



x2
Connect

Bosch
Video
Partner
Program



Video Partner Program Benefits

Sales support	Description	Silver	Gold	Platinum	Diamond	Footnote(s)
Recommended discount from DI	Bosch provides a recommended DI pricing indication for different partner levels.	✓	✓ ✓	✓ ✓ ✓	✓ ✓ ✓ ✓	A)
Project registration and project pricing	Register your Bosch project through our portal to take advantage of additional support. Bosch offers project discount to the distributor for registered projects.	✓	✓	✓	✓	B)
Product and sales tools	Tools, such as our System Builder and Lens Calculator, make it easier to design Bosch systems. Through our Partner Portal, partners get easy access to all tools available.	✓	✓	✓	✓	C)
Access to demo products	Take advantage of easy access to demo goods. Higher partner levels get even more discount on demo products.	✓	✓ ✓	✓ ✓ ✓	✓ ✓ ✓ ✓	D)
Access to Bosch demo facilities	Reserve access to Bosch demo facilities for private meetings with your customers.	–	✓	✓	✓	E)
Lead referrals	Generate new business with end user lead referrals.	–	✓	✓	✓	F)
Dedicated Bosch account manager	Direct support from one of our specialized account managers.	–	✓	✓	✓	G)

Technical support	Description	Silver	Gold	Platinum	Diamond	Footnote(s)
Direct phone contact for technical questions	Reach our technical experts directly to support you on technical questions.	via DI*	✓	✓	✓	H)
Email response times	Indication of e-mail response times by Bosch technical support team.	<3 working days	<3 working days	<1 working day	<1 working day (prio)	H)
Advanced replacement of products direct	Benefit from our advanced replacement service for cameras* to ensure business continuity for your customers.	via DI*	✓	✓	✓	I)

Technical support	Description	Silver	Gold	Platinum	Diamond	Footnote(s)
Remote support services: Standard/Emergency 1. Commissioning 2. Troubleshooting 3. Gathering files/information	Services to enhance troubleshooting process or configuration/installation support limited to Bosch portfolio only. Planning required.	via DI*	Charged	Charged	✓	J)
Onsite support	Onsite support visit from expert based on agreed planning. Does not include emergency support. Planning required.	via DI*	Charged	Discounted charge	Discounted charge	K)
Call-back service via Technical Support app	Enquiries are routed directly to a dedicated support specialist.	–	–	✓	✓	L)
Monthly reporting	Reporting insights on technical support tickets.	–	–	✓	✓ ✓	M)

Marketing support	Description	Silver	Gold	Platinum	Diamond	Footnote(s)
Use of the Bosch Video Partner Program logo	Make use of Bosch Video Partner Program signifiers to complement your marketing activities.	✓	✓	✓	✓	N)
Joint announcement	Partner can officially announce his entry into the Bosch x2 Connect Partner Program.	–	–	✓	✓	O)
Listing on Dealer Locator	Boost sales through a listing on our 'Where to Buy' online tool that connects end users with local dealers, national system integrators, and authorized resellers.	–	✓	✓	✓	P)
Recognition certificate	Promote your partnership to customers with a Bosch Video Partner Program certificate.	–	✓	✓	✓	Q)
Dedicated webpage on Bosch website	Strengthen your brand by promoting your company on the Bosch Security website.	–	–	✓	✓	Q)
Demand generation activities	Make use of joint activities that generate demand for Bosch Video Systems products in your business.	–	–	2 actions per year	4 actions per year	Q)

Training	Description	Silver	Gold	Platinum	Diamond	Footnote(s)
Bosch Building Technologies Academy online training courses	Build your knowledge with a variety of online training courses on our Video Systems portfolio.	✓	✓	✓	✓	R)
Bosch Building Technologies Academy private training courses	Train multiple employees at once with a private instructor-led training course.	–	Fee	Discounted fee	Discounted fee	R)

Events	Description	Silver	Gold	Platinum	Diamond	Footnote(s)
Time to Connect Virtual Partner Event	Join this virtual event for advanced information on new product introductions and new technologies.	–	✓	✓	✓	S)
Time to Connect VIP Partner Event	Join this annual event for advanced information on new product introductions and new technologies, and to meet with product specialists and executives.	–	–	✓	✓	S)

Partner commitments

Sales support	Description	Silver	Gold	Platinum	Diamond	Footnote(s)
Partner agreement - accept terms and conditions	Agree to the terms and conditions to become a partner.	✓	✓	✓	✓	T)
Annual sales commitment for Bosch Video Systems (REUP)	Partner levels determined by annual sales volume based on REUP (in €/\$/£).	<50k	<250k	<750k	>750k	U)
Required training level	Partner employees must retain the appropriate level of training to ensure the full capabilities of the Bosch Video solution can be delivered. Please see our separate Training Overview.	If applicable: Divar IP & BVMS	Gold training module	Platinum training module	Diamond training module	V)
Shared business plan	Work closely with your Bosch account manager to determine project/product targets required to maintain partner status.	–	✓	✓	✓	W)
Joint marketing of reference cases within target verticals	Joint marketing of shared-interest projects to be communicated on the Bosch Security website. We will help you to market your projects.	–	✓	✓	✓	X)
Voice of the customer	Bosch would like to stay in touch and plan regular sessions to discuss feedback on product launches, marketing initiatives, market developments and other exciting topics.	–	–	On demand	✓	Y)

- ✓ Required/Available for partner level
- Not required/available for partner level
- * Subject to distributor offering and availability



How to get started?

Becoming part of the Bosch Video Partner Program is simple. Just scan the QR code or click on the link below to register online. You will immediately benefit from all the advantages it offers.

<https://www.boschsecurity.com/xf/en/partners/channel-partner/registration-partner-program>

Legal Terms and Conditions Footnotes

Footnote	Terms and Conditions
A)	Bosch provides a recommended discount to authorized distributors for each partner level. The actual purchase price for the partner is determined by the authorized distributor. Bosch does not guarantee or keep track of any pricing or discounting decisions between the distributor and the partner.
B)	Bosch may offer additional discounts to authorized distributors in support of registered projects. In order to be eligible for additional discounts through an authorized distributor, projects must be registered through the Partner Portal. All pricing and discounts are negotiated between the distributor and the partner. Bosch does not guarantee or keep track of any pricing or discounting decisions between the distributor and the partner.
C)	For usage of the online tools, the disclaimers and legal notes can be found directly within the tool. For example the Video Analytics tool: https://www.boschsecurity.com/xc/en/terms-of-use/disclaimer-video-analytics-tool/
D)	In principle the following recommended discounts are valid for newly launched cameras (<12 months since launch), and can be obtained through your distributor. Silver: on request, through distributor Gold: 50% recommended discount from REUP (2 per product family) Platinum: 60% recommended discount from REUP (4 per product family) Diamond: 70% recommended discount from REUP (6 per product family) MIC and Thermal series cameras are excluded from these standard demo Terms and Conditions.
E)	Reservations are on a first-come first-served basis. 30-day advance notice must be provided to reserve a date, time, and location. Requests with less than 30-day notice may be accommodated on a case-by-case basis. The demo rooms are available in Eindhoven (NL) and London (UK).
F)	Bosch reserves the right to choose the partner that receives a project lead. These include leads from, but not limited to end-users, distributors and consultancy firms. Bosch is the sole party deciding which partner receives the lead and no rights can be derived from this referral.
G)	Bosch reserves the right to grant a dedicated account manager to partners. No rights can be derived from this benefit.
H)	Only an indication, real response times may differ. Working days are Monday through Friday. Customer verification is needed to identify the Partner Level. Opening hours for technical support are on working days from 8:00 to 18:00 in your local time.
I)	By applying to the Program, the partner agrees to the Advanced Exchange program. With the Advanced Exchange, the partner can receive a replacement for a defected product before returning the defected product to Bosch. The return of the defected product needs to take place not later than 10 days after the partner has received the replacement product. Not shipping back the defected product within the described period will lead to an invoice of the product at list price (REUP) level. The decision to instigate advanced replacement is preceded by a short questionnaire to check whether the product is in fact defective and an installation / commission error is ruled out.
J)	Support limited to Bosch portfolio only. Bosch is providing assistance to the SI and not executing the work. The site remains at the responsibility of the SI. Bosch has the right to decline the service request. 1. The pre-condition of providing technical information needs to be met for starting the service. 2. The actions during the service remain the responsibility of the partner.
K)	Support limited to Bosch portfolio only. Bosch is providing assistance to the SI and not executing the work. The site remains at the responsibility of the SI. Bosch has the right to decline the service request. 1. The pre-condition of providing technical information needs to be met for starting the service. 2. The actions during the service remain the responsibility of the partner.
L)	Call-back functionality is in test phase and no rights can be derived.
M)	Reporting as a service to provide transparency. Bosch aims to deliver the service in the first week of the month but no exact day can be promised.

Footnote Terms and Conditions

- N) The usage of Bosch's Trademarks are only granted under strict adherence to the Bosch Brand Guideline that can be found on the Bosch Brand Portal. Bosch grants active registered partners a non-exclusive, royalty free license, which shall include the use of copyrights, trademarks, names and related designs that Bosch uses and/or has created ("Bosch Trademarks"), for no other purpose other than in connection with the marketing and sales of such products. Bosch Trademarks which may be used by partner shall be maintained on the online Partner Portal. Partner shall not apply for registration of or register trademarks, which are proprietary to Bosch, or register trademarks which may be confused with Bosch's Trademarks. No rights to any of Bosch's Trademarks or other intellectual property rights are transferred under this program. Partner shall not use any of Bosch's Trademarks without first receiving the prior written approval of Bosch. Any goodwill resulting from partner's use of Bosch's Trademarks shall inure to the benefit of Bosch. Partner shall notify Bosch if it becomes aware of any use of Bosch's Trademarks which may infringe upon Bosch's rights.
- O) For so long as the partner is registered in the Partner Program, Bosch offers specific marketing related support; these benefits are granted by Bosch and can be changed at any time by Bosch in its sole discretion.
- P) By entering into this program the partner agrees to have contact details published on the 'Where to Buy' webpage - <https://www.boschsecurity.com/xc/en/where-to-buy/>. This service is free and revocable at any time by sending an email to connect.EMEApartners@bosch.com.
- Q) For so long as the partner is registered in the Partner Program, Bosch offers specific marketing related support; these benefits are granted by Bosch and can be changed at any time by Bosch in its sole discretion.
- R) Part of the offered trainings are a requirement to reach a higher partner level. Many trainings are available on the Bosch online academy, but also private training can be booked for a predefined fee. Private trainings are billed directly to the partner.
Platinum: 10% discount off standard training fees
Diamond: 20% discount off standard training fees
- S) Bosch organizes several events and meetings for different levels of partners. For each of these events and meetings, specific rules and conditions apply that will be communicated separately with the invitations.
- T) Only after accepting the T&C through the online form, the potential partner will be accepted and can be eligible for partner benefits.
- U) Bosch Video Systems products needs to be purchased through one of the authorized Bosch Video Systems distributors in order to determine the partner sales volume thresholds (on list price level) and for partners to obtain all partner benefits.
- V) Each partner Gold and above, will be obliged to fulfill the corresponding training curriculum. The partner level curriculum consists of a selection of commercial and technical Bosch Video Systems trainings. Each partner level requires a minimum amount of people trained for the Bosch commercial and Bosch technical specialist. The sales specialist and the technical specialist can be the same person, but count as one person (not two). Certificates for training are given to the partner's employee's, not to the company itself. If an employee leaves the company he / she will still hold that certificate and the company must have another employee trained.
After reaching a partner level, the partner has 6 months to get enough employees trained in the right training level.
- W) To maintain a partner status, Bosch may ask for and discuss on the project pipeline with the partner. The sharing of this information is mandatory, failure to do so continuously may lead to a decrease in partner level.
- X) Bosch will request joint marketing reference cases with partners. No rights can be derived from this requirement.
- Y) Bosch will invite selected partners to 'Voice of the Customer' sessions, appointments for these sessions will be planned with the partner at least 1 month in advance. No rights can be derived from this requirement.

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.
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