



ClickShare

Transforming the meeting experience together

ClickShare Alliance Program

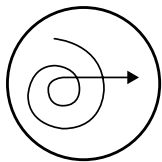
BARCO

Welcome to the ClickShare Alliance Program

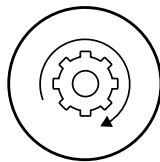
Transforming the meeting experience together.
That is why Barco allies with other top players in their fields of expertise to build the best solutions available. Are you a vendor of products, solutions or services that complement or extend our ClickShare and ClickShare Conference offering?

Let's combine our complementary strengths to optimize the integration of our systems and offer one single solution to the customer. We want to create a win-win situation for all parties involved, our customers in the first place.

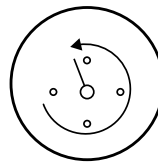
Together we can



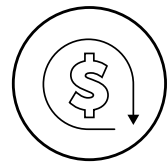
**Simplify
deployment**



**Optimize
efficiency**



**Minimize
reaction time**



**Reduce
costs**



At Barco we believe strong, solid and long-lasting partnerships and strategic alliances are key for growing businesses effectively. Teaming up with like-minded vendors to bring one simple, state-of-the-art solution with guaranteed compatibility to customers and joining forces to create next-generation Unified solutions, that's what the ClickShare Alliance Program stands for. Because great things happen, when partners click.



Yannic Laleeuwe, Marketing Director Meeting Experience & weConnect

The power of partnerships

Why team up with Barco ClickShare?

Gain from our industry leading technology in wireless collaboration and conferencing, extend the value of your products with ClickShare, tap into strong marketing & sales presence and benefit from our large network of combined sales channels to grow your revenue and shorten the time to market.



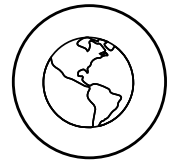
World's #1 wireless collaboration system



Market-leading **award-winning** solution



Used by **40% of the Fortune 1000** companies

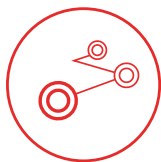


Present in over **1,1 million** meeting rooms in more than **60 countries**

We can bring you more exposure, more reach, more revenue and more opportunities.

A strong partnership for a faster route to revenue

The ClickShare Alliance Program is open to vendors who offer products, applications and services that complement and extend our ClickShare and ClickShare Conference portfolio. We share a joint vision to transform the meeting experience and equally thrive on innovation.



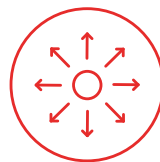
More opportunities

Combined solutions, thoroughly tested to work seamlessly together, offer customers more compelling value propositions and fewer interoperability issues.



More exposure

ClickShare is the original #1 wireless presentation and conferencing system with excellent market awareness.



More reach

Our combined sales & marketing presence and a + 1.1 million installed base gives more reach into different markets.



More revenue

A faster route to revenue and more sales opportunities when we join forces.

Perfectly matched partners

Are you a company that highly values ease of use and puts customers first?
Interested to transform the meeting experience together?

Two partnership levels

Our ClickShare Alliance Program represents a cooperation between Barco and you as a partner with a rich set of benefits and requirements.

Alliance Partner



This program tier will allow the partner to quickly verify interoperability with our Clickshare portfolio and become listed on our 'Compatible Devices' list

Open to all vendors

Premier Alliance Partner



Barco invites partners into this advanced program tier that focuses on product interoperability, joint marketing collaboration and business development in different regions.

Upon invitation only

Two product interoperability levels

Compatible with ClickShare



Interoperability tested by partner, with every firmware release.

Certified for ClickShare



Interoperability tested by both Barco and the partner with every firmware release.

Meeting minimal technical specifications and portfolio alignment as defined by Barco.

Actively supported and recommended for use with ClickShare through our alliance partnerships.

We're looking for:



Camera & peripherals partners

We ensure interoperability between devices for a seamless user experience

Barco develops great products for the meeting room! but we don't make all of the components that enable the most effective meetings. We want to work with companies that make "best in class" meeting room products to ensure a consistent, enriching meeting experience. From speakers and microphones to video cameras and displays of all types we strive to ensure the whole experience for our customers is the best it can be. We are proud to work with some of the best companies in the AV and UC industries.



UC & C partners

We add dynamic wireless presentation & conferencing capabilities to Unified Communications ecosystems

As UC and video continue to grow in importance and acceptance as the standard for meeting rooms of all sizes we are forging stronger ties to the ecosystems around video and audio conferencing. In these eco-systems workflow components such as scheduling, room analytics and other services are also considered for current and future platforms for Barco.



Productivity & Control partners

We enhance customers' collaboration and content sharing with ClickShare and ensure devices can be monitored and managed centrally & remotely

It's imperative for Barco to be able to work with workflow applications and the control and monitoring solutions that customers use to run their operations. Having compatibility and testing for both makes for a better experience when using Barco products in an enterprise.



Workplace solutions partners

We believe design and technology are the cornerstones for collaboration

Barco wants to work closely together with partners designing innovative solutions for the workplace. We believe that together we can enhance user-experience in meetings, which eases ideation and collaboration.

How you benefit?

The ClickShare Alliance Programs offers you many benefits. We have a wide range of sales and marketing tools to promote your company as a ClickShare partner. We have a dedicated team for technical support. We empower you for a successful partnership. From certified badges to joint marketing, you can consult the complete overview per partnership level below.



	Alliance Partner	Premier Alliance Partner
GENERAL		
Designated Barco partnership manager	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Executive sponsorship and engagement	<input type="checkbox"/>	(<input checked="" type="checkbox"/>)
Sharing Market insights	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Joint business development planning & Go-to-Market alignment	<input type="checkbox"/>	(<input checked="" type="checkbox"/>)
Partner business reviews	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEVELOPMENT AND VERIFICATION		
NFR (Not For Resale) testing equipment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Technical documentation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Testing guidelines	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Beta / Pre-release program participation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Research & Development collaboration	<input type="checkbox"/>	(<input checked="" type="checkbox"/>)
Product roadmap alignment	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Technical Certification Program	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Direct access to Barco Technical Certified Experts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
'Customizable' integration support	<input type="checkbox"/>	(<input checked="" type="checkbox"/>)
TECHNICAL SUPPORT		
Technical support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Shared and defined technical support	<input type="checkbox"/>	(<input checked="" type="checkbox"/>)
SALES		
Global & Regional Relationship Management	<input type="checkbox"/>	(<input checked="" type="checkbox"/>)
Co-selling – Meet in the Channel opportunities (reciprocal)	<input type="checkbox"/>	(<input checked="" type="checkbox"/>)
Lead sharing / lead forwarding (reciprocal)	<input type="checkbox"/>	(<input checked="" type="checkbox"/>)
Project pipeline visibility (reciprocal)	<input type="checkbox"/>	(<input checked="" type="checkbox"/>)
Sales Training on ClickShare portfolio	<input type="checkbox"/>	<input checked="" type="checkbox"/>
MARKETING		
Program badges	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Partner presence on barco.com	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access to Barco extranet	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Co-marketing assets	<input type="checkbox"/>	(<input checked="" type="checkbox"/>)
Joint marketing opportunities	<input type="checkbox"/>	(<input checked="" type="checkbox"/>)
Barco Experience Center exposure	<input type="checkbox"/>	(<input checked="" type="checkbox"/>)
Joint customer case studies	(<input checked="" type="checkbox"/>)	(<input checked="" type="checkbox"/>)
Demo, seeding and 'Try & Buy' programs	<input type="checkbox"/>	(<input checked="" type="checkbox"/>)

What we expect?

Joining the ClickShare Alliance Program is easy, with minimal requirements. We expect partners to actively promote the certification or partnership and commit to growing our business together. Requirements for research & verification, technical support and joint sales & marketing differ for each level of partnership. From Non Disclosure Agreements, Program Terms and Conditions to sales training and joint marketing events, you can consult the complete overview per partnership level below.



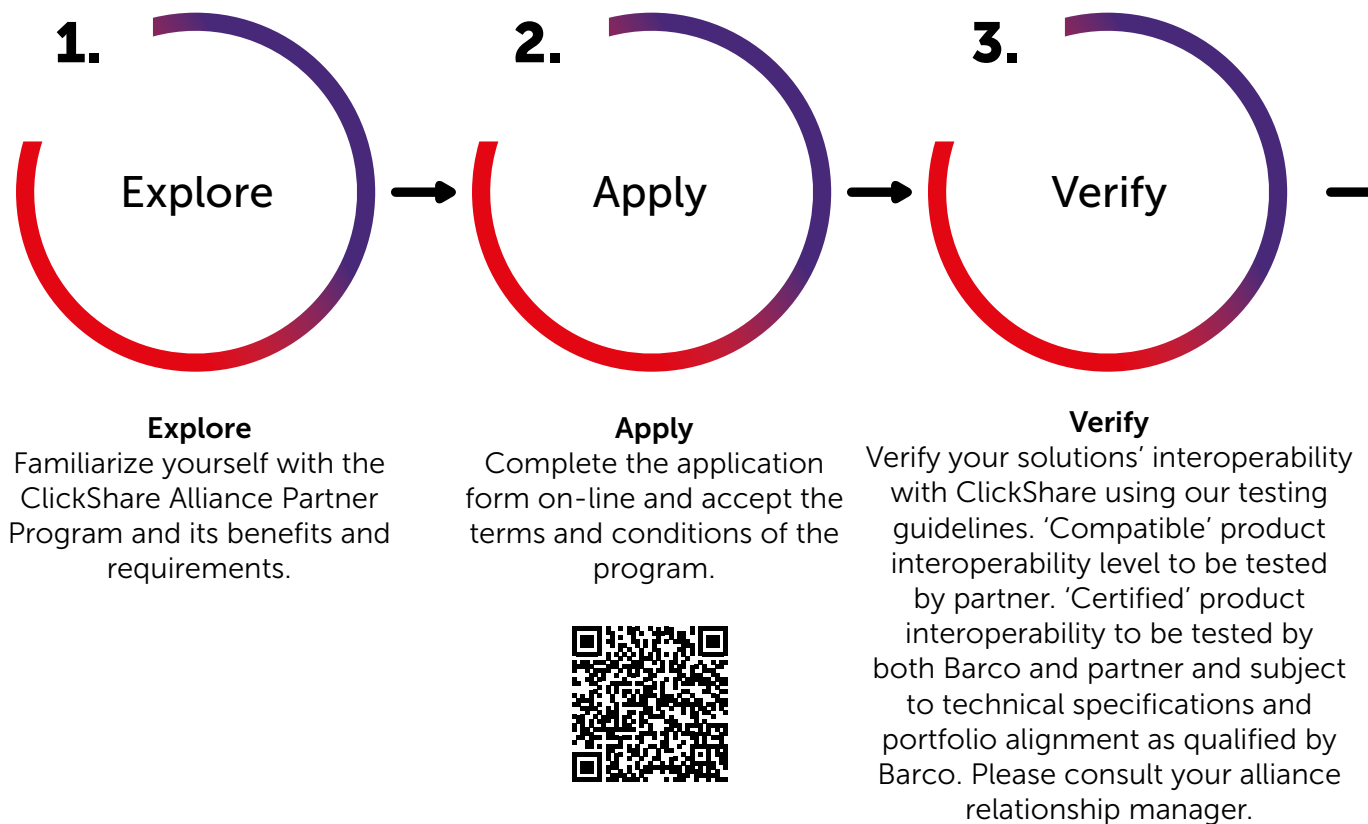
	Alliance Partner	Premier Alliance Partner
GENERAL		
Hardware or software vendor complementary to ClickShare	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Barco approved partnerships	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Designated Partnership Manager	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Annual Partner Business Review completion	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Program Terms and Conditions*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Non-disclosure agreement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Agreement (technology, marketing, ...)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Sharing Market insights	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Memorandum of Understanding (MoU)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEVELOPMENT AND VERIFICATION		
Provision of Partner NFR Testing equipment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Demonstrated and sustained product interoperability	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Provision of partner integration tools, technical documentation, testing and certification guidelines	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Reference architecture produced	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Integration documented as per Barco template	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Direct access to Partner Technical Certified Experts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Alignment of product roadmap	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TECHNICAL SUPPORT		
Technical support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Shared and defined technical support	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Support sold offerings	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SALES		
Global and Regional Relationship Management	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Sales Training on joined solution offering	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity Sharing (reciprocal)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
MARKETING		
Provision of updated company info, logo and product information	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Barco presence on partner website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Co-marketing assets developed	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Joint marketing opportunities	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Demo, seeding, 'Try & Buy' programs	<input type="checkbox"/>	<input checked="" type="checkbox"/>

* implies adherence to the then current program terms and conditions provided on www.barco.com

How the program works?

Joining the ClickShare Alliance Partner Program is easy!

Accept the program terms and conditions and complete the application on-line. Upon approval into the program, we will share testing guidelines and/or certification requirements with you so you can complete the testing and/or certification procedure. After that your company products can be listed on our 'Compatible or Certified Devices' overview.



Looking forward
to welcoming **you**
as a partner
soon!



ClickShare

Enjoy wireless, seamless, hassle free collaboration with ClickShare.

Walk into the room, ClickShare automatically connects your laptop to room set-up and display. Get started within seconds. No cables, no mess, no time to waste.

With just one click, you can easily share your screen or start a video meeting. ClickShare wirelessly connects your laptop to the room display, camera and speakers. In perfect sync with your device, your UC&C solution and compatible solutions from global partners and brands. Ensuring everyone is seen & heard, whether people are right there in the room or joining remotely.

From the visualization experts

Barco is a global leader in professional visualization for Enterprise (from meeting, classroom and control rooms to corporate spaces), Healthcare (from the radiology department to the operating room), and Entertainment (from movie theaters to live events and attractions).

M00000-R08-0521-PB | Last updated: May 2023

© 2021 Barco nv. All rights reserved. Reproduction in whole or in part without written permission is prohibited. All brand names and product names are trademarks, registered trademarks or tradenames of their respective holders. Due to continued innovation, information and technical specifications are subject to change without prior notice. Please check www.barco.com for the latest specifications.