

Partnership with Hexagon Geospatial

Creating Lasting Connections



As an international company, our strong network of partnerships allows customers worldwide to access our technology to collect, organize, utilize, and share the location-based data necessary to make smart decisions. We rely on partners to reach the grass roots of our user base to make real connections and successfully deliver sophisticated solutions.

Our partner network is comprised of two categories: Luciad Certified Partners and M.App Portfolio and Power Portfolio Partners. Both partner types are invaluable to the Hexagon Geospatial team and play an integral role in providing customers with insight into what was, what is, what could be, what should be, and what will be.

What is a Luciad Certified Partner?

Luciad Certified Partners (LCPs) are the supplier of choice for leading organizations worldwide in the development of geospatial situational awareness applications. LCPs include Resellers and original equipment manufacturers (OEMs).

LCP Resellers represent Hexagon Geospatial either by reselling Luciad Portfolio products or by developing products and applications based on Luciad technology. These customized solutions may be targeted to system integrators, OEMs, or end users.

LCP OEM partners sell proprietary applications that include one or more Luciad Portfolio products. These OEMs have the proven technical know-how to support end users of their commercial, off-the-shelf products.

The LCP Program, constructed to enable partners to grow their market share and increase revenue, allows partners to:

- Access the most advanced geospatial situational awareness products in the market
- Leverage Luciad's reputation to grow market share and increase revenue
- Access and influence the Luciad Portfolio product road map and gain early BETA access to new solutions or features
- Receive product training and developer support
- Receive flexible and transparent pricing and discount options

What is a M.App Portfolio and Power Portfolio Partner?

M.App Portfolio and Power Portfolio Partners are value-added resellers (VARs) that resell products in those portfolios, or utilize those products as a foundation to create and sell their own product offerings. These partners are qualified to deliver solutions within their

industry and have the necessary market knowledge to best increase the value of the Hexagon Geospatial platform.

To do our part, we offer VARs numerous advantages, such as the opportunity to maximize profit margins with high-demand software, and the ability to not only sell innovative technologies, but to participate in creating them.

Even though we expect VARs to continuously look for opportunities to connect with potential clients, we also provide information concerning marketing qualified leads within their market reach. We are always gathering insight from our online channels and in-person events, and we share possible opportunities when we can.

VARs also receive consultancy, support, and training to ensure they have the necessary tools to be successful in promoting and selling our products.

VAR Organization

VARs are organized into three revenue-based tiers: Developing Partners, Standard Partners, and Platinum Partners. Each VAR type includes additional tools and resources, but every VAR benefits from:

- **Flexible and inclusive benefits packages** with the appropriate tools to meet business goals.
- **A single annual subscription**, allowing VARs to budget accordingly and access all the program's components for the entire year.
- **Yearly savings of up to 64%** on Hexagon Geospatial products and services.
- **M.App Analyzer Suite Demo Pack** to easily showcase the innovation and effectiveness of Hexagon Smart M.Apps as a solution. Hexagon Smart M.Apps are dynamic applications created to solve specific problems for end users by combining location-based information and business intelligence.
- **Conference passes for HxGN LIVE**, our yearly international, cross-industry event supporting innovation in geospatial technology. These passes can be used not only by employees, but also by current and prospective clients.
- **Gamification**, or the opportunity to earn monetary rewards after reaching specified milestones.
- **Eligibility to become a Technology Partner**, a Hexagon Geospatial partner type recognized for publishing a Hexagon Smart M.App to our B2B or B2C M.App Exchange storefront.
- **Opportunity to progress to a new VAR tier** after exceeding expectations for the current tier.

VAR Partnership Tiers

As a partner-focused company, we strive to ensure our partners can meet the needs of current and potential clients. Therefore, each VAR tier offers tools and resources meant to maximize success at the designated partnership level.

Developing Partners

This tier is designed to support new sales opportunities and encourage growth into a higher partnership tier. It provides VARs with:

- **The option to select from various Distributor Demo Packs (DDPs).** DDPs demonstrate the effectiveness of our desktop and server offerings for potential clients.
- **M.App Analyzer Suite Demo Pack.**
- **1 HxGN LIVE pass.**

Standard Partners

Standard Partners possess additional opportunities for support from Hexagon Geospatial to help in meeting client needs. They receive:

- **Additional DDP options** to those offered to Developing Partners.
- **M.App Analyzer Suite Demo Pack.**
- **1 Hexagon Geospatial Developer Network (HGDN) subscription,** which offers access to development tools and foundational knowledge for software applications.
- **2 HxGN LIVE passes.**

Platinum Partners

The top-tier partnership provides increased focus on VAR success with investments and additional support options. This includes:

- **All Power Portfolio suite DDPs.**
- **M.App Analyzer Suite Demo Pack.**
- **2000 hours of access to M.App Enterprise,** an on-premises solution for creating internal or public Hexagon Smart M.Apps.
- **5 HGDN subscriptions.**
- **10 Service Credits,** which can be used as payment for a range of Hexagon Geospatial service requests – from support and pre-sales assistance to development or marketing guidance.
- **5 HxGN LIVE passes.**
- **A significant co-marketing investment from Hexagon Geospatial** to be applied to an event or campaign initiative in the partnership contract year.
- **Hexagon Geospatial Technical Account Manager support** on bids.
- **Annual business review and strategic planning meeting** with “campaign in a box,” a full marketing campaign service designed to support a specific cause or offering.
- **Hexagon Geospatial strategic technical consulting** for large projects.

VAR Program Customization

To ensure each partner has access to necessary resources, most of the benefits for each VAR type are also available as program add-ons, meaning the partner can purchase them for an additional, partner-discounted fee.

Contact us



<https://go.hexagongeospatial.com/contact-us-today>



Hexagon is a global leader in sensor, software and autonomous solutions. We are putting data to work to boost efficiency, productivity, and quality across industrial, manufacturing, infrastructure, safety, and mobility applications.

Our technologies are shaping urban and production ecosystems to become increasingly connected and autonomous - ensuring a scalable, sustainable future.

Hexagon's Geospatial division creates solutions that deliver a 5D smart digital reality with insight into what was, what is, what could be, what should be, and ultimately, what will be.

Hexagon (Nasdaq Stockholm: HEXA B) has approximately 20,000 employees in 50 countries and net sales of approximately 4.3bn USD. Learn more at [hexagon.com](https://www.hexagon.com) and follow us @HexagonAB.