



**SIERRA**  
WIRELESS®

# Sierra Wireless Partner Program

Simplifying IoT to Accelerate Your  
Digital Transformation



# INTRODUCTION

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Sierra Wireless is proud to announce the 2022 Sierra Connect Partner Program. As the preferred and trusted, IoT solutions provider for OEMs and enterprises around the world, Sierra Wireless combines devices, software, security, and networking services to simplify IoT and accelerate the digital transformation of industries.

Sierra Wireless devices are built with a purpose, and now so is our new Sierra Connect Partner Program. The new program aims to drive more revenue through deeper collaboration, technical and sales training, and market-based competitive pricing. By uniting our channel and our product portfolio under a single program we will provide differentiated benefits to enable your success.



## PROGRAM DETAILS

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The Sierra Connect Partner Program recognizes partners based on a combination of value and volume. The more you invest with Sierra Wireless, the more you are rewarded. New program features allow partners to expand their portfolios, benefit from a recurring revenue stream, and increase overall solution margins.

The program features a global discount strategy to create a simplified structure, better reflecting the value of Sierra Wireless products in the market. It enables you to easily quote and sell across the entire portfolio and reduce overall channel conflict.

Only partners in good standing in the Sierra Connect Partner Program and in adherence with program requirements will have access to Sierra Wireless products, software, and services. Inclusion in the Sierra Connect Partner Program may be terminated by Sierra Wireless or the partner at any time, without notice.

# ENTERPRISE PARTNER DESIGNATIONS

## REGISTERED

All new Sierra Wireless partners will enter the program as a Registered Partner and must complete the initial foundational curriculum and achieve a minimum annual revenue level to remain in the program. Registered Partners receive some benefits to sell and support Sierra Wireless solutions, including sales certifications and technical training.

## SELECT

Sierra Wireless Select partners have committed to learning and selling Sierra Wireless Solutions. They have met the revenue and certification requirements to earn elevated status within the Sierra Connect Partner Program. Select Partners receive all the benefits of Registered Partners, in addition to deal-registration discounts.

## PREMIER

The highest designation in the Sierra Connect Partner Program is a Premier Partner. These partners have met rigorous revenue and certification goals, invest in sales and technical training, actively promote Sierra Wireless solutions, and are competent in facilitating recurring revenue. They receive significant deal registration discounts, a dedicated channel account manager, priority market development fund allocation, improved renewal margins and greater activation dollars for Sierra Wireless Connectivity solutions.

## ALLIANCE

Alliance Partner status is available to companies that develop hardware, software, solutions, and services that complement Sierra Wireless' product portfolio. By coupling our solutions with market-leading products and solutions, we can support our mutual customers with more comprehensive solutions.

# PROGRAM REQUIREMENTS

	REGISTERED	SELECT	PREMIER	ALLIANCE
Signed Sierra Wireless NDA	●	●	●	●
Promote Sierra Wireless on Website	●	●	●	●
Maintain Minimum Advertised Price	●	●	●	●
Point of Sale Reporting	●	●	●	●
Quarterly Webinar Participation		●	●	●
Quarterly Business Review		●	●	●
Product Registrations		●	●	●
Case Study Collaboration			●	●
Certified Sales Professionals	1	2	3	3
Certified Technical Professionals	1	2	3	3
Additional Specializations			●	●
Certified Renewal Specialist	0	0	1	1
Annual Revenue Attainment	\$	\$\$	\$\$\$	\$\$\$



















































All partners are required to complete a Non-Disclosure Agreement, promote Sierra Wireless products and solutions, complete sales, and technical certifications, and meet minimum annual revenue.

Training is a key component of the Sierra Connect Partner Program to ensure all partners maintain a level of competency to address the evolving Internet-of-Things (IoT) marketplace. All Sierra Connect Program partners must obtain and maintain certified status annually. Customized learning plans are available to those organizations who wish to accelerate their competencies.

Revenue requirements are based on Sierra Wireless MSRP (or IoT module buy price) including products, software, and services. New for 2022, revenue obtained from Sierra Wireless Connectivity services and solutions will contribute to the annual revenue calculation.

Additional requirements are outlined on the chart. For additional details, please reach out to your Sierra Wireless Channel Business Manager.

# PROGRAM BENEFITS

	 REGISTERED	 SELECT	 PREMIER	 ALLIANCE
Partner Portal Access				
Sierra Connect Logo Usage				
Digital Marketing Assets				
Channel Newsletter				
Online Sales and Technical Training				
Co-branded Marketing Material				
Customer Facing Presentations				
Small Group Live Technical Training				
Dedicated Channel Business Manager				
Discounted NFR Demo Units				
Volume Discounts (Project Based)				
Pre-Qualified Sales Leads				
Incentive Programs				
Market Development Funds				
Additional Activation \$ for Connectivity				
Deal Registration	\$	\$\$	\$\$\$	\$\$\$

The new Sierra Connect Partner Program offers key features such as market development funds (MDF), project registration, training, and product certifications. For a full list of benefits, please refer to the chart.



### **About Sierra Wireless**

Sierra Wireless (NASDAQ: SWIR) (TSX: SW) is the leading IoT solutions provider that combines devices, network and software to unlock value in the connected economy. Companies globally are adopting IoT to improve operational efficiency, create better customer experiences, improve their business models and create new revenue streams. Whether it's a solution to help a business securely connect edge devices to the cloud, or a software/API solution to help manage processes associated with billions of connected assets, or a platform to extract real-time data to make the best business decisions, Sierra Wireless will work with you to create the right industry-specific solution for your next IoT endeavor.

For more information, visit [www.sierrawireless.com](http://www.sierrawireless.com).

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