



Partner Program

Commercial benefits of a partnership with HMS



HMS Industrial Networks' Partner Program is part of an ambitious new approach to the industrial communication gateway market. Selected partners associate with local authorized HMS distributors and provide added value through HMS' gateways by providing add-on services and application knowledge. Within this program, partners will benefit from lead sharing, project management, technical and sales training via the "HMS Academy", all aimed to help our partners succeed in the field and gain a competitive advantage in the market.

Partner categories and levels

The HMS partner program targets OEM / machine builders, system integrators, or companies wishing to do business with HMS gateways and remote device management products.

Two levels of partnership GOLD and SILVER are designed to recognize and reward our partners' efforts and investments with the sales of HMS gateway products.

- **Gain access to HMS's global sales network**
- **Be integrated within HMS's marketing**
- **Receive prelaunch product information**
- **Free technical support**
- **Gain additional discounts and project pricing**
- **Benefit from HMS Academy technical and sales training**

System Partner - GOLD

System partners - GOLD provide extended service levels and a high level of technical support to their customers. They have completed the full Academy training program, provide detailed project reporting and have demonstrated an excellent business performance measured by revenues. These system partners have a structured business plan utilizing HMS gateways.



System Partner - SILVER

System partners - SILVER offer complete solutions, including on-site installations and first-line support, which qualify them for this status and the benefits of this category. System partners - SILVER have completed the initial Academy training program, provide basic project reporting and actively promote HMS gateways in new projects.



PARTNER BENEFITS	SYSTEM PARTNER SILVER	SYSTEM PARTNER GOLD
SALES SUPPORT		
Discounted pricing	●	●
Dedicated account manager		●
Project management and pricing		●
Discounted start-up kit	●	●
Pre-information regarding new products, trends and services	●	●
MARKETING SUPPORT		
Secure web access to HMS' partner pages	Limited	●
Start-up package with partner program certificate	●	●
Access and integration within HMS's marketing organization	Limited	●
Individual marketing co-operation activities		●
Partner E-news publications	●	●
TECHNICAL SUPPORT		
Pre and post sales technical support	●	●
EDUCATION AND TRAINING		
Free technical, product and sales related training - HMS Academy	BASIC	ADVANCED
Web based training	●	●

PARTNER REQUIREMENTS	SYSTEM PARTNER SILVER	SYSTEM PARTNER GOLD
Purchase from an authorized HMS distributor	●	●
Revenue commitment	Basic	●
Resource commitment		●
Participation at HMS Academy training events	Participation at BASIC training	Participation at ADVANCED training
Project reporting and follow-up	Basic	●
Annual sales and marketing plan		●
On-site installation and first-line technical support	●	●
Preferred choice of gateway products	●	●

The HMS Partner Program represents the following product families:



Let our knowledge work for you!

Apply now to become an HMS System Partner
at www.anybus.com/partner

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