

Partner types in the conpal partner program

Our partner program flexibly adapts to a variety of offers and services. We offer an attractive range of options for each partner type to guarantee mutual success.

The program distinguishes between the following partner types:

Reselling

- Projekt Partner (PP)
- Value-Added-Reseller (VAR)
- Value-Added-Distributor (VAD)
- Distributor (D)
- Service Provider (XaaS)
- Original Equipment Manufacturer (OEM)

Non Reselling

- Agent
- Technology Partner (TP)
- Consulting Partner (CP)
- Integration/Implementation Partner (IIP)
- Support & Service Partner (SSP)
- Marketing Partner (MP)

Reselling

Projekt Partner (PP)

Project Partners actively offer conpal products to existing and new customers. They support the respective project in terms of sales, administration and project management beyond the actual sales.

To guarantee the quality, we offer our Project Partners the participation in sales trainings and further education free of charge.

Value-Added-Reseller (VAR)

Value-Added-Resellers actively offer conpal products to existing and also new customers. VARs are trained and certified to give qualified advice on conpal products, to implement and configure the solution and to offer 1st and 2nd level support to the customers after commissioning.

VAR offer conpal products as well as other solutions and products in the respective standard version, but are able to position, implement and support conpal products in more comprehensive architectures

Value-Added-Distributor (VAD)

Value-Added-Distributors actively offer existing and also new customers conpal products via a reseller. VADs are trained and certified to give qualified advice on conpal products, to implement and configure the solution and to offer 1st and 2nd level support to the end customer after commissioning.

VADs offer conpal products in the area defined in the partner contract, in the respective standard version, but are able to position, implement and support conpal products in more comprehensive architectures and to train resellers and end customers after appropriate train-the-trainer education

Distributor (D)

Distributor actively offer conpal products to existing and also new customers. Distributors are used where the territory is developed to the point where processing logistics and access through reselling partners are necessary to efficiently handle the order volume.

Distributors offer conpal solutions and products in the respective standard version as wholesalers to their resellers. Direct sales to end customers do not take place

Service Provider (XaaS)

Service providers offer conpal products as part of their services - be it as a dedicated security provider or as part of software, platform, infrastructure, ...as a service. Thereby the infrastructure of the service provider is used to run the conpal product. Customers are provided with the functionality of the conpal solutions, not the product itself. A dedicated subscription model is used for this purpose.

Original Equipment Manufacturer (OEM)

Original Equipment Manufacturer (OEM) are partners who integrate software components or complete solutions of conpal GmbH into their own products and solutions, distribute them under their own name through their own channels and support them.

Non Reselling

Agent

Agents act as pure contact brokers, respectively door openers and receive -if a business with conpal products results from the contact- a commission on the invoiced net sales. Agents do not take over active tasks in the context of a project nor in customer or partner support and do not offer support for conpal products.

Technology Partner (TP)

The Technology Partners complement the conpal product solution with their software and/or hardware. The components supplied by the partner are an integral part of the conpal products. Technology Partners can be open source based as well as commercially oriented companies and institutions.

Independent Software & Hardware Vendor (ISV)

Independent Software & Hardware Vendor develop, maintain and distribute software or hardware components which can optionally be used in conjunction with conpal products.

Consulting Partner (CP)

Consulting Partners advise their customers, typically end customers, on conpal products depending on the project.

Integration/Implementation Partner (IIP)

Integration, & Implementation Partners (IIPs) take over exclusively technical tasks in concrete projects. IIPs - also called extended workbench, typically work and act on behalf of and under project coordination and supervision by a general contractor.

Support & Service Partner (SSP)

Support & Service Partners exclusively provide technical services under support contracts (1st & 2nd level). This can be independent 24x7 support or outsourced support for project customers who need support on special terms.

Marketing Partner (MP)

Marketing Partners cooperate with conpal to promote the solutions and services of both companies through joint activities, such as participation in conferences and trade fairs.