PARTNERING WITH IOTG

Seattle Visual Solutions Partner Summit, 2019
Dane L. Oldridge

THE INTERNET OF THINGS HAS A REPUTATION FOR BEING DIFFICULT

Complex to Deploy

Not Commercially Available

Slow Time-to-Value

BUT YOUR HERO IOT SOLUTIONS CHANGE THAT FOR YOUR CUSTOMERS

End-to-End
with tested ordering + support model

Already commercially deployed

Fast Time-to-Value

INTEL OFFERS MANY PARTNER PROGRAMS TO HELP SCALE YOUR IOT

IoT Ecosystem Program

intel | IoT Solutions Alliance

Benefits: Promote your products and company; tiered benefits based on membership level

Roles: ODM, OEM, ISV, CSP, Agg, SIs

Criteria:
- Hardware: Intel revenue, roadmap alignment
- Solutions/Software: Qualify for a MRS or RRK

New approved partners automatically qualify to be a member of ISA @ Affiliate level

OUR FOCUS TODAY

Deployable Solutions

intel® market ready ✓

Programs: Intel® RFP Ready Kits, Intel® IoT Market Ready Solutions

Benefits: Additive co-selling and co-marketing support

Partners: Solution providers with pre-integrated offerings

Criteria: Qualify for program requirements

Specialty Partners

intel | IoT Solutions Alliance Industrial Solution Builders Specialist   intel | IoT Solutions Alliance Video Specialist

Programs: Visual Display Solutions, Video, and Industrial Specialists

Benefits: Additive co-selling and co-marketing support

Partner Types: Partners specializing in retail, video, or industrial IoT

Criteria: Invitation only; incubation or segment market leaders

THE INTEL® IOT MARKET READY SOLUTIONS PROGRAM CAN HELP YOU SCALE

Market Ready Solutions are **complete edge-to-cloud solutions** that are **truly ready for the market**. The Intel® IoT Market Ready Solutions program can empower you with benefits like:

Greater visibility
through Intel's joint marketing programs

A trusted IoT advisor
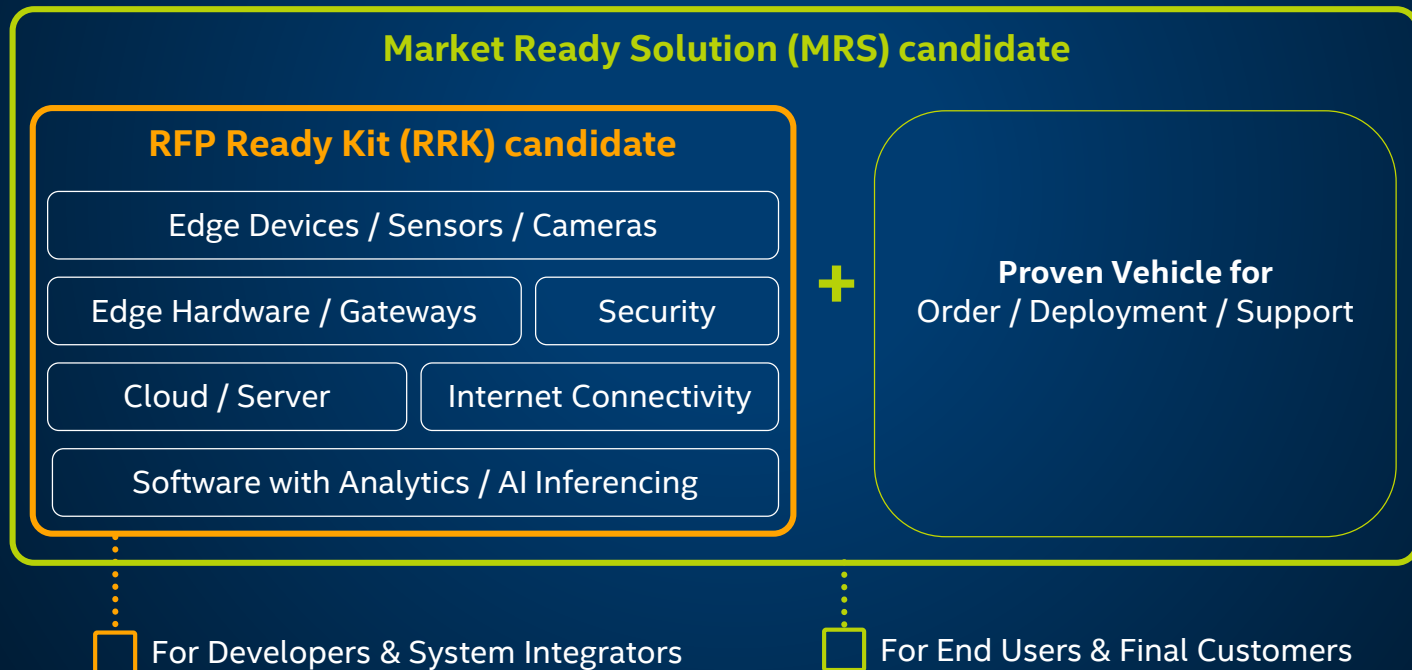**with scalable selling resources and expertise**

Your
Logo
Here

Global expansion
through Intel's vast partner ecosystem

Expanding your reach

Elevate within Intel's sales

Collaborate with Intel Scale partners

INTEL MAKES IT EASY TO SHARE YOUR IOT SOLUTION WITH THE WORLD

The Intel® IoT Market Ready Solutions program **accelerates adoption** of the IoT by vetting solution bundles for completeness and working with partners to explicitly define the delivery, deployment, and support vehicles necessary to ensure the end customer receives a fully-developed, clearly consolidated, end-to-end solution.

Market Ready Solution (MRS) candidate

RFP Ready Kit (RRK) candidate

Edge Devices / Sensors / Cameras

Edge Hardware / Gateways

Security

Cloud / Server

Internet Connectivity

Software with Analytics / AI Inferencing

+

Proven Vehicle for
Order / Deployment / Support

For Developers & System Integrators

For End Users & Final Customers

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WHAT'S THE DIFFERENCE BETWEEN AN MRS AND RRK?

	RFP-Ready Kit (RRK)	Market Ready Solution (MRS)
END-TO-END: Hardware and software together, from the edge to a cloud or server	✅	✅
VERTICALLY ORIENTED Towards Specific Use Cases / Applications	✅	✅
COMMERCIALLY AVAILABLE with Scalable Ordering Mechanism	✅	✅
COMMERCIALLY PILOTED With a specific customer + paid engagement	✅	✅
COMMERCIALLY DEPLOYED Ready to scale to end users	❌	✅
LAST MILE DEFINED Incl. System Integrator / Direct to End User	❌	✅
Target Audience	SIs / Scale Partners *(including Brand OEM's w/ SI capability)*	End Users
	Intel.com\rfpkits	Intel.com\iotmarketready

Strategic focus to drive repeatable IoT deployments

INTEL'S SPECIALIST INITIATIVE

Intel's segment-driven specialist initiative is a new opportunity for our partners to grow revenue within a select business focus area and gain access to customized sales and marketing opportunities along with other benefits from Intel® IoT Solutions Alliance program:

STRATEGIC

Created-for Intel's top partners in IOT's fastest growing market segments

EXCLUSIVE

Offers a rigorous criteria for program inclusion plus targeted segment benefits to a limited partner base

VALUABLE

Value-add opportunities include brand alignment and segment focused Market Development Funds to scale and grow your business based on IA technology

ENGAGE

Joined in July 2018

combines purpose-built digital signage solutions and a mobile app to break through the clutter and create a more engaged, higher performing workforce.

✅ 1 year of media buy

✅ More co-marketing campaigns in planning stages

✅ Built sales enablement collateral and trainings

✅ TBD pending input from Jessica / Karla

Product page | Intel rep: Jessica.McCowan@intel.com

BOLDVU SMART CITY KIOSK

This program has had an

"INVALUABLE IMPACT ON OUR JOBS AND OUR BUSINESS"

"LGMRI has a desire to be more of a market presence than a pure-play digital sign, which is how we got our strategy. The MRS program has been a great platform for us to become part of conversations around more than just digital signage but also edge computing, which ties into lots of different municipal stadiums: public safety, traffic efficiency, city planning, etc."

LG-MRI's Chris Miller

LG-MRI's Eric Hornsby

Intel's Dave Ciampa

The system leverages the combination of Microsoft Azure cloud services and servers based on Intel® Xeon® technology for edge processing. ALP uses data gathered from multiple sensors (cameras, Wi-Fi Sensors, and other context-rich feeds) to engage each shopper **(Figure 1)**.

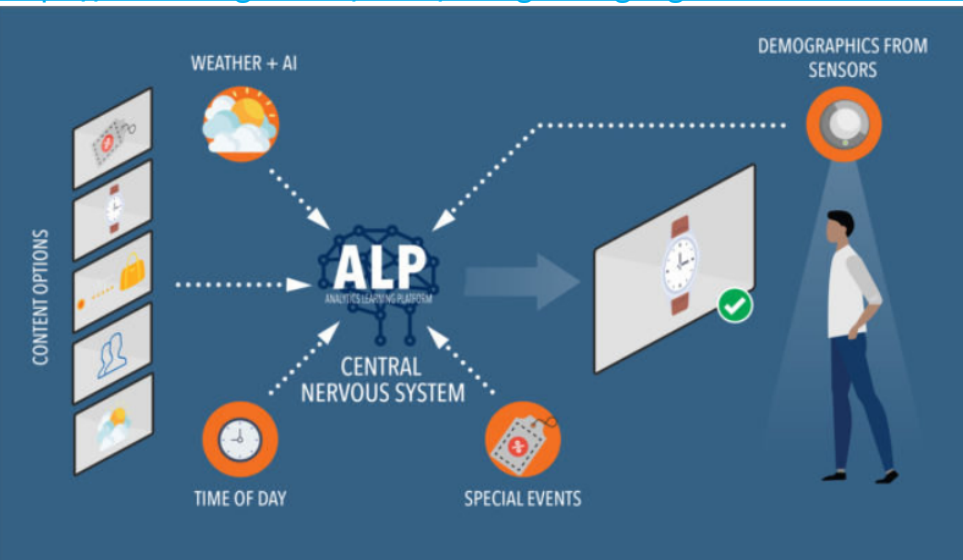https://www.insight.tech/retail/ai-digital-signage-boost-retail-sales

Figure 1. The Analytics Learning Platform gathers data for analytics and business intelligence.

for example, video feeds from multiple cameras can be fed to edge servers in the store. Using artificial intelligence AI) and machine vision applications, these servers can determine the age and gender of each customer and track hem as they move around the store, including how long each customer dwells in each location.

Besides providing management with data such as the amount of time customers remain in different parts of the store, ALP can also be used to deliver targeted advertising to customers as they pass by interactive displays. Furthermore, sing information like weather and special events, ALP can help management by predicting the types of merchandise

NEC INFINITY BOARD

Suitable for video conferencing, creative brainstorming, presenting, reviewing and collaborating, the InfinityBoard provides a modular and flexible platform to enhance efficiency and productivity in meetings of all kinds. Collaboration software enabled thought cloud connectivity.

✅ Co-marketing campaign

✅ Sales enablement under way

✅ White paper created

IT IS A SUBSTANTIVE PARTNERSHIP WITH INVESTMENTS FROM BOTH SIDES

We invest a lot in this program, and ask for your partnership and support with these four commitments:

Time and effort
to apply to the program and then leverage its benefits

Sales reporting
to measure program success and guide marketing efforts

Marketing investment
partially reimbursed by Intel

Joining the Intel IoT Solutions Alliance®
with online its tools and a few legal documents to sign

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MARKET READY SOLUTIONS COME FROM GREAT COMPANIES EVERYWHERE

Hailing from **28** different countries*

Sold to and installed in

125

countries

5+ MRS

1–4 MRS

*As of Q4, 2019

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THE INTEL® IOT MARKET READY SOLUTIONS ARE SUCCESSFUL

The Intel® IoT Market Ready Solutions Program is one of the most advanced partner collaboration programs in the IoT space. We're driving collaboration and results for the world's best Internet of Things solutions in everything from retail to voting to industrial to smart cities and education.

650+

Partner Submissions

170

Approved MRS Solutions from 130 leading partners

75+

MRS have deployed 10+ times

110

Countries have Market Ready Solutions deployments

90%

of MRS are repeating deployments, versus an industry standard of 25%

ONCE IN THE PROGRAM, WE HELP YOU DO MORE AMAZING THINGS

If a solution is approved as market ready, the Intel® IoT Market Ready Solution program has the potential to enable your solution with...

Greater visibility
through Intel's joint marketing programs

- Co-marketing funds
- Marketing feedback and guidance, including social media and campaign planning
- Possible white paper creation
- Possible industry events

A trusted IoT advisor
with scalable selling resources and expertise

- Intel brand helps reinforce your credibility in the market
- Market Ready Solutions helps increase your visibility in Intel internally

Global expansion
through Intel's vast partner ecosystem

- We're building matchmaking tools, and building partnerships to accelerate your success
- Intel sellers incentivized to help

WILL YOU JOIN US?

SO WE HOPE TO HEAR FROM YOU SOON

Nominate your solution
If you have an end-to-end solution that you think is market-ready or RFP-ready, submit your nomination to:
www.Intel.com/marketreadysurvey

Learn more about existing solutions
For additional information, visit
www.intel.com/iotmarketready or
Intel.com\rfpkits

Or reach out to
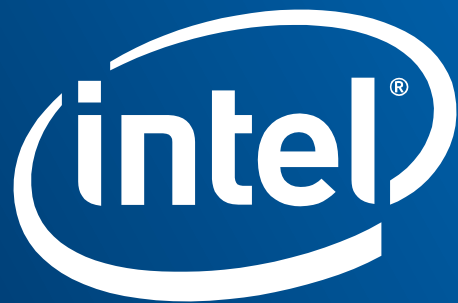market.ready.solutions@intel.com or
rfp.ready.kits@intel.com

WHEN YOU PARTNER WITH INTEL, IT'S MORE THAN SILICON

Intel® IoT Market Ready Solution (MRS) and RFP Ready Kits (RRK) Programs help **ACCELERATE AND SCALE** your IoT

BACKUP

intel

JOIN INTEL® PROGRAMS TO
ACCELERATE OUR PARTNERSHIP AND YOUR SCALE

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through Intel's joint marketing programs

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with scalable selling resources and expertise

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YOUR
LOGO
HERE

Expanding your reach

Elevate within Intel's sales

Collaborate with Intel
Scale partners

WHEN YOU PARTNER WITH INTEL, IT'S MORE THAN SILICON

Intel® IoT Market Ready Solution (MRS) and RFP Ready Kits (RRK) Programs help **ACCELERATE AND SCALE** your IoT

YOU WORK THE MARKET, FLAUNT YOUR EXPERTISE WITH YOUR CUSTOMERS, AND BUILD A GREAT COMPLETE SOLUTION.

Dane these headers probably need to be edited down! I just put all the content from our call in them

WE HELP YOU SCALE, EXPAND YOUR TAM, DEEPEN YOUR REACH

NEXCOM

Broad based marketing + sales support across multiple verticals

✅ Predictive Maintenance System MRS + RRK

✅ Nexcom Smart Shelf Solution MRS

✅ Intelligent Farming RRK

✅ MiniBOT Educational Robot Kit RRK

NEXCOM
Smart Farming

APPENDIX: GIVES AND GETS

This is a substantive partnership, and we're always looking for ways to improve Return on Investment for both sides. We invest a lot in this program, and ask for your partnership and support as well. We hope you will join us!

INTEL GIVES

- One-time kickoff and recurring quarterly **MARKET DEVELOPMENT FUNDS** to increase your marketing budget and drive your MRS further into market
- Trusted **BRAND** and expanded credibility
- **CO-SELLING** efforts through our global sales teams and partner networks
- Strong events presence and broader IoT marketing efforts
- Possible collaboration with Intel solution architects

PARTNER GIVES

- Sales, Marketing, and Technical **TIME + EFFORT** to leverage the program, including demonstrations at Intel events if you opt to participate
- Your existing direct marketing investment that Intel then amplifies
- **QUARTERLY REPORTING VISIBILITY** on your MRS's performance in the market

OUR SHARED BENEFITS

- **INCREASED SALES**
- Further geographic reach
- Better tailored marketing campaigns
- Targeted matchmaking
- A strong partnership between both established and cutting-edge firms, in established and emerging markets

...or a retirement from the program if we don't drive a strong partnership and traction in the market together.

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APPENDIX: WHY DO WE REQUIRE REPORTING?

We request that you report all "commercial deployments", which we define as a commitment from an end user customer for a paid installation of your Market Ready Solution. This includes historical Year To Date deployments and deployments that happen independent of your Intel partnership.

WHAT WE ASK

All submitted quarterly through online tool, under NDA
- End customer name*
- City and country of IoT installation
- Vertical and Use Case
- Intel product / sales out + full year forecast

"This information was the starting point for not starting from scratch and having a clear guide to the real opportunities that exist in the region with certain MRS, as a result of this we started a very good job with top runners this allowed us to maximize opportunities and in most cases double or triple the deployments and improve the sale (as in the case of Viewsonic that currently offers Unite [an Intel feature] proactively, something that did not exist before for them)." –Americas Territory IOT sales lead + Distribution Account Executive for Peru / Bolivia / Chile

*can be anonymized or adjusted to align with GDPR requirements in Europe

HOW WE USE IT

Treated carefully, as you share with us under NDA
- Data driven approach when selecting MRS to market in a particular regions
- Prioritize engagements and attention in different geographies
- Help target matchmaking with other Intel partners
- Justify Intel investment in—and build global excitement for—MRS and our MRS partners

"From our MRS global marketing manager: "The MRS deployment data has given us visibility into the MRS that are the high revenue drivers in different geographies, and enabled us to take a data-driven approach when selecting the right MRS to scale through our marketing tactics. The data also provides transparency around what is actually deploying in a region; if challenged around if that MRS is actual scalable in a certain region." – Global Marketing Lead

Internet of Things Group

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WOULD YOUR SOLUTION FIT WITH THE MARKET READY SOLUTIONS PROGRAM?

We have five key deal breakers—illustrated in the appendix—that drive our core value proposition. These are the key value drivers of the each Market Ready Solution:

END-TO-END

ingesting data from the edge environment and delivering it all the way to the cloud, with pre-integrated hardware and software

SINGLE SOURCE

so end users can manage the order, installation, and maintenance of hardware and software from one source

DRIVE ANALYTICS

that support business decision-making and/or business transformation

ALREADY DEPLOYED

commercially deployed at production scale. paid pilots do not qualify

WITH INTEL INSIDE

with a forecast of US $100K of Intel revenue for the next 12 months after acceptance into the program

Throughout the process, we assess ordering mechanisms, customer testimonials, global availability, existing marketing collateral, deployment capability, technical support structure, etc.

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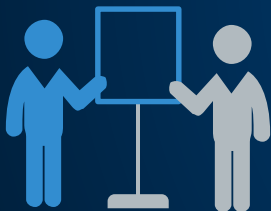
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JOIN INTEL® PROGRAMS TO
ACCELERATE OUR PARTNERSHIP AND YOUR SCALE

Greater visibility
through Intel's joint
marketing programs

A trusted IoT advisor
with scalable selling
resources and expertise

Global expansion
through Intel's vast
partner ecosystem

Expanding your reach

Elevate within Intel's sales

Scale partners
e.g. Healthcare Kiosks