

# Diebold Nixdorf Retail Spirit Partner Program

## Our Partner Program Principles



### Reward Accomplishments

We designed a structured framework that rewards partners for exceeding customer expectations.



### Accelerate Growth

We help our partners unlock value through ongoing innovation.



### Empower New



### Increase Value

We provide access to an expanded range of solutions across hardware, software and IoT.

# Our Objective: Winning Together

By joining our flexible and powerful program you will discover our commitment to helping make your organization successful.

## Our Partner Program Principles



### Reward Accomplishments

We've designed a structured framework that rewards partners for exceeding customer expectations.



### Accelerate Growth

We help our partners unlock value through ongoing innovation.



### Expand Footprint

Partners enjoy enhanced access to our global network.



### Empower New Partnerships

We help our partners harness the power of new partnerships.



### Increase Value

Partners have access to an expanded suite of solutions across hardware, software and IoT-driven services.



### Deliver Experience

Partners benefit from our expertise and knowledge base to enhance the ease of doing business.



# Why Partner with Diebold Nixdorf?

**We automate, digitize and transform the way people shop for millions of consumers each day across the globe.** You will benefit from a large solutions portfolio that empowers you to grow your business, and be rewarded with strategic benefits that enable your organization to become a top-rated partner.



**Global company** and a **market leader** in retail and banking self-service solutions



Over **150 partners** in more than **100 countries**



Each of the **top 25 retailers** in Europe are our customers



**Award-winning** product portfolio and **state-of-the-art** technology



**Reliable, high-quality** German-engineered solutions



Driven by **continuous innovation**, we own over **3,000 patents**

Your **SUCCESS** is our success, and we are committed to a mutually beneficial relationship.

A partnership with Diebold Nixdorf is collaborative, strategic and designed for long-term success. As your business grows, so do your earnings. **Don't wait—explore your new partnership today!**

# How the Retail Spirit Partner Program Works

The DN Retail Spirit Partner Program is flexible and designed to create a journey to growth, enabling business opportunities and providing what is needed to succeed in the fast-changing world of Retail. Based on three levels (Silver, Gold, Platinum), it also offers opportunities as Software Vendors, Services Partners or Distributors, according to your strategy.

- One **simple and effective partner program** for all retail partners.
- **Commitment and success** of the partner.
- **Sales performance** determines the partner level.
- New partners get **additional support** within the onboarding phase.
- **Fast onboarding process** to make the partner successful in short-term.

|  | Silver | Gold | Platinum |
|--|--------|------|----------|
| Achievement in annual revenue with DN solutions per year | \$     | \$\$ | \$\$\$   |
| Incremental Business Benefit                             | ✓      | ✓    | ✓        |
| Marketing development fund access (MDF)                  | \$     | \$\$ | \$\$\$   |

Channel partners advance through the program tiers, earning rewards and benefits based on sales performance. Level attainment for the year is based on annual revenue thresholds.

**Generate more VALUE for your business to move further, faster.**



# What the DN Retail Spirit Partner Program Brings YOU



## Marketing

- Listed in our online Partner Directory
- Use of DN partnership icon & material
- Use of co-branded marketing material (product cards, roll ups, etc.)
- Fairs and road shows
- Joint success stories
- Marketing development funds
- Event in a box (soft and hard)
- Free use of DN Customer Experience Center in Berlin\*



## Sales

- Deal registration and preferred support
- Free pre-sales support for opportunities
- Additional discounts for demo units
- Project discounts
- Promotion offers.
- Big deal support
- Invite customers to DN exclusive events



## Training & Support

- Price reduced trainings for partners
- Free web-based trainings
- Partner discount for onsite support
- Free kick-off workshop



## Information & Communication

- Partner newsletter
- Partnet portal
- Retail Partner Summit
- Regional channel partner meetings and events
- Partner Advisory Board (by invitation)
- Partner Community Calls



## Solutions & Technical

- Discount on:
  - DN products
  - Demonstration Hardware / Software kits
  - Spare parts, based on DN Spare Part Discount Program
  - Access to patch, drivers etc., via Partnet
  - Access to Aftersales Portal to report failures for BEETLE POS, EASY self-checkout, and kiosk systems



## Business Development

- Individual support by partner manager
- Joint business plan and support with business development
- Support with creating partner specific business cases (ISV)
- Support with training of new partner employees
- Certification of sales, marketing, and services

\* available in specific countries or according to levels

# Join Our Partner Community Today!

To express your interest in becoming a member of the DN Retail Spirit Partner Program, visit [DieboldNixdorf.com/Sign-up](https://DieboldNixdorf.com/Sign-up).



[DieboldNixdorf.com](https://DieboldNixdorf.com)