

# Grow Your Business

With the Lantronix Premier Partner Program



## Increase Your Revenue and Profits

The Lantronix Premier Partner Program is specifically designed to help you grow both your revenue and profits by offering the following key business benefits:

### → Broad Range of Solutions

Expand your existing solutions and meet a wider range of customer requirements with Lantronix's extensive networking product portfolio.

### → Large Customer Base

Tap into Lantronix's large installed base of customers, where thousands upgrade and up-sell opportunities occur each year.

### → Marketing Support

Leverage our investments in advertising, email, trade shows and other activities to turn up new business opportunities for your organization.

### → Professional Services Opportunities

Offer professional services to your customers by using Lantronix solutions to remotely access, monitor and manage our customers' equipment.

### → Extensive Revenue Opportunities

Lantronix's portfolio includes hardware, software, warranty and service solutions, all at competitive prices and offering attractive margins.



**LANTRONIX**<sup>®</sup>  
CONNECT SMART. DO MORE.

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### Product Training

Our product trainings allow 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. Discover how to assess and profile customer opportunities and integrate Lantronix into existing network infrastructures.

### 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.

### Marketing Development Funds

For qualifying Premier Partners on a pre-approval basis, market development funds are available to support your Lantronix marketing activities.

### Lead Referral Program

Qualified sales leads are a key to your success. Lantronix uses advertising, direct mail, e-mail, trade shows, events and more to uncover new selling prospects. 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.

### Free Product Literature

Brochures, case studies, product briefs and other helpful sales tools are available in reasonable quantities whenever you need them.

### Partner Communication

Premier Partners receive customized e-mail communications which keep you updated with the latest market opportunities, product news, and training information. PartnerConnection, our monthly partner newsletter, provides you with the latest in sales tips, customer reference stories, product news, application/solution articles and details on upcoming events and seminars in a concise, easy-to-use format.

### Dedicated Sales and Support Team

A dedicated Lantronix channel sales team is available to assist you with pre-sales questions, issues and support. 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 and Secure Partner Website

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 secure communication technologies that simplify remote access, management and control of any electronic device. Our solutions 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 connect and control electronic equipment via the Internet, provide secure remote access to firewall-protected equipment, and enable remote management of IT equipment over 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).

## Become a Lantronix Partner Today!

Go to [www.lantronix.com/partners](http://www.lantronix.com/partners) to sign up today!

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#### PREMIER PARTNER PROGRAM

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# LANTRONIX®

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