



SUPERCIRCUITS AUTHORIZED DEALER PROGRAM PROGRAM OVERVIEW

Updated November 14, 2011

PROGRAM STRUCTURE

In an effort to increase pricing aggressiveness, and to make our marketing resources available to dealer and integration partners, we are transitioning to a 4-tiered dealer structure:

- » SC Dealer
- » SC Strategic Alliance Partner
- » SC Authorized Dealer
- » DIGIOP Certified Integration Partner

Please see below for the requirements and benefits of each level.

PROGRAM REQUIREMENTS & BENEFITS

Requirements and Benefits	SC Dealer	SC Authorized Dealer	SC Strategic Alliance Partner	DIGIOP Certified Integration Partner*
Sales Requirements	None	\$10,000 per year	\$50,000 per year	Varies by territory
Business Requirements	Good financial standing	Good financial standing	Good financial standing	Good financial standing
Territory	---	---	Semi-exclusive territory	Semi-exclusive territory
Training	Online resources	Online resources	Interactive remote training	Must complete on-site sales training
Support	Dedicated tech support	Dedicated tech support	Dedicated tech support	Dedicated tech support
Demo Gear Requirements	---	---	---	Must purchase one unit in the first 90 days
Demo Gear	20% Off all demo gear (1x / year)	20% Off all demo gear (1x / year)	25% Off all demo gear (1x / year)	25% Off all demo gear (1x / year)
Dealer Discounts	Tier 1 Discounts <i>Call for pricing</i>	Tier 2 Discounts <i>Call for pricing</i>	Tier 3 Discounts <i>Call for pricing</i>	Tier 3 Discounts <i>Call for pricing</i>
Advanced Replacement	Eligible**	Eligible**	Eligible**	Eligible**
Onsite Project Consultation	---	---	Available upon request	Available upon request
Customizable Marketing Tools	Automated (coming soon)	Automated (coming soon)	Available upon request	Available upon request
Lead Program	---	---	Eligible***	Eligible***
Product Review Forum	---	---	Eligible****	Eligible****

*DIGIOP Certified Integration Partners (CIPs) are qualified and approved by DIGIOP sales managers

**Call your sales manager to discuss our advanced replacement terms & conditions

***Must agree to pursue all leads competitively (turn-key and installation)

****Space is limited. Call your sales manager to apply

SUPERCIRCUITS AUTHORIZED DEALER PROGRAM OVERVIEW

PROGRAM ELEMENTS DEFINED

Below are just a few of the marketing tools that we are developing to help generate business for our Dealer Partners.



TRAINING

Onsite training is available upon demand for all SC Strategic Alliance Partners. For a schedule of planned regional seminars, please contact your SC Sales Manager.



NEW! ONSITE CONSULTATION

Yes, we provide local support. Call your sales manager to schedule an onsite consultation for large project opportunities.



NEW! ADVANCED REPLACEMENT

Call your sales manager to discuss our advanced replacement terms & conditions.



CUSTOMIZED MARKETING TOOLS

For our SC Strategic Alliance Partners and DIGIOP CIP Partners, we will customize our marketing materials for you. Coming soon! Automated on-demand tools that allow you to create branded cut sheets and customer emails!



LEAD GENERATION

We receive hundreds of calls and thousands of clicks every day, many from customers requiring local assistance or installation service. We share these opportunities with partners who qualify for our **registered dealer network**, and provide the “warm opening” to sell our products, and other value added services to meet the customer’s security needs.




NEW! PRODUCT REVIEW FORUM

We are looking for Strategic Alliance Partners to participate in new product design, testing, and BETA opportunities.

HOW TO REGISTER

For more details or to register online, please visit:
www.supercircuits.com/lp/supercircuits-dealer-program



 For questions or to register by phone, please call one of our dealer sales managers at:

1.800.335.9777