

Empowering your excellence

By joining our partner program, you fully leverage the commercial potential of Barco products and services. We help you ensure seamless integration, maximal performance, and top-tier security – and of course exclusive benefits. Available in 3 levels (Bronze, Silver and Gold), Barco Control Rooms Connect! empowers your excellence – to master any situation effortlessly.



What's in it for you?

- Entry to industry-leading control room solutions
- Greater profit-building opportunities
- Access to pre-sales engineering support
- Specific partner-level discounts and incentives
- Marketing development funds to create awareness

Partners are critical to Barco growth. The Barco Control Rooms Connect! Program offers you a framework that is:



Simple

The program provides you a simple and transparent framework for doing business together with Barco.



Engaging

We want to engage in building business together, by offering excellent tools, resources and training to help you succeed.



Rewarding

Unleash and maximize your business through the Control Rooms Connect! program benefits.

Connect! on the right level for your business

To ensure our Control Rooms Connect! Partner Program fully answers your needs, we have developed three levels of partnership. Each level provides a progressive range of benefits to achieve the highest level of success and sustainable growth within your market.

| Partner benefits | | Gold partner Control Rooms | Silver partner Control Rooms | Bronze partner Control Rooms |
|-----------------------------|--|--------------------------------------|--|--|
| Financial incentives | Specific partner level discounts | Gold partner discount | Silver partner discount | Bronze partner discount |
| | MDF | ● | ●* | - |
| Marketing support | Partner portal | ● | ● | ● |
| | Barco support to develop marketing plan | ● | ●* | - |
| | Deal registration | ● | ● | ● |
| | Partner success stories on www.barco.com | ● | ● | ● |
| Sales support | Access to pre-sales engineering support | ● | ● | ● |
| | Access to sales tools on mybarco.com | ● | ● | ● |
| | Dedicated account manager | ● | ● | - |
| Sales support | Sales training & accreditation (virtual classroom) | ● | ● | ● |
| | Technical training & accreditation | ● | ● | ● |

*Offered for Silver partners who have a signed joint annual business plan.

| Partner commitment | | Gold partner Control Rooms | Silver partner Control Rooms | Bronze partner Control Rooms |
|-------------------------------|---|--------------------------------------|--|--|
| Business planning | Joint annual business planning | ● | ●* | - |
| | Minimum revenue target | ● | ●* | - |
| | Periodic review of sales and marketing metrics | ● | ●* | - |
| | Full year marketing plan | ● | ●* | - |
| Pre-sales | Demo gear | ● | - | - |
| | Certified dedicated CR presales/sales manager | ● | ● | - |
| Training & support | Onboarding training modules (sales & technical) | ● | ● | ● |
| | Professional services included on all quotes (installation, project management) | - | - | ● |
| | L1 support - Technical support - Certified specialist | ● | ● | - |
| | L2 support - Technical support - # Certified specialist - # Certified expert | ● | - | - |

*Offered for Silver partners who have a signed joint annual business plan. # of certified specialists and experts determined during onboarding.

Sounds great! What do I need to do?

