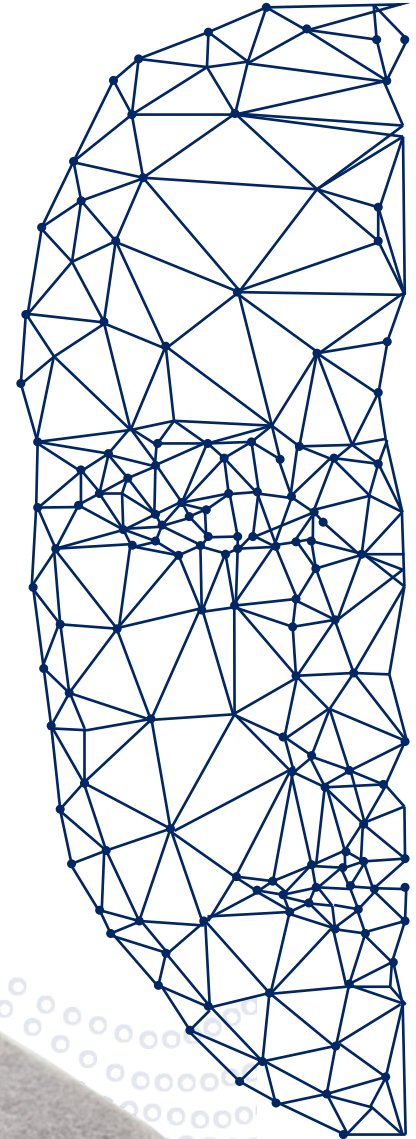
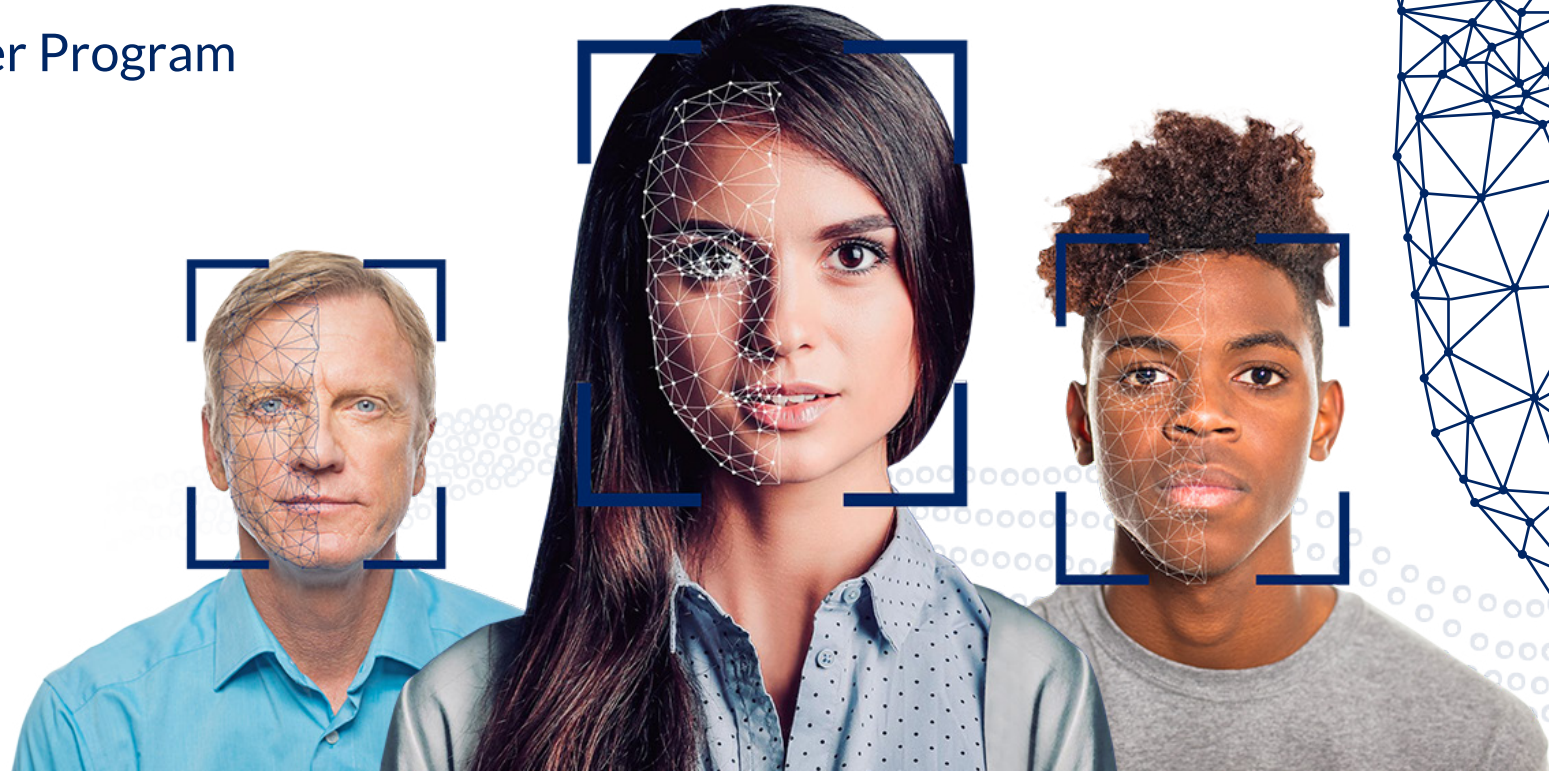




All In CROWDS

PARTNER PROGRAM

Introduction to Herta Partner Program

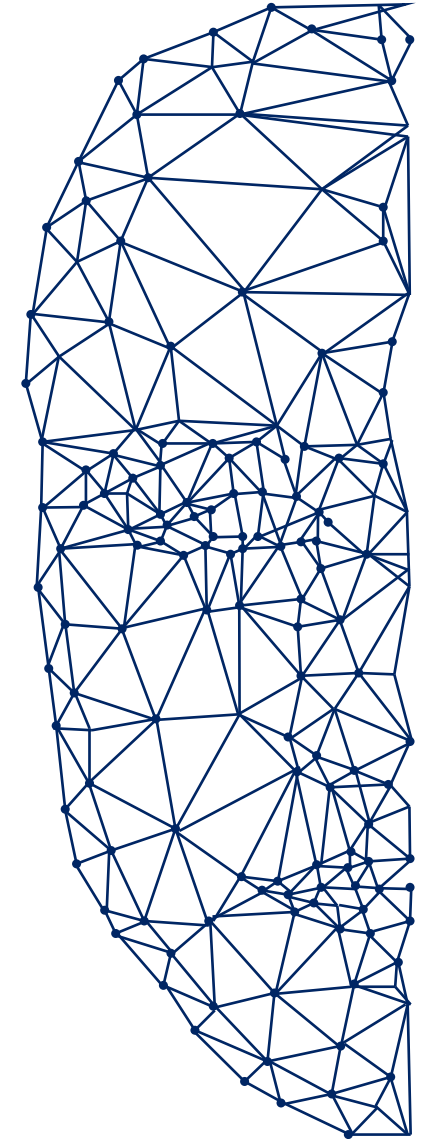


HPP

HERTA
PARTNER
PROGRAM

Contents

- ABOUT THE PROGRAM
- PARTNER LEVELS
- PROGRAM BENEFITS AND REQUIREMENTS





Introduction to the Herta Partner Program



Why are we creating a Partner Program?

Teaming Up to Make our Partners and Customers Successful

- Herta is the choice of more 3,000 software professionals and more than 200 organizations in 150 countries who use our products to create the world's best **facial recognition** software applications.
- Partners play a critical role in equipping end-users and customers with Herta's best-in-class products.
- The Herta Partner Program is therefore designed to support partners in uncovering **new opportunities**, to **grow businesses**, and **increase profitability**.
- Our global partner ecosystem is comprised of System Integrators, Distributors, and Technology Alliances.

About the Program

Teaming Up to Make our Partners and Customers Successful

- The Herta Partner Program offers a fair discount structure, valuable benefits, and a commitment to cultivating growth.
- We provide partners with far-reaching support, including the option for certification.
- We award cooperation for outstanding sales performance to be used for demand generation, certification training, and channel marketing support that help promote the success of your business.

PARTNER LEVELS



BENEFITS



Teaming Up to Become Strong Partners in the Market

How we support you	Bronze	Silver	Gold
Access to Partner Portal	☐	☐	☐
Marketing & Sales tools	☐	☐	☐
MSRP Discounts	☐	☐	☐
Support (up to HES)	☐	☐	☐
Demo licenses	☐	☐	☐
A dedicated partner page on Herta Partner Portal		☐	☐
Co-branded collateral and digital activities		☐	☐
Custom (co-host) Webinar		☐	☐
Access to Quarterly Sync Call			☐
Direct Sales Support for exhibitions and events			☐
Joint integrations development efforts			☐
Joint on-site POC support			☐
Invitation to Annual Herta Partner Day			☐

REQUIREMENTS

Teaming Up to Become Strong Partners in the Market

What do you need to become our Partner?	Bronze	Silver	Gold
Approved Herta Partner Application			
Introductory Online Training			
Herta Certification			
Yearly Revenue Requirement			
Invitation Only			

Thank You