

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.



Empower New Partnerships

We help our partners harness the power of new partnerships.



Accelerate Growth

We help our partners unlock value through ongoing innovation.



Expand Footprint

Partners enjoy enhanced access to our global network.



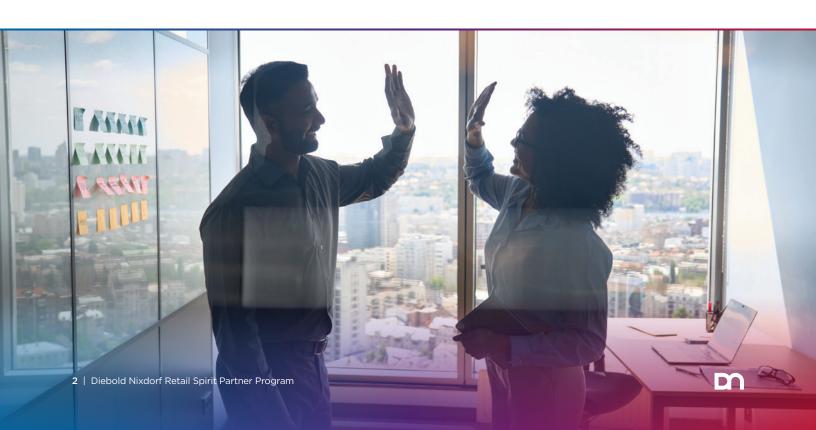
Increase Value

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-theart 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

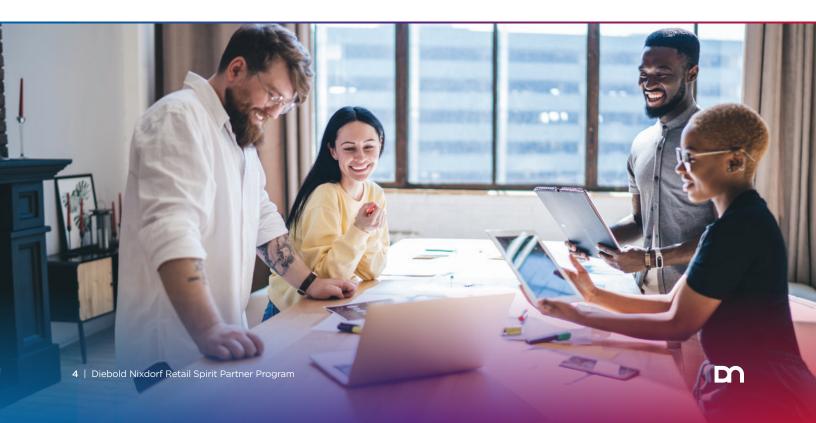
The DN Retail Spirit Partner Program is flexible and designed to create a journey to growth, enabling business opportunities and providing what is needed to succeed in the fast-changing world of Retail. Based on three levels (Silver, Gold, Platinum), it also offers opportunities as Software Vendors,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

- One simple and effective partner program for all retail partners.
- Commitment and success of the partner.
- \bullet 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	V	V	V
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
- Partnernet 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 Partnernet
- 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.



DieboldNixdorf.com

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