

ingenico

PARTNERIN  
PROGRAM

# Partner Program Guide

## EMEA, APAC & SAR

This guide explains the benefits, requirements, and policies that govern Ingenico's relationship with Ingenico Partner community.

Published September 17, 2024



## Table of Contents

<b>PartnerIN Program Overview .....</b>	<b>4</b>
1.1. Program Objectives .....	4
1.2. Program Structure .....	4
Business Partner Program Track.....	4
Solution Partner Program Track .....	4
1.3. Foundational Requirements for All Partners.....	4
PartnerIN Program Terms and Conditions Acceptance.....	5
Business Conduct and Anti-Corruption Laws .....	5
Partner Satisfaction Survey for All Tracks .....	5
<b>Partner Program Tracks Overview .....</b>	<b>5</b>
2.1. Business Partner Program Track.....	5
Business Partner Tier Levels.....	6
Business Partner Track Requirements .....	6
Business Partner Track Benefits.....	9
Business Partner Track Specialties .....	11
2.2. Solution Partner Program Track.....	13
Solution Partner Tier Levels .....	14
Solution Partner Program Track Requirements .....	14
Solution Partner Benefits.....	15
2.3. Ingenico Partner Helpdesk.....	18

## To Our Partners

At Ingenico, we are redefining the future of commerce. Financial institutions, large retail chains, and small merchants have entrusted us for over 40 years to deliver simple, reliable, and innovative payment solutions. Today, our vision has evolved—'Moving Commerce Forward'—to focus not only on payments but also on the broader commerce ecosystem, as payment terminals transform into full points of commerce.

Our mission is to lead the transformation of the commerce ecosystem through purpose-driven innovation. This mission is reflected in our strategy to expand payment acceptance beyond traditional terminals to include SoftPOS, enhance merchant operations with cloud-based platforms, and enrich customer experiences through our app store. By embracing these advancements, we're positioning ourselves and our partners at the forefront of commerce innovation.

Our priorities are clear: put customers first by ensuring that every action adds value, drive meaningful and sustainable innovation, and empower our people to deliver excellence. This approach is at the heart of our PartnerIN global Partner Program, which has been designed to provide comprehensive resources and rewards for all types of business partners.

PartnerIN offers everything a partner needs to thrive in today's marketplace: access to cutting-edge products and solutions, tools to grow their brand and business, and rewards for the expertise and dedication that drive success. We're proud to welcome you to PartnerIN, a program tailored to meet your needs—whether you're an existing partner looking to maximize the benefits or a new partner exploring opportunities in the evolving commerce landscape.

Thank you for being a valued Ingenico Partner. Together, we will continue to innovate, lead, and grow within the commerce ecosystem.

### **Boris Ferlet**

SVP, Android and Partner Development Ingenico



## PartnerIN Program Overview

PartnerIN is Ingenico's global Partner Program. The program was designed to align with our Partners go-to-market business model(s) and to deliver simplicity, flexibility, and innovation to our Partner ecosystem. With PartnerIN, Partners can choose their own road to growth, whether they want to resell Ingenico products, solutions, and services portfolio or develop, market, and sell solutions. Partners indeed have the choice to participate in one or both tracks depending on the business model(s) that makes sense for their businesses. Simply start by selecting the program track that is right for your business, then grow through competencies in products and end-to-end customer solutions.

### 1.1. Program Objectives

Ingenico Partners are highly valued and critical to our success, and this is the reason why we have created a Partner Program with considerable investments that rewards Partners for their commitment and the value they bring to our customers.

PartnerIN is designed to help Partners by:

- Supporting their go-to-market model based on their expertise and local engagement.
- Streamlining their engagement with Ingenico, with simple processes, requirements, and benefits
- Rewarding them for their commitment and their contribution to joint success
- Leveraging Ingenico global footprint and improve Partner coverage.

### 1.2. Program Structure

We recognize that Partners are not “one-size-fits-all”. Hence PartnerIN offers two different tracks as a framework for how Partners achieve their desired level and associated benefits, a Business Partner Program track, and a Solution Partner Program track. Partners can participate to one or both PartnerIN program tracks. Additional tracks may be added to the Partner Program in future phases. This document is the Partner Program guide for both the Business and Solution Partner tracks.

#### Business Partner Program Track

This track is meant for all Partners who either resell or influence sales of Ingenico solutions. This may include Value Added Resellers, channel Partners and system integrators who help take Ingenico products and solutions to market and provide business and technology services to customers.

#### Solution Partner Program Track

This track is meant for all Partners who own, develop, distribute, and sometimes commercially support available applications that support or integrate with Ingenico products and solutions.

### 1.3. Foundational Requirements for All Partners

Business and Solution Partners must comply with this program and its foundational requirements to maintain their participation. Specifically, they must meet the requirements outlined below.

## PartnerIN Program Terms and Conditions Acceptance

All Partners are required to agree, acknowledge, and sign the PartnerIN program Terms and Conditions. To join PartnerIN, please visit <https://ingenico.com/en/partners> and:

- Complete the Program application form as part of the enrollment process. The completed application profile will then be forwarded and reviewed by an Ingenico representative who will get back to the Partner within 72 hours. Partners will need to comply with the Ingenico enrollment process.
- Accept the terms and conditions of the Ingenico PartnerIN Partner Program. You may print them out, sign and send it back to Ingenico to [PartnerIN.onboarding@ingenico.com](mailto:PartnerIN.onboarding@ingenico.com)
- Existing Partners executing a valid Partner Agreement with Ingenico may be invited to become a member of PartnerIN. Please reach out to your Ingenico sales representative or contact [PartnerIN.onboarding@ingenico.com](mailto:PartnerIN.onboarding@ingenico.com) for more information.
- The terms and conditions of Ingenico 'PartnerIN' Partner Program do not modify or amend any mutual signed agreement between the parties.
- Partner membership will be automatically renewed year over year, provided Partners maintain good standing within the program and comply with its rules and objectives. Partners will renew to their current membership level if they have met the respective annual requirements for that level. Ingenico may assign a higher or lower level of membership to Partners depending on whether they are meeting the requirements for their level of membership or not upon the annual membership renewal.

## Business Conduct and Anti-Corruption Laws

As part of the enrollment process, all partners participating in Ingenico PartnerIN program are required to acknowledge their understanding of and commitment to Ingenico Code of Ethics available [here](#). Failure to comply with these guidelines may result in termination of the partnership.

## Partner Satisfaction Survey for All Tracks

The Partner satisfaction survey is a no-cost program submitted every year to our key Partners participating in the PartnerIN program. With this, Ingenico gathers your views about our partnership and understand the drivers to your profitability, leading the way to actionable insights and helping us shape our business strategy and be proactive in our channel management efforts.

## Partner Program Tracks Overview

### 2.1. Business Partner Program Track

Typically for resellers and Value-Added Resellers (VARs), Distributors, System Integrators and other Partner engagement types that resell, implement, and support customers, the Business Partner Program track has been designed to provide our Partners, who take Ingenico's products and solutions to market, with the resources to help them grow their practices and deliver the business, technology services and expertise to their customers. Partners can access various levels of entry to suit their business requirements and commitment levels, whether they buy directly or indirectly from Ingenico.



## Business Partner Tier Levels

There are four program levels based on Partner investment and associated benefits provided by Ingenico: Registered, Silver, Gold, and Platinum. Each level entitles to a set of program benefits that increase as Partners advance to a higher level. Newly on-boarded Partners will be assigned by the Ingenico sales teams.

Partner Level	Ingenico Business Partner
Platinum	The Platinum level is for Partners who have a strategic relationship with Ingenico and provide the highest contribution to Ingenico. Platinum Partners have met significant revenue goals, invested significantly in training, and actively engaged with Ingenico Sales teams. The distinction comes with access to greater alignment, joint go-to-market with Ingenico, have the highest visibility at Ingenico and the marketplace, and get access to exclusive events-related programs.
Gold	Gold Partners have successfully achieved their status by meeting certain revenue goals, invested significantly in training their personnel and regularly engaged with Ingenico Sales teams. Gold Partners constantly meet sales targets and expectations as defined in this program guide. They have access to Go-to-Market benefits.
Silver	Silver Partners get access to a variety of benefits like marketing collaterals, sales, and technical tools. A basic level of revenue is expected for the first year of participation. They have access to à la carte go-to-market benefits.
Registered	This is the entry level for all Ingenico Partners and includes access to Ingenico Partner Portal.

- Upon request either from the Partner or from an Ingenico representative, Ingenico Business Partners will be mapped to a track. Partners will be assigned to a track at the end of Ingenico’s prior calendar year in consultation with the Ingenico Sales team in charge.
- Partners will be assessed within twelve months of the calendar year (January to December). Newly on-boarded Partners will initially be classified as ‘Pending Assignment’. The Classification will be assigned and approved by Ingenico Sales Team.
- Ingenico will notify Partners of their track and Partner level at the beginning of each calendar year.
- Program membership is subject to an annual review. During the renewal process, Partner achievements relative to the program tier requirements are reviewed. Partners are accountable for meeting the requirements of the program. If milestones have not been achieved, the corresponding Ingenico Partner manager will work with the Partner to collaboratively develop a plan for success.

## Business Partner Track Requirements

The Business Partner Program Track has four categories of requirements that vary as outlined in the table below: Partner engagement, revenue, certifications, and business reviews. All Partners participating in the Ingenico PartnerIN Partner Program must comply with the set of requirements defined for each level and are expected to constantly meet these requirements throughout the fiscal year.

	Business Partner Program track			
Requirements	Registered	Silver	Gold	Platinum
Annual joint revenue targets	–	•	•	•
Business review	–	Yearly	Half-year	Quarterly

## 1\_ Business review requirement

Silver, Gold and Platinum Partners will work with the corresponding Ingenico Sales team to jointly establish plans and targets to increase joint business. Partner and Ingenico will conduct regular business reviews – quarterly for Platinum, half-yearly for Gold and yearly reviews for Silver Partners. These reviews will determine if the Partner working with Ingenico is making significant progress towards agreed-on goals and commitments. In the event a partner does not meet the requirements of the program tier they have committed to, or if the partner is exceeding these requirements (Registered, Silver, Gold Platinum), the program tier will be adjusted accordingly during the renewal period.

## 2\_ Revenue Requirement

In order to maintain or access a higher level, Partners must meet the designated revenue threshold as defined below.

- Except as provided below, “Qualifying Revenue” means amounts received by Ingenico from the Partner for the sales and/or license of Ingenico products, software licenses and for the sale of services during a calendar year, excluding (i) any amounts received by Ingenico for taxes, tariffs, logistics fees, freight/delivery, and handling charges, and (ii) the price of the product that is returned or for which a Partner received a credit.
- Qualifying Revenues also include amounts received from a reseller or distributor that are directly attributable to such Partner, for the sales and/or licenses of Ingenico products, software licenses and for the sale of services, excluding any items set forth in clauses (i) and (ii) above.
- For avoidance of doubt, service revenue includes all revenues received by Ingenico from the Partner for maintenance, professional services, and subscriptions on an annualized contract basis.
- When determining the Business Partner track, the Partner’s Qualifying Revenue for the prior calendar year shall be used. To continue to qualify for the track, such Partner shall be required to meet the prorated Qualifying Revenue for each quarter.
- The Qualifying Revenue is solely determined based upon the revenue received by the applicable Ingenico entity that is a party to the Partner Program and does not aggregate any other regions.

The table below sets out the minimum Qualifying Revenue requirement for a calendar year.

Partner Tier	Registered	Silver	Gold	Platinum
Zone 1	–	\$400,000 USD	\$1,000,000 USD	\$5,000,000 USD
Zone 2	–	\$500,000 USD	\$1,000,000 USD	\$5,000,000 USD
Zone 3	–	\$1,000,000 USD	\$3,000,000 USD	\$5,000,000 USD

## Geographic Zones – Country Groups & Sub-Groups

Based on the size and the dynamics of the local market opportunity, countries are placed into one of two groups, for which revenue requirements conditions differ. Ingenico Partners operating in multiple countries in theatres or in multiple theatres may qualify for a uniform tier level. Provided Ingenico local sales representative approval, Partners can, therefore, promote their tier level throughout the said sub-group.

*PLEASE NOTE:* Ingenico may announce changes to the country list below at any time. These changes will be clarified in future Program Guide updates and take effect thirty (30) days from the date of the announcement.

Zone	Region	Sub-group	Countries
Zone 1	EMEA	Africa & Middle East	Algeria, Angola, Burkina Faso, Cameroon, Congo, the Democratic Republic of the Ivory Coast, Egypt, Ghana, Iraq, Israel, Jordan, Kenya, Lebanon, Libya, Madagascar, Mali, Malta, Mauritius, Morocco, Mozambique, Nigeria, Pakistan, Saudi Arabia, Senegal, South Africa, Tunisia, Uganda, United Arab Emirates, Zimbabwe, Pakistan
Zone 1	EMEA	SEE	Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Georgia, Greece, Kosovo, The former Yugoslav Republic of Macedonia, Montenegro, Serbia, Slovenia, Turkey
Zone 1	EMEA	Eastern Europe & CIS	Armenia, Azerbaijan, Belarus, Czech Republic, Estonia, Hungary, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Republic of Moldova, Mongolia, Poland, Romania, Russian Federation, Slovakia, Tajikistan, Turkmenistan, Ukraine, Uzbekistan
Zone 2	EMEA	Italy	Italy, San Marino, Holy See (Vatican City State)
Zone 2	EMEA	NER& UK	Denmark, Finland, Ireland, Iceland, Norway, Sweden, Scotland, United Kingdom
Zone 2	EMEA	France	France
Zone 2	EMEA	Benelux	Belgium, The Netherlands, Luxembourg
Zone 2	EMEA	DACH	Germany, Austria, Switzerland, Liechtenstein
Zone 2	EMEA	Iberia	Gibraltar, Portugal, Sao Tome and Principe, Spain
Zone 2	APAC	SEA	Brunei Darussalam, Cambodia, Christmas Island, Cocos (Keeling) Islands, Hong Kong, Republic of Korea, Lao People's Democratic Republic, Macao, Malaysia, Myanmar, Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Viet Nam
Zone 3	APAC	SNEA	Korea
Zone 3	APAC	Japan	Japan
Zone 3	APAC	India	India, Nepal, Bangladesh, Bhutan
Zone 3	APAC	Indonesia	Indonesia
Zone 3	APAC	Pacific	Australia, New Zealand, Papua New Guinea, Pacific Island
Zone 2	SAR	SAR	Brasil, Chile, Argentina, Perú, Paraguay, Uruguay, Perú, Bolivia



## Business Partner Track Benefits

Each partnership level has unique requirements and associated benefits as listed below. These benefits are designed to support and reward Ingenico Partners as they grow their business, demonstrate their expertise to sell Ingenico’s products, solutions, and services, and deliver an exceptional experience to our customers. As your partnership level grows, Partner benefits increase, such as additional economic, relationship, sales, marketing, and technical benefits.

### 1\_ Education and support Benefits

Ingenico Partners have access to a full suite of educational tools and resources that supports Partners as they design, propose, and support their customers.

	Registered	Silver	Gold	Platinum
Access to Partner Central	•	•	•	•
Access to the Learning Zone	•	•	•	•
Partner webinar series	•	•	•	•
PartnerIN’sider newsletter	•	•	•	•

- **Access to Partner Central**

Partners can self-register on our Ingenico Partner Central Partner Relationship Management (PRM) portal using the following link <https://ingenico.com/en/partners>. Partner Central allows Partners and Ingenico to work more collaboratively by providing a single, global source of information across Ingenico and the Partner ecosystem. It provides not only content, guides, policies, resources, and tools based on Partner member roles (marketing, business development, or technical), but also consolidated views of a Partner’s profile and sales activity, along with rich dashboards and reporting. Using Partner Central, Partners can gain better access to information and request assistance. Partner Central link: <https://partner.ingenico.com/#/page/login>

- **Partner webinar series**

Regular Partner webinar series keep Partners updated on Ingenico’s industry-leading technology, programs, and promotions. Improve your selling skills and learn how to beat the competition with Ingenico’s key sales strategies, competitive data, and practical sales guidance.

- **PartnerIN’sider newsletter**

Ingenico offers several Partner communication activities to keep you informed. Opt-in to Ingenico Partner communications to stay at the forefront of information. When you opt-in for newsletters, you receive information about best practices and tools, as well as other relevant content for Ingenico partners, including Partner-focused newsletters by geography.

### 2\_ Sales and Marketing benefits

	Registered	Silver	Gold	Platinum
Partner Locator	•	•	•	•

PartnerIN branding	•	•	•	•
Marketing à la carte menu	-	•	•	•
Marketing EDGE	-	•	•	•
Lead management tool	-	•	•	•
Events sponsorship priority	-	•	•	•
Global Partner Advisory Board	-	-	-	Invitation-only

PartnerIN offers access to Sales and Marketing benefits to enable all our Business Partners extend their market and to grow their business. Again, your benefits are dependent upon Partner level and increase as you move up the Partner tiers as described below.

- **Partner Locator**

Gain exposure through visibility in Ingenico.com's Partner search function. Potential customers looking to engage with Ingenico Partners may search based on geography or other factors, e.g., specializations or skills.

- **PartnerIN branding**

Partners will be able to use PartnerIN logo for their corresponding level of partnership to market their Ingenico expertise and relationship, in compliance with Ingenico policies and agreements. Logos are available via Partner Central.

*PLEASE NOTE!* The Partner must not register in its name or cause to be registered the "Ingenico" trademark or any other trademark or distinctive sign belonging to Ingenico, or that could potentially be confused with those of Ingenico, as trademark, company name or trade name.

- **Marketing à La Carte**

Unlock tailored marketing support with our Marketing à la Carte Benefit. Choose from a menu of services, such as co-branded content or targeted social media campaigns. Examples include joint webinars, co-created blog posts, and featured social media spotlights.

- **Marketing EDGE**

Ingenico provides Partners with campaign marketing guides to help them develop their own lead-generating marketing campaigns and enable their sales team to engage in persuasive conversations with their contacts. In the guides, you will find campaign messaging, product imagery, customizable copy for social media, email, and newsletter templates.

- **Lead management tool**

The Lead Management tool is a single point of access for all of your Ingenico lead information, giving you visibility into leads generated from your campaigns or referred by Ingenico. The tool is also your quick link to register leads.

### 3\_ Relationship Benefits

- Ingenico events sponsorship priority

Ingenico regularly sponsors a variety of industry events and conferences to promote brand awareness and acquire new customers. As part of your membership, you will be provided with the opportunity to participate in roles ranging from presenting Ingenico solutions, to hosting open-source discussions, to demonstrating your specific services that complement Ingenico’s offerings.

- Global Advisory Board eligibility

Participation in the Global Advisory Board gives Partners a chance to influence the way Ingenico does business with Partners. This is an opportunity to regularly meet with our leadership team and have a voice in Ingenico’s strategies and programs. This is an invitation- only membership and requires Ingenico’s Exco approval to participate.

### Business Partner Track Specialties

- Hardware Services Specialty

The Hardware Services Specialty (also called “Ingenico Maintenance Partnership Program”) provides our partners with the official authorization to offer maintenance services for Ingenico equipment. This specialty empowers partners to support their own customers while adhering to industry standards and stringent security procedures. By obtaining Hardware Services certification, Ingenico partners gain recognition for their technical expertise and can be promoted among Ingenico customers as trusted service providers. Additionally, this certification allows partners to deliver advanced support levels (Level 2 and or Level 3).

The Hardware Services Specialty offers a range of technical benefits:

Access to	Technical Benefits
Ingenico Diagnostics Tools and guidelines	•
Ingenico Security Tools and guidelines	•
Ingenico Ticketing Web Platform (Jira)	•
Ingenico Training Program	•
INGENICO E-Learning Web Platform	•
Ingenico Technical Spare Parts Catalogue	•
Ingenico Shared Repair Center Services	•

#### Ingenico Diagnostics Tools and Guidelines:

Partners receive access to diagnostic tools and comprehensive guidelines to effectively troubleshoot and maintain Ingenico hardware.

#### Ingenico Security Tools and Guidelines:

Partners are equipped with the latest security tools and guidelines to ensure that all maintenance services comply with industry security standards.

#### Ingenico Ticketing Web Platform (Jira):

Access to the Ingenico ticketing system (Jira) enables partners to manage support tickets efficiently, ensuring timely resolution of issues.

#### Ingenico Training Program:

Partners can participate in specialized training programs designed to enhance their technical skills and knowledge of Ingenico’s products and services.

### Ingenico E-Learning Web Platform:

Continuous learning is supported through the Ingenico e-learning platform, providing partners with up-to-date information and training materials.

### Ingenico Technical Spare Parts Catalogue :

Partners can access the comprehensive catalogue of technical spare parts, ensuring they have all the necessary components to maintain and repair Ingenico equipment.

### Ingenico Shared Repair Center Services:

Partners can utilize Ingenico's shared repair center services for specialized tasks such as PCBA customization, terminal initialization, factory resets, and more.

By integrating these technical benefits, we ensure that partners can enhance their service offerings, and provide high-quality maintenance services that meet the exacting standards of Ingenico and the broader payment industry.

- **Self Service Specialty**

Our PartnerIN Program welcomes integrators, value-added resellers (VARs), Payment Service Providers (PSPs), and acquirers into a community dedicated to expanding self service businesses. By joining, partners gain access to tools that enhance business growth, unlock new opportunities, and establish recognition in Ingenico's self-service solutions. The self-service specialty within the PartnerIN Business program track is specifically designed to meet the needs of partners engaged in self service businesses.

#### The Self-Service Specialty benefits:

- **Develop Your Brand Awareness:**

By joining our self-service specialty program, partners can develop their brand awareness in the unattended ecosystem through co-branded assets.

- **Develop Your Technical Expertise and Accelerate Your Sales:**

Additionally, partners can enhance their technical expertise by utilizing [integration guides](#) and the [Global Developer Portal](#), as well as participate in [training and certification programs](#). To accelerate sales in self-service markets, partners can benefit from specialized training, sales training, and access to a [demo portal](#).

- **Stay Updated on the Latest News and Be Part of the Community:**

Staying updated on the latest news is facilitated through quarterly newsletters and partner events. Being part of the community also offers visibility through partner events, displaying the program logo, and having the company's profile featured on the Ingenico website.

#### Benefits for Integrators

Integrators can build the most innovative self-service solutions by seamlessly integrating Ingenico payment modules with their in-house or third-party kiosks.

They gain a complete vision of our solution evolution by accessing all [marketing, communication, and technical materials](#).

[Technical information and development portals](#) facilitate mechanical and software integration. Integrators can develop their team's expertise through [e-learning modules and training courses](#) on software development. Additionally, they receive [support for their daily projects](#) by sharing their challenges with our experts through a ticketing tool.

## Benefits for Value-Added Resellers

Value-added resellers can accelerate the growth of their self-service business by staying up-to-date with the latest offer information and leveraging [lead generation tools](#). They have access to a complete vision of our solution evolution by accessing all [marketing, communication, and technical materials](#). Sales and technical training on software development bring their team's expertise to the next level. Resellers can access Ingenico's demo platform and our development environment through the [Global Developer Portal](#). They also increase their visibility in the self-service community and attract new customers.

## Benefits for Payment Service Providers & Acquirers

Payment service providers and acquirers can build a unique one-stop-shop offer for self-service businesses by integrating Ingenico's unattended terminals and payment applications with their acquiring services. They gain a complete vision of our solution evolution by accessing [all marketing, communication, and technical materials](#). Elevating their team's expertise through [sales and technical training](#) in software development is also a key benefit. They have access to our development environment with the [Global Developer Portal](#) and receive [dedicated support](#) in technical and sales areas from Ingenico's experts. Additionally, they can expand their customer portfolio by reaching new clients across various industries in the self-service business.

## Leverage Our Marketing and Technical Resources

Partners can leverage our marketing and brand awareness resources, as well as access product documents.

### Marketing & Brand Awareness:

- Marketing Assets: Brochures, videos, sales presentations, and more.
- Product Documents: Technical datasheets and product evolution notes.
- Product Roadmap: High-level insights into product development.
- FAQs: Technical or commercial frequently asked questions.
- Communications: Partner newsletters, blogs, and self-service webinars.
- Branding: PartnerIN branding and participation in partner events.

### Technical Documentation:

- Drawings and FAQs: Technical drawings and frequently asked questions.
- Guides and Catalogues: Integration and quick start guides, accessories catalog, and standard catalog.
- Certification Dashboards: Track certifications.
- Developer Portal: Access SDK, UCM documentation, and more.
- Demo Platform: Conditions apply for access.

## 2.2. Solution Partner Program Track

The Solution Partner Program is for companies who build software solutions integrating with Ingenico terminals or Ingenico Manage360 platform. Whether you are a customer, service provider, Value-Added Reseller, Independent Software Vendor (ISV) or app developer, the primary purpose of this program track is to enable our Software Developer Partner community to get everything they need in a single and comprehensive Partner Program.

As a member of this program, you will have the ability to rapidly design, build, and commercialize your applications. Whether you are creating standalone commercial software, extending, or integrating with Ingenico solutions, the track supports you at every stage of your journey.

## Solution Partner Tier Levels

There are three program levels based on investment and associated benefits: Basic, Developer and Premier. Each level entitles to a set of program benefits that increase as Partners advance, from developing applications to showcasing these applications and identifying opportunities.

The Premier level tier is an invitation-only path that brings additional opportunity, supported by marketing and sales assistance from Ingenico. This flexible progression allows Partners to find the spot that best fits their application, plan, and priorities.

Partner Level	Ingenico Solution Partner
Basic	This level is ideal for partners starting to develop applications. Entry-level benefits include access to the development environment, FAQ support, and testing device.
Developer	This membership level has been designed for partners with developed applications who seek to showcase their solutions. Enhanced benefits encompass marketing exposure, co-marketing opportunities, and access to Ingenico's partner network. At this level, Partners can demonstrate their applications to potential clients and identify new business opportunities.
Premier	Intended for Partners who make additional commitments to the promotion of their services in combination with Ingenico solutions. This invitation-only tier is designed for partners with significant investment and offers exclusive benefits such as dedicated marketing and sales support from Ingenico. Partners at this level receive heightened visibility, access to resources, and strategic guidance to maximize their impact and opportunities within Ingenico's ecosystem.

- Partner membership will be automatically renewed year over year, provided Partners maintain good standing within the program and compliance with objectives. Partners will renew to their current membership level if they have met the respective annual requirements for that level. Ingenico may assign a lower level of membership to Partners who do not meet the requirements for their current level upon the annual membership renewal.
- If you would like to take a step further in going to market with Ingenico and take advantage of mutual investments, you may want to apply for the Premier Solution Partner level.

## Solution Partner Program Track Requirements

In order to maintain the Partnership status and take advantage of the Partner Program benefits delivered by Ingenico, Solution Partners are simply required to accept the Program Solution Terms and Conditions, and to sign a valid SDK License agreement.

	Basic	Developer	Premier
Revenue Requirement	-	Annual Fee First application: 5K€ Additional application: 1K€ per application	20% Monthly Revenue share



At least one integration, application product or solution tested and validated by Ingenico	-	•	•
--------------------------------------------------------------------------------------------	---	---	---

**PLEASE NOTE!** By registering an account on [developer.ingenico.com](https://developer.ingenico.com) and in order to use Ingenico’s developer tools and services, you will be prompted to adhere to the applicable terms in the Ingenico Software Developer Program (ISDP). The registration is submitted to Ingenico, and your account will be pending approval. You will receive an email within 48 hours when you are ready to connect.

- Revenue Requirement

Tailor your partnership to your growth journey with our three-tiered Solution Partner Program. The Basic Level is your starting point, requiring no revenue commitment. As you progress to the Developer Level, an annual fee ensures enhanced benefits and expanded opportunities. The Premier Level, an invitation-only tier, introduces a revenue share model, unlocking exclusive benefits and strategic support for partners making a significant impact within our ecosystem.

- Partner application and solution validation

To access the Developer and Premier Solution Partner level, Partners are expected to ensure, that their applications and integrations function effectively with the latest Ingenico technology. With the application validation from Ingenico, you get the reassurance that any new application, integration, and solution you built is compatible.

### Solution Partner Benefits

Solution Partners may access the Ingenico knowledge base through the Developer Portal to research answers to technical questions. Partners can also access latest information about Ingenico products, services, and campaigns to train your sales teams to present solutions to your customers. As a Premier Solution Partner, your increased commitment to Ingenico is rewarded through enhanced benefits.

Technical Benefits. Learn, Build, Test and Validate.

	Basic	Developer	Premier
Axiom developer kit	•	•	•
SDK Upgrades	-	•	•
1 application signature OR 1 signature kit* on behalf of the service provider by Ingenico	-	•	•
Publication of APK to the Estate Manager platform as a service	-	•	•
Distribution on Ingenico’s Axiom installed base TEM as a service <i>(pending agreement with individual customers)</i>	-	•	•

- **Developer Portal**

All members have access to the Developer Portal SDKs, APIS, download center, and more. You will be able to explore the knowledge base for the various Ingenico platforms and be guided through your first steps as a developer. The Developer Portal is either accessible via Partner Central or directly via [Ingenico Developer Portal](#).

- **Axiom Development kit program**

The development kit program offers:

- Access to a funded terminal for development purposes, 1 terminal for Basic, 1 terminal for Developer and 2 terminals for Premier. We encourage Partners to contact their Ingenico sales representative to order any additional terminals. For PartnerIN partners, please connect to [Partner Central](#) and request your development kit.
- Developer support. Solution Partner can submit a support request on the Developer Portal Support Center. The process for accessing Developer Support is:
  - Log a support case. Include your SDK version and Terminal Family.
  - A Developer Support Consultant will contact you and will work with you on the issue or schedule a convenient time to start.
- Training. Free of charge Develop an Axiom training is available via Partner Central

- **Application onboarding, lifecycle, and distribution**

Onboarding is a seamless process designed for your success. At the Basic Level, partners enjoy a straightforward entry. For the Developer and Premier Levels, the journey includes the privilege of having one application signature kit or a signature-on-behalf kit from the service provider by Ingenico\*. Additionally, they benefit from the exclusive publication of the APK to the Estate Manager platform as a service, providing opportunities for promotion.

\*Subject to local availability of the service of signature -on-behalf by Ingenico

- **Marketing Benefits. Inspire and Connect:**

	Basic	Developer	Premier
Demo Factory	No discount	15% discount off list price	25% discount off list price
Partner Solution Gallery	Yes – as Integration partner	Yes- as Preferred partner	Yes- as Premium partner
Partner Program Branding	-	●	●
Partner Central portal	-	●	●
Marketing à la carte	-	●	●
Priority offers to join local Ingenico events	-	-	●
Lead Management Tool (+)	-	-	●
Marketing EDGE (+)	-	-	●
Sales Enablement (+)	-	-	●
Ingenico SKO and Paytech Events Sponsorship (++)	-	-	●

(+) from 125k pa (++) from 500K pa

- **About the Demo Factory**

The Demo Factory is a sales enablement benefit available to registered members of any level within the Solution Partner Program track. The Demo Factory equips Solution Partners with the capability to demonstrate their solutions and use cases to Ingenico’s customer base, thereby validating market traction.

Demos developed by the Demo Factory feature Ingenico’s next-generation Android platform, Axium. These demos are jointly promoted by Ingenico’s partnership team and our PartnerIN Solution Partners.

Ingenico charges Solution Partners a fee for each demo delivered by the Demo Factory. This fee is subject to a discount based on the partner’s level within the Solution Partner Program track.

Solution Partner Program	Basic	Developer	Premier
Delivery of 1 (one) partner demo	List Price	List Price	List Price
Discount	0%	15%	25%

The list price for 1 (one) partner demo is EUR 10,000.00 excluding VAT.

Demos may be offered outside of the PartnerIN framework in which case the list price will apply as per the Basic Model above.

- **Partner Solutions Gallery**

Publish and market your solutions on the Ingenico global Partner Solutions Gallery located [here](#). It’s the online site where Ingenico partners can market and deliver solutions and integrations to Ingenico customers and partners worldwide.

- **PartnerIN branding**

Partners will be able to use PartnerIN logo for their corresponding level of Partnership to market their Ingenico expertise and relationship, in compliance with Ingenico policies and agreements. Logos are available via Partner Central.

*PLEASE NOTE:* The Partner must not register in its name or cause to be registered the "Ingenico" trademark or any other trademark or distinctive sign belonging to Ingenico, as a trademark, company name or trade name, nor any sign that could potentially be confused with those of Ingenico.

- **Access to Partner Central**

Partners can self-register on the Ingenico Partner Central Partner Relationship Management (PRM) portal via the following link <https://ingenico.com/en/partners>. Partner Central allows Partners and Ingenico to work more collaboratively by providing a single, global source of information across Ingenico and the Partner ecosystem. It provides not only content, guides, policies, resources, and tools based on Partner member roles (marketing, business development, or technical), but also consolidated views of a Partner’s profile and sales activity, along with rich dashboards and reporting. Using Partner Central, Partners can gain better access to information and request assistance.

- **Marketing à La Carte**

Unlock tailored marketing support with our Marketing à la Carte Benefit. Choose from a menu of services, such as co-branded content or targeted social media campaigns. Examples include joint webinars, co-created blog posts and newsletters.

- **Ingenico events sponsorship**

As part of your Premier membership, you will be provided with the opportunity to participate in Ingenico's events. You will have the opportunity to access sponsorship packages, from presenting Ingenico solutions to demonstrating your specific services that complement Ingenico offerings.

- **Lead management tool**

The Lead Management tool provides a single point of access for all your Ingenico lead information, giving you visibility on leads generated from your campaigns or referred by Ingenico. It also serves as a quick link to register leads.

- **Marketing EDGE**

Marketing EDGE is a self-service 'always-on' marketing portal that enables you to generate demand for your solutions on Ingenico where you can easily launch customizable Partner Ready campaigns.

- **Ingenico Sales Enablement**

Leverage Ingenico's extensive sales network and expertise to accelerate your Partner Solution's success in the market. This tailored approach ensures that Ingenico sales are equipped with the knowledge needed to effectively position and sell your solutions. Examples may include Ingenico sales internal joint webinars or solution briefs.

- **Ingenico SKO and Paytech Events Sponsorship**

Premier partners gain exclusive access to Ingenico's SKO and Paytech Events Sponsorship. Both events are Ingenico annual internal sales conference and external user conference.

### 2.3. Ingenico Partner Helpdesk

Below are key email addresses for asking questions, requesting more information, and providing feedback on various Ingenico PartnerIN program elements.

Topics	What for	Who to contact
PartnerIN Partner Program	Questions or give us feedback on this channel program	<a href="mailto:Partnerin.program@ingenico.com">Partnerin.program@ingenico.com</a>
PartnerIN Program onboarding	How to become a PartnerIN member or follow-up on your application	<a href="mailto:Partnerin.onboarding@ingenico.com">Partnerin.onboarding@ingenico.com</a>

<b>Lead management</b>	For questions on how to manage joint leads with Ingenico	<a href="mailto:Partner.lead@ingenico.com"><u>Partner.lead@ingenico.com</u></a>
<b>Channel marketing activities</b>	For questions on how to execute joint activities and about our turnkey, full-service Partner marketing campaigns with Ingenico	<a href="mailto:Partner.marketing@ingenico.com"><u>Partner.marketing@ingenico.com</u></a>
<b>PartnerIN Program support</b>	Any outstanding questions	<a href="mailto:Partner.support@ingenico.com"><u>Partner.support@ingenico.com</u></a>

*PLEASE NOTE:*

- This guide is referenced in the Partner Program Terms and Conditions, Partners need to agree and sign to become a member of PartnerIN.
- This Program is in addition to and not in lieu of any benefits in your current Ingenico partner agreement.
- This Program Guide comes into effect on the publication date and replaces all prior versions of the Program Guide. Ingenico may announce changes to the Program benefits and requirements at any time. These changes will be clarified in future Program Guide updates. Changes to the Program specified in the Program Guide take effect thirty (30) days from the date of the announcement.
- The only binding part of this Program Guide is the content specified in this document and not the content contained in any other links.

Thank you for partnering with us. We look forward to a working with you on building a great partnership.

**Ingenico.**