



**x2**  
Connect

**Bosch**  
Video  
Partner  
Program



**BOSCH**

Invented for life

## Time to Connect

Welcome to x2 Connect  
Bosch Video Partner Program

Connecting with the right partners is the key to success. As a system integrator, you continually strive for growth and development. You need a partner that can help and a partner you can trust. To support you with this, we now offer the x2 Connect, Bosch Video Partner Program.

x2 Connect is built to connect you with the sales tools, education and practical business support that will help you build your business today and create new business in the future. It's based on shared goals and shared success.

### Why a partner program?

As a system integrator, you are always looking for new and value-added support to grow your business. At the same time, you need to stay up to date in this dynamic Internet of Video Things era. The x2 Connect, Bosch Video Partner Program exactly fits those needs, providing you with extensive benefits based on your membership. You'll get value-added sales and marketing and product support, according to your membership level.

### Extensive benefits for system integrators

The Bosch Video Partner Program is built on four levels – Silver, Gold, Platinum and Diamond – which are based on your annual purchases of Bosch video products. The higher your level, the more benefits you have. These include:

- ▶ Sales and after-sales assistance
- ▶ Marketing support
- ▶ Training
- ▶ Events

# Video Partner Program Benefit highlights

Sales and after-sales assistance	Silver	Gold	Platinum	Diamond
Pricing discount	✓	✓✓	✓✓✓	✓✓✓✓
Project registration and pricing	✓	✓	✓	✓
Product and sales tools	✓	✓	✓	✓
Access to demo products	✓	✓	✓	✓✓
Lead referrals	-	✓	✓	✓
Dedicated Bosch account manager	-	✓	✓	✓
Access to Bosch demo facilities	-	-	✓	✓
Advanced replacement of products	✓	✓	✓	✓

Marketing support	Silver	Gold	Platinum	Diamond
Use of Bosch Video Partner Program logo	✓	✓	✓	✓
Customizable announcement template	✓	✓	✓✓	✓✓
Published reference cases	✓	✓	✓	✓
Listing on Bosch Where to Buy webpage	-	✓	✓	✓
Recognition plaque	✓	✓	✓	✓
Dedicated page on the Bosch website	-	-	✓	✓
Joint sales promotions	-	-	✓	✓
Co-marketing	-	-	✓	✓✓

Training	Silver	Gold	Platinum	Diamond
Bosch Building Technologies Academy online training courses	✓	✓	✓	✓
Bosch Building Technologies Academy private training courses	-	fee	discounted fee	discounted fee

Events	Silver	Gold	Platinum	Diamond
Time to Connect Virtual Partner Event	-	✓	✓	✓
Time to Connect VIP Partner Event	-	-	✓	✓
Partner Advisory Board	-	-	-	✓

## Partner commitments

	Silver	Gold	Platinum	Diamond
Partner agreement – accept terms and conditions	✓	✓	✓	✓
Annual sales commitment for Bosch Video Systems (MSRP)	<\$100K	>\$100K	>\$500K	>\$3 million
Required training level (individual employees)	only for BVMS	expert level	master level	master level
Shared business plan	-	✓	✓	✓
Joint marketing of reference cases within target verticals	-	✓	✓	✓

- ✓ Available to partner level; multiple checks signifies accelerating benefits compared to other levels
- Not available to partner level

## How to get started?

Becoming part of the Bosch Video Partner Program is simple. Just register for the program at <https://www.boschsecurity.com/us/en/partners/channel-partners/registration-partner-program>

Register to become a partner  
<https://tinyurl.com/jtd9z85y>



## Learn more

With the Bosch Video Partner Program, system integrators connect with a partner that supports and boosts their business with added value. We look forward to helping you grow your business and achieve greater success in the future.

Learn more at <https://www.boschsecurity.com/us/en/partners/channel-partners/>

### Bosch Security and Safety Systems

Protecting lives, buildings and assets is our aim. Our product portfolio includes video security, intrusion detection, fire detection and voice evacuation systems as well as access control and management systems. Professional audio and conference systems for communications of voice, sound and music complete the range.