



# Ursalink Technology Partner Program

April 2020

## A Joint Effort to Success

Ursalink Technology Partner Program is about turnkey solutions that complete our product portfolio. It is designed for Network Server Providers, Application Server Providers, Cloud Service Providers, IoT Platform Providers, who are seeking to accelerate their business in building a smarter world.

Ursalink focuses on providing best-in-class marketing and technical support for our technology partners in order to help our partners to rapidly deploy IoT applications for customers.

As an Ursalink Technology Partner you have numerous advantages to help you increase your sales and optimize your profits.



### Brand Visibility

Get exposed to all Ursalink channels



### Expand Business

Develop turnkey solutions for customers



### Partner Enablement

Benefit from sales and technical training

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Our customers are unique and diverse. They represent the small businesses, the corporate businesses and every size of company in between. Many of our customers have a substantial need for end-to-end turnkey solutions tailored precisely to the demands of their business.

To offer more turnkey solutions for our customers and bring more opportunities and profits to our technology partners, Ursalink works with a vast ecosystem of partners like you and collaboratively we develop a plan for success.

# Benefits & Requirements

Benefits	Description
Brand Awareness	Listing on Ursalink partner directory; Partnership announcement with Ursalink at website;
Use of Ursalink Logo*	You can use Ursalink logo on your marketing materials for promotion.
Social Media Exposure	LinkedIn 1100+ followers Newsletter 6000+ subscribers
Dedicated Partner Manager	Ursalink partner manager serves as your liason at Ursalink
Integration Guide	Technical content to educate users
Success Stories	Co-branded real use case at website
Video Tutorial	Boost sales and engagement within minutes
Training	Quick Start Training or customized training if needed
Webinar	Customized topics for you or co-hosted webinar with Ursalink
Support	Support team will give first response within 12 hours
Requirements	Description
Brand Awareness	Ursalink logo and partnership announcement with Ursalink at your website
News Distribution	Distribute partnership news press via at least one channel
Use of Your Brand Logo*	Provide your logo for Ursalink for marketing promotion.
Partner Manager	A partner manager serves as liaison for Ursalink
Integration Engineer (optional)	An integration engineer for project if needed
Training	Customized training for Ursalink sales/tech team if needed

#### Use of Logo:

1. Digital marketing assets (display, email, videos, infographics, and landing pages, website)
2. Print advertising
3. PowerPoint presentations
4. Events/exhibitions (Convention booths, including handouts and flyers )
5. Signage and banners