

**ascom**

You have business ambitions.  
Together we can make them real.

*The Ascom Partner Program*



## One of the benefits of being a world-leading communication company is that we have space and resources for every type of partner

You have business ambitions. Together we can make them real. But choosing a channel partner to accomplish them is a serious decision. Will your partner deliver the hands-on support you need to grow? Will you get the technical and marketing support needed to penetrate new markets? Will your new partner take the time—and have the resources—to get you on board and up to speed?

In Ascom you will find a committed partner with a uniquely broad portfolio of products and solutions. We have the global resources and local presence to help grow your business. And we're exceptionally experienced in nurturing long-term and successful relationships. Our list of partners is testament to that.

But of course, a document like this can show only part of the Partner Program's features and benefits. To get a fuller picture—and to learn how you can benefit—contact your nearest Ascom Partner team.

We look forward to working with you.

*"The benefit to the customer/end user is that they have one point of contact to deal with their solution – for all services issues, questions and future needs. This means we build a long-lasting and supportive relationship that opens up new opportunities when new projects are specified."*

**Josh Shanahan**

President and CEO,  
SVT-Sport View Technologies



Visit [ascom.com](http://ascom.com)  
for details of our  
global offices.

## Ascom in brief

Ascom is one of the world's leading providers of on-site mobile communications and workflow orchestration solutions. Our products and systems close digital information gaps streamline workflows and make the best possible decisions – in markets as diverse as healthcare, industry, retail, high-security facilities and hospitality.

Using VoWiFi, IP-DECT and LTE technologies, we provide truly interoperable, complete, secure and efficient workflow management systems. More than 800,000 Ascom installations have to date been deployed worldwide.

We operate globally, with operating businesses in 18 countries and employing around 1,300 people. Ascom registered shares (ASCN) are listed on the SIX Swiss Exchange in Zurich.

### Why Ascom?

We have a unique market position as a mobile workflow solutions provider. We are particularly strong in Europe and North America, and we are expanding our footprint in Australia and the Middle and Far East.

### A structure for success

Channel partners are critical to our success. That's why we have developed the Partner Program. It gives you (and us) a structured, proven path to help you sell, deploy and support Ascom solutions.

### An expert team to support you

We have a dedicated team of specialists in communication, information and workflow technology to train and support you - from onboarding and throughout the life of our partnership.

### A worldwide user base

We are an established and major force in our field worldwide. Thousands of staff in renowned organizations use our solutions every day. The figures speak for themselves:

## Enterprise



**20,000+**

Enterprise installations globally



**#2**

In overall enterprise mobility volume globally



**OEM**

Established distribution partnerships with leading communications specialists worldwide

## Healthcare



**12,000+**

Hospitals equipped with Ascom software solutions globally



**800 million**

Clinical alerts handled each year



**1.8 million**

Hospital beds equipped globally



**100,000+**

Global installations of Ascom nurse call systems

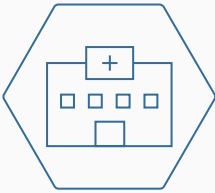




**6,000**

Elderly care installations



























# Our solutions

We provide a range of ready-to-sell prepared solutions. Partners can combine our hardware, software and services to complete their own portfolio, to deliver highly customized solutions that meet the specific needs of users.

 <h2>Acute care</h2>	 <h2>Long-term care</h2>	 <h2>Enterprise</h2>
<ol style="list-style-type: none"> <li>1 Workplace and staff safety</li> </ol>	<ol style="list-style-type: none"> <li>1 Smartphones for long-term care apps</li> </ol>	<ol style="list-style-type: none"> <li>1 Smartphone for enterprise apps</li> </ol>
<ol style="list-style-type: none"> <li>2 Clinical communication and collaboration</li> </ol>	<ol style="list-style-type: none"> <li>2 Alert management system</li> </ol>	<ol style="list-style-type: none"> <li>2 Enterprise voice communication and collaboration</li> </ol>
<ol style="list-style-type: none"> <li>3 Nurse call systems</li> </ol>	<ol style="list-style-type: none"> <li>3 Resident response and nurse call systems</li> </ol>	<ol style="list-style-type: none"> <li>3 Alerting and messaging orchestration for mobile staff</li> </ol>
<ol style="list-style-type: none"> <li>4 Patient alert management system</li> </ol>	<ol style="list-style-type: none"> <li>4 Wander management and personalized monitoring system</li> </ol>	<ol style="list-style-type: none"> <li>4 Personal alarm solutions for vulnerable and lone workers</li> </ol>
<ol style="list-style-type: none"> <li>5 Critical incident management systems</li> </ol>		

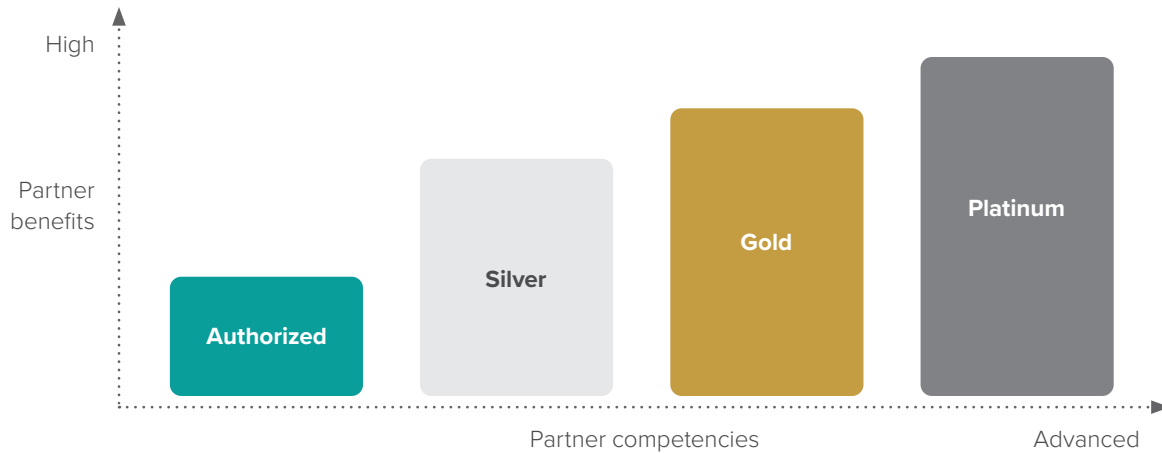
## Uniquely comprehensive product range

As an Ascom partner you have access to a proven, trusted and widely deployed range of products.

Market Segments	Categories	Nurse call systems	Software	Mobility	Services and support
	Acute care	 	 	    	
Long-term care	 		    		
Enterprise			    		

# Which tier is right for you?

Progressively advanced partnership tiers to build strong relationships and future-proof business opportunities.



## Tier 1: Authorized

- Access to standard hardware and basic discounts

## Tier 2: Silver

Partners at this level have typically already delivered for and/or completed projects. At this stage, you will be ready to harness the Ascom portfolio in order to offer customized solutions.

- Full access to our portfolio
- Basic support
- Can benefit from further discounts and incentives

## Tier 3: Gold

As a Gold Partner you focus on multi-product solutions, including advanced, integrated turn-key systems. Gold Partners often successfully market their own concepts.

- Increased incentives
- Expanded pre-sales support and sales tools
- More advanced training








## Tier 4: Platinum

As an Platinum Partner you benefit from high levels of dedicated support to help you meet the market's highest demands. You will typically provide complex, mission-critical solutions for challenging environments.


- Maximum incentives
- Dedicated resource allocation
- Prioritized support and back-up
- Use of Ascom sales and engineering teams
- Professional marketing communications support

# The benefits

You reap increasing benefits as you progress from tier to tier.

Benefits	Authorized	Silver	Gold	Platinum
<b>General</b>				
Portfolio access	Hardware	Full Acces*	Full Acces*	Full Acces*
Joint business planning		✓	✓	✓
Specialized offering certification		✓	✓	✓
Partner manager	Shared	Shared	Shared	Dedicated
<b>Enablement</b>				
Ascom partner portal access	✓	✓	✓	✓
Pre-sales support			✓	✓
Demo equipment discount				
<b>Sales</b>				
List price discount				
Annual return		Low	Medium	High
Project discount		Case by case	Case by case	Case by case
<b>Marketing</b>				
Market development fund		Low	Medium	High

## What do you need to do?

Requirements	Authorized	Silver	Gold	Platinum
<b>General</b>				
Conclude partner agreement	✓	✓	✓	✓
Minimum net revenue commitment	Individual			
<b>Training and certification</b>				
Minimum # of certified sales reps				

\* Depending on technical training



## What existing partners say

*“Ascom is more agile and more responsive to our business and end users’ needs than other suppliers.”*

**Rich Levy**

President,  
Unimed Communications

*“Ascom's products are the best I have ever seen. After 53 years in this business, I have never been more excited about what the future holds.”*

**Lynn Brady**

President and CEO,  
Canfield Systems



## How to become a partner

Visit our website [ascom.com/partner](http://ascom.com/partner) or contact us by email: [partner@ascom.com](mailto:partner@ascom.com).

### **Ascom Holding AG**

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### **About Ascom**

Ascom is a global solutions provider focused on healthcare ICT and mobile workflow solutions. The vision of Ascom is to close digital information gaps allowing for the best possible decisions – anytime and anywhere. Ascom’s mission is to provide mission-critical, real-time solutions for highly mobile, ad hoc, and time-sensitive environments. Ascom uses its unique product and solutions portfolio and software architecture capabilities to devise integration and mobilization solutions that provide truly smooth, complete, and efficient workflows for healthcare as well as for industry and retail sectors.

Ascom is headquartered in Baar (Switzerland), has operating businesses in 18 countries and employs around 1,300 people worldwide. Ascom registered shares (ASCN) are listed on the SIX Swiss Exchange in Zurich.

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