

SMARTRAC VALUE PLUS Partner Program

Our Success Starts With Yours



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SMARTRAC is committed to developing RFID business opportunities in cooperation with its key partners, both globally and in specific regions.

Years of building our RFID expertise, together with our long-standing collaboration with our partners, give us insights into real-world application challenges and help to boost our joint business in key market segments. Our partners are a very important cornerstone of our business activities.

Frontrunners in RFID Technology Innovation and Services

Over the past decade SMARTRAC has been at the forefront of major RFID innovations and has grown to become the leading global company in RFID technology and services.

In addition to manufacturing state-of-the-art RFID products, we offer a growing number of services to enable faster, simpler and more cost-efficient deployments of RFID solutions for identification, authentication and tracking, and to enhance our product offerings with digitally based services.

A Comprehensive Partner Landscape

Partnering with SMARTRAC is about building a trusted relationship and creating sustainable business value. We invest in partners and joint growth through leveraging technology expertise, financial resources and people. The core of our collaboration is a strong commitment from our partners to work with SMARTRAC in their primary areas of expertise, such as:

- ▶ Geographic market insights and coverage
- ▶ Vertical solution development
- ▶ Complementary technology integration
- ▶ Industry- or market-specific expertise
- ▶ Technology specifications and industry standards development

Overall Benefits for Our Partners

In return, SMARTRAC helps its partners to win new business by:

- ▶ Supporting partners in their bids to win new projects, while maintaining high customer satisfaction for their existing customer base
- ▶ Providing a platform for joint marketing activities
- ▶ Providing qualified sales leads

SMARTRAC works hand in hand with partners to create higher value for end-users, and more room for sustainable business in the long-term, by:

- ▶ Fostering joint solution development
- ▶ Sharing innovation and best-practice on a global basis
- ▶ Early involvement in new product development

SMARTRAC delivers enhanced sales efficiency to partners by providing:

- ▶ Access to information and tools
- ▶ Frequent updates on new products and features, pricing, lead times, and other useful information

Marketing Benefits for Partners

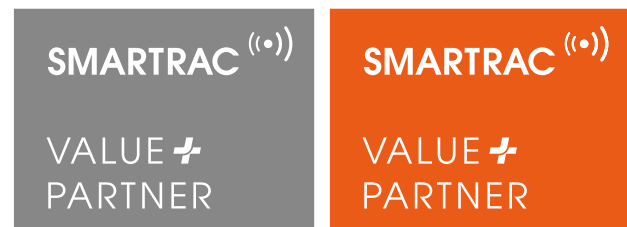
SMARTRAC has highly skilled marketing, communication and business development experts who can work with key partners to assess new markets and opportunities, create awareness and

demand, and help to win new business. With an integrated, joint partner marketing approach, both parties can bring their specific strengths to the table to maximize the overall probability of winning, and create the right framework to leverage repeatable wins. Depending on the size, profitability and strategic value of the markets and opportunities to be addressed, we can engage in various types of joint marketing activities.

The VALUE PLUS Partner Logo

By signing a VALUE PLUS partner agreement with SMARTRAC, our partners are entitled to use the SMARTRAC VALUE PLUS logo on printed and electronic marketing material related to creating demand for joint business.

The use of the logo is strictly limited to VALUE PLUS partners, and can be a key differentiator in your markets. The partner status logo is available in two colors:



Marketing Consultancy

What are the best marketing strategies and tactics to win market share? What are the key customer issues, and what would be a compelling value proposition? What are the right channels in the marketing mix to maximize impact with the target group?

These key issues and more will be discussed, in order to develop a brief but convincing joint marketing plan with our partners.

Market Sizing and Opportunity Assessment

What is the estimated size of a new market or opportunity? What is its growth potential? What new value could be created?

Based on market research, macro- and micro-economic data and our global insights, we can help partners to size the overall business opportunity.

Value Proposition and Business Case Development

Understanding key customer issues and how they impact the end-user business case is essential to the process of creating solutions and positive impact in the overall ecosystem. Our marketing experts can help you focus in on where the real value lies.



Solution and Sales Presentations

Based on the global community of SMARTRAC subject matter experts and our sharing of best practice, we can help to create winning solution and sales presentations, as well as supporting collateral production.

Demand Generation Programs and Campaigns

Fostering demand for new technologies and solutions is an important step along the way to the standardized deployment of RFID across specific industry segments. Addressing key stakeholders along the value chain, or engaging key industry segment opinion leaders, can help to create the necessary momentum.

Press Releases and Media Briefings

Communicating new joint solutions, wins or strategic alliances to the media can play an important role in the process of creating thought leadership. The SMARTRAC communication team can help to drive joint press releases and media briefings.

Exhibitions and Trade Shows

SMARTRAC attends a large number of industry events and trade shows across a number of industry segments. Different support options are available to our partners through our events team: a partner presence on a SMARTRAC booth, a joint presence with a partner, or a SMARTRAC presence on a partner's booth.

Online and Social Media Marketing

The SMARTRAC online and social media marketing function can provide partners with a digital platform to promote content across key online channels and social media. For example, the SMARTRAC quarterly newsletter is published on a global basis, and can help partners to publicize their expertise across the globe or within different industry segments. Similarly, the SMARTRAC corporate website can be leveraged to promote joint success stories to a global audience.

For more information, or to apply for participation in the SMARTRAC VALUE PLUS Partner Program, please visit www.smartrac-group.com/partners