

## Pro-face Channel

Pro-face's mission is to build a qualified and trained Channel Partner network to provide technical expertise and distribution services to our mutual Pro-face OEM and End User customers. This program is a culmination of distributor input and the consolidation of multiple processes into a single, equitable program.

Pro-face seeks to partner with quality distributors who have a mutual desire to work together to grow our businesses with the Pro-face product line. Selective appointment of authorized distributors allows Pro-face to provide superior support and enables us to increase brand value by focusing our collective efforts. Our goal is to partner with a limited number of mutually compatible distributors within a region, so we can focus our field sales and support teams' efforts, maximize our customer reach, and minimize potential channel conflict. All of our Partners have access to local field sales and support teams, backed up by our customer care team, technical support team, and repair center.

### Levels

#### Channel Partner

A Pro-face Channel Partner provides customers a value-add automation solution experience with a specialty in the distribution of Pro-face products. Our Channel Partners have a solid understanding of the automation industry and can provide customers a pathway through the sales, service, and support process for Pro-face HMIs, IPCs, and software. Several of our partners can also provide service and training on the products they sell.

#### Platinum Channel Partner

A Pro-face Platinum Channel Partner offers customers a comprehensive value-add automation solution experience with expertise in the distribution, support, and service of Pro-face products. They have an exceptional understanding of the automation industry and can provide customers a clear pathway through the sales, service, and support process for Pro-face products. Many of our platinum partners also provide service and training on the products they sell.

#### Solution Support Provider

A Pro-face Solution Support Provider is a Pro-face Certified Expert. These providers are an extension of the Pro-face Channel Program and include companies who have additional integration services available along with extensive training in the field and the ability to provide customers a full automation solution with local field service and support. They have an applications team with the technical competence to support customers in each of the Pro-face software offerings: GP-Pro EX, Blue Open Studio, and BLUE. The applications team also has the ability to provide independent software application assistance. A Pro-face Solution Support Provider has access to 3rd party lines that are sold with Pro-face as value-add and can bundle and support solutions to address any gaps in the market.