced Certification** – Allows you to sell the more advanced XProtect Enterprise as well as select add-on products.
- **Expert Certification** – Boosts your skills in XProtect Analytics

If you currently have a valid certification, and have completed training within the last two years – you are automatically classified as Advanced Certified. This entitles you to sell all XProtect single and multi-server products. If you are not certified, or your certification has expired you may still sell the single-server XProtect products and select add-on products. The Advanced Certification must be completed to sell the multi-server products. You can read more about the training and certification at our web: **www.milestonesys.com/certifications**.

## How to Become Part of the New Program

Under the new program, you need to sign an agreement with Milestone in order to be able to place orders at a Milestone distributor. This agreement outlines your benefits and requirements as a Milestone partner.

The new program is comprised of four classification levels: Bronze, Silver, Gold and Platinum – based upon certification and revenue contribution.

You are just 3 steps from being able to take advantage of the new 2009 Milestone Channel Partner Program:



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CVR number DK 2034 1130

1. **Sign** the enclosed Milestone Channel Partner Agreement and return it either by **mail**, **e-mail** (scan to pdf) or **fax** to:
   Milestone Systems A/S
   Banemarksvej 50G
   2605 Brondby
   Denmark
   Fax: +45 88 300 301
   Email: sales@milestonesys.com

2. You will **receive** an email from Milestone with access instructions and logon details for the Milestone Partner Portal. You will also receive a copy of the countersigned agreement for your files.

3. As a current Milestone Channel Partner your reseller **classification** is determined by the current certification level of individuals in your company and your past quarterly revenue performance.

Complete the sign up process by January 31st to ensure your orders with your distributors are processed expeditiously.

Thank you again for being a part of the Milestone Channel Partner team. We are looking forward to new products and new opportunities in 2009. At Milestone Systems, we strive to improve our programs to better serve our channel partners and help expand your business prospects to new heights.

Kind regards

**The Milestone Team**



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