

# Where partners fit in

Proposed engagement model to recruit integrators and VARs at different levels.

## Suggested partner levels

*This three-tier structure is a commercial proposal based on the deck's VAR, reseller and enablement logic.*

### Authorised Partner

*Local access and opportunity creation*

- Ideal for regional specialists and trusted local players
- Lead generation and account access
- Sales enablement and basic brand assets

### Certified VAR

*Solution bundling and qualified delivery*

- Ideal for VARs adding value around Safety21 solutions
- Training, demos, POCs and pre-sales support
- Co-marketing and joint pipeline development

### Strategic Integrator

*Complex programmes and tender-led execution*

- Ideal for integrators leading large public or regulated projects
- Implementation support and executive alignment
- Closer collaboration on bids, tenders and rollout plans

## What every partner receives from Safety21 + ITE

Training and certification

Pre-sales, demos and POC support

Implementation and technical assistance

Joint marketing and market visibility

**Recruitment message: join the Safety21 channel early to expand your Smart Mobility offer in Spain and Portugal with exclusive in-market backing from ITE.**