

# Partner for Success

## The Lantronix Premier Partner Program



For more than 20 years, Lantronix has been a partner-driven business. Our industry-leading, smart M2M solutions are currently marketed, distributed, and sold through a global partner network of partners (VARs, Systems Integrators, Contract Manufacturers, Distributors, and more) worldwide.

### **Program Overview**

Our Premier Partner Program provides outstanding opportunities for you to increase profits and grow your business. Qualified partners benefit from a wide variety of custom support, marketing programs, training, sales and co-marketing events – all designed for rapid ramp-up of new partners, and for leveraging growth opportunities for existing partners.

### **Partner Benefits: Everything You Need to Build & Grow Your Business**

Based on your specific business and the Lantronix products you're selling, our Premier Partner Program provides a variety of programs designed to ensure your success.



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## The Lantronix Premier Partner Program

### Opportunity Registration Program

Lantronix rewards partners that identify, develop and close new business opportunities. Through our Opportunity Registration Program, new opportunities can be submitted, approved and registered to a specific partner for up to six months.

### Product Training

Our product training allows you to learn how to integrate Lantronix products into your solution offerings. Our qualified sales and marketing teams will provide you with the expertise and insight you need to evaluate customer requirements.

### Product Literature

Brochures, case studies and other helpful sales tools are available in electronic format, and in hardcopy (reasonable quantities) whenever you need them.

### Product Roadmap & Pre-Launch Access

As a qualified partner, you'll have confidential access to our technology vision and product roadmap. Additionally, you'll benefit from access to new product collateral, creative, photos, and more – all before we launch new products into market.

### Technical Support

When your customers have questions, you need to deliver answers fast. Our technical support team will provide you priority assistance with your product implementation questions.

### Co-Marketing Programs

For qualifying Premier Partners on a pre-approval basis, there is an opportunity to join Lantronix in co-branded, co-marketing programs including webinars, events, direct marketing programs, and more.

### Lead Referral Program

As a Premier Partner, you are eligible to receive pre-qualified end user leads directly from Lantronix to help you fill your sales pipeline with new opportunities.

### Partner Communication

Premier Partners receive customized e-mail communications which keep you updated with the latest market opportunities, product news, and training information.

### Direct Access to Sales and Support Teams

Lantronix will equip your sales team with product information, market information and plenty of sales tools necessary to prospect, sell, install and support Lantronix solutions.

### Dedicated Partner Portal

Get the latest information on Lantronix products, programs, marketing tools promotions, and more on our partner-exclusive Lantronix Premier Partner website (<http://partners.lantronix.com/>).

**Lantronix Inc.** (Nasdaq: LTRX) is a global leader of smart, secure M2M communication technologies that simplify access and communication with and between virtually any electronic device. Our smart connectivity solutions enable sharing data between devices and applications to empower businesses to make better decisions based on real-time information, and gain a competitive advantage by generating new revenue streams, improving productivity and increasing efficiency and profitability. Easy to integrate and deploy, Lantronix products remotely and securely connect electronic equipment via networks and the Internet. Founded in 1989, Lantronix serves some of the largest medical, security, industrial and building automation, transportation, retail/POS, financial, government, consumer electronics/appliances, IT/data center and pro-AV/signage entities in the world. The company's headquarters are located in Irvine, Calif.

For more information, visit [www.lantronix.com](http://www.lantronix.com). The Lantronix blog, <http://www.lantronix.com/blog>, features industry discussion and updates. To follow Lantronix on Twitter, visit <http://www.twitter.com/Lantronix>.

## Become a Lantronix Partner Today!

Ready to start increasing revenue and profits with Lantronix? It's easy. Visit [www.lantronix.com/partners](http://www.lantronix.com/partners) to sign up today. For more information on the Lantronix Premier Partner Program, contact your local Lantronix representative or call us at **(800) 422-7015**.

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