



Aurora Partner Program

Program Overview

Aurora Partner Program (APP) is designed to foster strong, mutually beneficial relationships with businesses that share our commitment to delivering top-tier solutions and services. We aim to provide our partners with the resources, support, and rewards needed to grow their business and achieve success.

Partner Tiers

To cater to different types and sizes of businesses, our program offers three partnership levels:

1. Certified Partner

- Entry-level tier: For companies beginning their journey with us.
- Benefits: Access to essential resources, marketing materials, and product updates.

2. Advanced Partner

- Intermediate tier: For companies with a proven track record and growing commitment.
- Benefits: Enhanced training programs, greater discounts, co-marketing opportunities, and access to demo equipment.

3. Elite Partner

- Top tier: For highly committed partners with significant business growth and strategic alignment.
- Benefits: Maximum discounts, personalized support, priority access to new products, exclusive events, and participation in pilot programs.



Program Benefits

Each tier offers a range of benefits to support our partners:

- **Training & Certification**
 - Access to comprehensive online and in-person training sessions.
 - Certification programs to enhance partner expertise.
- **Marketing Support**
 - Co-branded marketing materials and campaigns.
 - Market development funds (MDF) to support joint marketing activities.
 - Listing on our partner directory.
- **Technical Support**
 - Access to our technical support team.
 - Regular technical updates and webinars.
 - Dedicated technical account managers for higher-tier partners.
- **Sales Support**
 - Pre-sales and post-sales support.
 - Access to demo units and evaluation kits.
 - Joint sales calls and business planning sessions.
- **Incentives & Rewards**
 - Performance-based rebates and incentives.
 - Recognition programs and partner awards.
 - Access to partner-exclusive promotions.

Requirements for Partners

To ensure a fruitful partnership, we expect our partners to meet specific criteria:

- **Training & Certification**
 - Completion of initial and ongoing training programs.
 - Achievement of relevant certifications based on partnership tier.

- **Sales Performance**

- Meeting minimum sales targets and growth objectives.
- Regular participation in joint business planning sessions.

- **Marketing & Promotion**

- Active participation in co-marketing activities.
- Promotion of our solutions through the partner's marketing channels.

How to Join

Joining our Partner Program is straightforward:

- 1. Application**

- Fill out the online application form on our website.
- Provide relevant business details and references.

- 2. Review**

- Our team will review the application and conduct necessary due diligence.

- 3. Onboarding**

- Upon acceptance, partners will receive a welcome kit and access to partner resources.
- Initial training and certification sessions will be scheduled.

- 4. Continuous Engagement**

- Regular communication and support from our partner management team.
- Ongoing training, updates, and business planning sessions.

Conclusion:

The Aurora Partner Program aims to create a mutually beneficial ecosystem where partners can thrive and grow alongside us. By providing comprehensive support, training, and resources, we ensure that our partners are equipped to deliver top-notch security solutions to their clients. Join us in shaping the future of security technology and delivering peace of mind to customers worldwide.

Requirements

	Certified Partner	Advanced Partner	Elite Partner
Agreement and NDA	✓	✓	✓
Trained and Certified Staff	1	2	3
Dedicated Sales Team members	x	✓	✓
Project Registration	✓	✓	✓
Annual Minimum Number of projects	3	8	16
Annual Revenue Targets (USD)	75,000	150,000	300,000
Marketing Plan	x	✓	✓

Benefits

	Certified Partner	Advanced Partner	Elite Partner
Access to Training and Certifications	✓	✓	✓
Demo Discounts	✓	✓	✓
Partner Pricing	\$	\$\$	\$\$\$
Project Protection	✓	✓	✓
Market Development Fund	-	✓	✓
Sales Leads	-	✓	✓