

SmartEdge

A Lantronix Partner Program

Lantronix has the Expertise. For more than 31 years, Lantronix has been a trusted provider of reliable IoT management solutions and continues to lead the pack with innovative and cutting-edge technology. We deliver enterprise customers with next generation intelligent solutions for managing their **critical** IT and communications infrastructure

The Lantronix SmartEdge Partner Program is built on four key pillars: *Our Partners, Quality, Security and Profitability.*

- **Our Partners:** We are dedicated to your success as our partners. We succeed when you succeed. We'll work closely with your team on planning, training, marketing, sales, and support. Our partner-centric solutions deliver the fastest path to increasing margins and opportunities.
- **Quality:** For our partners to have success in selling our products, you have to believe in them. We have the highest level of quality products with the lowest Field Failure Rate (FFR) in the industry. You can rest assured you are providing your customers with the best!
- **Security:** Security is a growing concern in IoT, and it should be! With more and more IoT products being connected, how do you know it is secure? Lantronix allows you to offer your customers the most advanced and comprehensive security framework of any IoT product on the market.
- **Profitability:** As you know, industry hardware margins on enterprise type products have continually decreased, but with our robust product line and feature sets you can rest assured you will have higher margins and more money to fuel your business.

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Top Reasons to Partner with Lantronix

1. Make more money
2. Differentiate your offering
3. Product innovation and customer satisfaction
4. We're easy to work with

KEY BENEFITS

	Edge Partner	Strategic Edge Partner	Distributor Edge Partner
Deal Registration Discount	✓	✓	✓
SPIF Programs	Limited	Better	
Incentive and Rebate Programs	Limited	Better	

ADDITIONAL BENEFITS

Access to Partner Portal	✓	✓	✓
Discounted Demo Equipment	Good	Better	
Joint Marketing Activities	✓	✓	
Online Training	✓	✓	✓
Co-Brand Marketing Collateral		Better	
Access to Co-Op Marketing Funds		Better	
Website Link in our Partner Locator		✓	✓
Sales Engineer Support		✓	✓
MDF Funds*		✓	✓
Live Product Demonstrations		✓	✓
Live Training		✓	✓
Access to Sales Leads		Better	
Product and Sales Training Certification		Coming Soon	

*Contract needed

Lantronix SmartEdge Partner Requirements

To learn more about the requirements for your geographical area, please contact SmartEdge@lantronix.com.

Join Our SmartEdge Partner Program Today!

For More Information Visit
www.lantronix.com/partners

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