

Behold your tomorrow!



NORDEN GLOBAL PARTNER PROGRAM

What is the **NORDEN** Global Partner Program?

Norden is one of the most well-known global brands, and it is expanding at a fast pace over the world. By becoming a Norden Global Partner, you will be able to offer an unrivalled portfolio and comprehensive enhanced warranty, as well as a variety of other benefits.

Our goal is to form long-term relationships with our clients and provide them with improved quality service, creative marketing, innovative pricing, and cost-cutting measures. Our marketing and training services are designed to ensure that every Norden partner goes into the market with confidence in the quality of their products and the help they receive in transferring know-how and specialized training to all of their clients.

Norden Global Partner Program aims to empower our installer with the knowledge to provide quality installations of Norden Products. Being an official Norden partner will help them have an elevated perception. Our partners are our most valuable assets and have been always ensured complete technical and sales support from Norden.

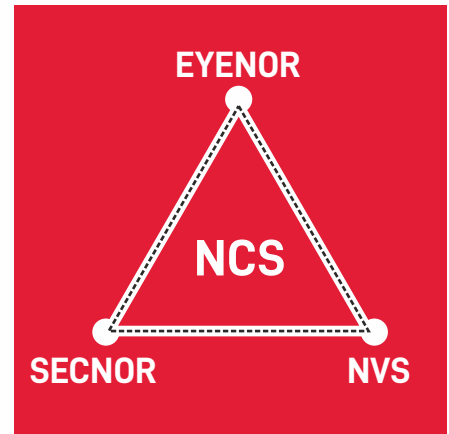
We at Norden aim to indulge in a mutually beneficial partnership with potential Distributors, Installers, Solutions Providers, Consultants and End Users. Our brands, namely NCS, Eynor, Secnor, and NVS, have been backed by top levels of commitment and training levels to cater to today's market.



The Norden Triangle

Norden Global Partner Program is driven by its core concept of the Norden Triangle. It is a simple concept that promotes the principle of reducing risk by choosing a single source. The Norden Triangle Product Suite consists of our four major sub-brands. They are

- ◉ **NCS** - Structured Cabling System
- ◉ **Eyenor** - IP CCTV
- ◉ **Secnor** - IP Access Control
- ◉ **NVS** - IP Voice Solution



Wondering why we promote the Norden Triangle? Well, it helps to increase the value proposition, increase the stake & visibility of Norden. The Norden triangle also increases control of negotiations, increases revenue and profitability for our partners and also reduces competition and focus on price.

Hence, the Partner Program aims to include the core Norden Triangle solutions initially. The Accreditation level is, however, based around business level commitment, training level and the range of Norden solutions being adopted.

Benefits of the Partner Program

Interestingly enough, the Norden Global Partner Program offers benefits not only to Norden but to its partners and clients as well. The Norden Triangle benefits are mutual to all our partners engaged in a partnership with Norden and their clients just like Norden benefits from the relationship.

Partners' Benefits	Clients' Benefits	Consultants' Benefits
Bigger Revenue & Profit	Single Source	Up to date information
Bigger "seat at the table"	Ultimate Responsibility	Trusted Advisor
Reassurance & Support	Joined - up Design	360 Product Set Coverage
Enhanced Perception	Enhanced Warranty	

Why choose the Norden Global Partner Program?

Norden is happy to collaborate with a network of distribution partners to provide a complete variety of products. In their respective countries, our International Partners serve as local support and service centres for Norden's installations and users. Our partners provide sales and technical support, as well as stock important product lines to respond to local requests quickly and efficiently. Norden believes in ensuring the highest quality and in providing the best comfort with our products. We rely on our partners for this purpose.

Become A Norden Partner Now!

Tiers of Partner

The Norden Partner Program will recognise training and commitment levels from the Partner and offer additional incentives in return. It will be relevant to specific product families; NCS, Secnor, Eyenor & NVS. The levels of Installer/Systems Integrator will be Accredited, Approved and Advanced.

Installer Levels are appended with a Prefix to denote the Norden Solution they are accredited to ie:

Level/Product Sets	NCS	Secnor	Eyenor	NVS
Approved Installer	NCAI	SAI	EAI	NVAI
Certified Installer	NCCI	SCI	ECI	NVCI

NAP Advanced Partners are expected to be trained on 3 out of 4 products set to the Advanced level.

Benefits to Partner

Norden Channel partners can expect a number of resources and benefits from the partner program. Typical features of the partner program include the following:

Technical training and sales enablement. Norden will provide technical training in various formats, such as online courses via learning management systems or in-person sessions. Sales enablement content can include white papers, sales scripts, competitor comparisons and presentations -- all of which is aimed at preparing a partner's sales teams for customer engagements.

Demonstration Equipment Discounted NFR demo kit will also be available.

Incentives and discounts. Partners will be incentivized to resell Norden products and services. Rewards can include enhanced discounts, back-end rebates and sales performance incentive funds.

Project registration. Partners use the Norden Project Registration System to register projects and request exclusive rights for pursuing the deal. Project registration helps partners protect their investment in sales opportunities. Norden will offer exclusive assistance to the registered partner to assist in the winning of the project.

Marketing assets. The Norden Partner Program will generally offer a range of marketing materials, tools and resources that partners can use to launch campaigns.

Partner portals. Using the portal, partners can access Norden's project registration system, online training, and sales and marketing information and content.



To become a partner with Norden, begin with an application. Start by filling in our application form indicating your interest to become our partner and return it. We can then advise which training courses are required to attain that level.

Our Training Courses

The quintessential prerequisite of partner status is training. Norden encourages our partners to explore certain training courses we offer. They are:

- ◉ Norden Introduction – Includes: NCS, Secnor, Eyenor & NVS
- ◉ Introduction & Standard Course NCS
- ◉ Introduction & Standard Course Eyenor
- ◉ Introduction & Standard Course Secnor
- ◉ Introduction & Standard Course NVS
- ◉ Advanced Course NCS
- ◉ Advanced Course Eyenor
- ◉ Advanced Course Secnor
- ◉ Advanced Course NVS



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