



ClickShare

Transforming the meeting experience together

ClickShare Alliance Program

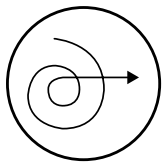
BARCO

Welcome to the ClickShare Alliance Program

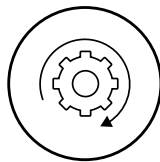
Transforming the meeting experience together. That is why Barco allies with other top players in their fields of expertise to build the best solutions available. Are you a vendor of products, solutions or services that complement or extend our ClickShare and ClickShare Conference offering?

Let's combine our complementary strengths to optimize the integration of our systems and offer one single solution to the customer. We want to create a win-win situation for all parties involved, our customers in the first place.

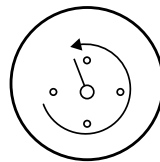
Together we can



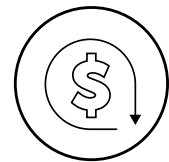
Simplify
deployment



Optimize
efficiency



Minimize
reaction time



Reduce
costs



At Barco we believe strong, solid and long-lasting partnerships and strategic alliances are key for growing businesses effectively. Teaming up with like-minded vendors to bring one simple, state-of-the-art solution with guaranteed compatibility to customers and joining forces to create next-generation Unified solutions, that's what the ClickShare Alliance Program stands for. Because great things happen, when partners click.



David Fitzgerald, VP Global Alliances

The power of partnerships

Why team up with Barco ClickShare?

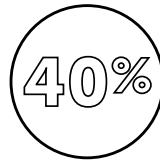
Gain from our industry leading technology in wireless collaboration and conferencing, extend the value of your products with ClickShare, tap into strong marketing & sales presence and benefit from our large network of combined sales channels to grow your revenue and shorten the time to market.



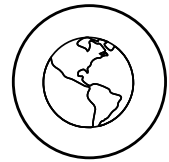
World's #1 wireless collaboration system



Market-leading **award-winning** solution



Used by **40% of the Fortune 1000** companies

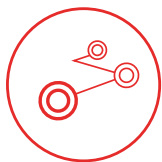


Present in over **750,000** meeting rooms in more than **60 countries**

We can bring you more exposure, more reach, more revenue and more opportunities.

A strong partnership for a faster route to revenue

The ClickShare Alliance Program is open to vendors who offer products, applications and services that complement our ClickShare and ClickShare Conference portfolio. We share a joint vision to transform the meeting experience and equally thrive on innovation.



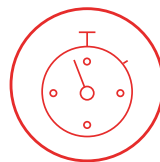
Improved Customer journey

Combined solutions, thoroughly tested to work seamlessly together, offer customers more compelling value propositions and fewer interoperability issues.



Extended market reach

Marketing co-operation and joint business development activities, with sales and a strong network of qualified channel partners, help to expand the reach to market and realize broader market exposure.



Faster time to market

Aligning product roadmaps for future developments & innovation and creating integrated value propositions, so we can launch new combined offerings more quickly.



Quick route to revenue

A faster route to revenue as we can quickly scale sales coverage, market exposure and product development.




Perfectly matched partners

Are you a company that highly values ease-of-use and puts customers first? Interested to transform the meeting experience with our joint realizations? Do you want to validate and demonstrate your products are working seamlessly with Barco's ClickShare portfolio?

As a ClickShare Alliance Partner, you can verify compatibility, closely collaborate with Barco's ClickShare certification labs as well as align product roadmaps for future developments and innovation. Marketing co-operation and business development activities with Barco's account team and our network of qualified channel partners help to expand alliance partner's reach to markets which we are jointly serving.

Three partnership levels in our ClickShare Alliance Program

Our ClickShare Alliance Program represents a cooperation between Barco and you as a partner with a rich set of benefits and requirements. We have three different levels of partnerships, and each sequential tier has its own set of benefits and requirements. To move up a level in partnership, you have to complete the requirements for the previous level first

COMPATIBLE	CERTIFIED	STRATEGIC
		
<p>This "Tested-by-partner" program tier will allow the partner to quickly verify interoperability with our Clickshare portfolio and become listed on our 'Compatible Devices' list.</p>	<p>This "Certification-by-Barco" program tier is specifically designed to ensure customer confidence on sustained compatibility. Foster our marketing and sales collaborative.</p>	<p>Barco invites "Strategic Alliance Partners" into this advanced program tier based on deeper solution development, go-to-market engagement and sales and marketing alignment.</p>
Open to all vendors	Subject to approval by Barco	Upon invitation only

We're looking for:



Camera & peripherals partners

We ensure interoperability between devices for a seamless user experience

Barco develops great products for the meeting room! but we don't make all of the components that enable the most effective meetings. We want to work with companies that make "best in class" meeting room products to ensure a consistent, enriching meeting experience. From speakers and microphones to video cameras and displays of all types we strive to ensure the whole experience for our customers is the best it can be. We are proud to work with some of the best companies in the AV and UC industries.



UC & C partners

We add dynamic wireless presentation & conferencing capabilities to Unified Communications ecosystems

As UC and video continue to grow in importance and acceptance as the standard for meeting rooms of all sizes we are forging stronger ties to the ecosystems around video and audio conferencing. In these eco-systems workflow components such as scheduling, room analytics and other services are also considered for current and future platforms for Barco.



Productivity partners

We enhance customers' collaboration and content sharing with ClickShare

At the application layer the workflows are supported and experiences are enriched. Platforms we are considering include collaboration and workflow applications, digital signage and art, scheduling, analytics and others.



Control partners

We ensure devices can be monitored and managed centrally & remotely

It's imperative for Barco to be able to work within the control and monitoring solutions that customers use to run their operations. Having compatibility and testing for the control platforms on the market make for a better experience when using Barco products in an enterprise.

How you benefit?

The ClickShare Alliance Programs offers you many benefits. We have a wide range of sales and marketing tools to promote your company as a ClickShare partner. We have a dedicated team for technical support and our passionate engineering team can assist in the development of new products. We empower you for a successful partnership. From certified badges to joint marketing, you can consult the complete overview per partnership level below.



	Compatible	Certified	Strategic
GENERAL			
Designated Barco partnership manager	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Executive sponsorship and engagement	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sharing Market insights	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Joint business development planning & Go-to-Market alignment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Partner business reviews	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
DEVELOPMENT AND VERIFICATION			
NFR (Not For Resale) testing equipment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Technical documentation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Testing guidelines	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Beta / Pre-release program participation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Research & Development collaboration	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Product roadmap alignment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Technical Certification Program	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Direct access to Barco Technical Certified Experts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
'Customizable' integration support	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TECHNICAL SUPPORT			
Technical support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Shared and defined technical support	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SALES			
Global & Regional Relationship Management	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Co-selling – Meet in the Channel opportunities (reciprocal)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Incentive schemes sales teams (reciprocal)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Lead sharing / lead forwarding (reciprocal)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Project pipeline visibility (reciprocal)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sales Training on Clickshare portfolio	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
MARKETING			
Program badges	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Partner presence on barco.com	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access to Barco extranet	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Co-marketing assets	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Joint marketing opportunities	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Barco Experience Center exposure	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Joint customer case studies	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Demo, seeding and 'Try & Buy' programs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

What we expect?

Joining the ClickShare Alliance Program is easy, with minimal requirements per partnership level. We expect partners to actively promote the certification or partnership and commit to growing our business together. Requirements for research & verification, technical support and joint sales & marketing differ for each level of partnership. From Non Disclosure Agreements, Program Terms and Conditions to sales training and joint marketing events, you can consult the complete overview per partnership level below.



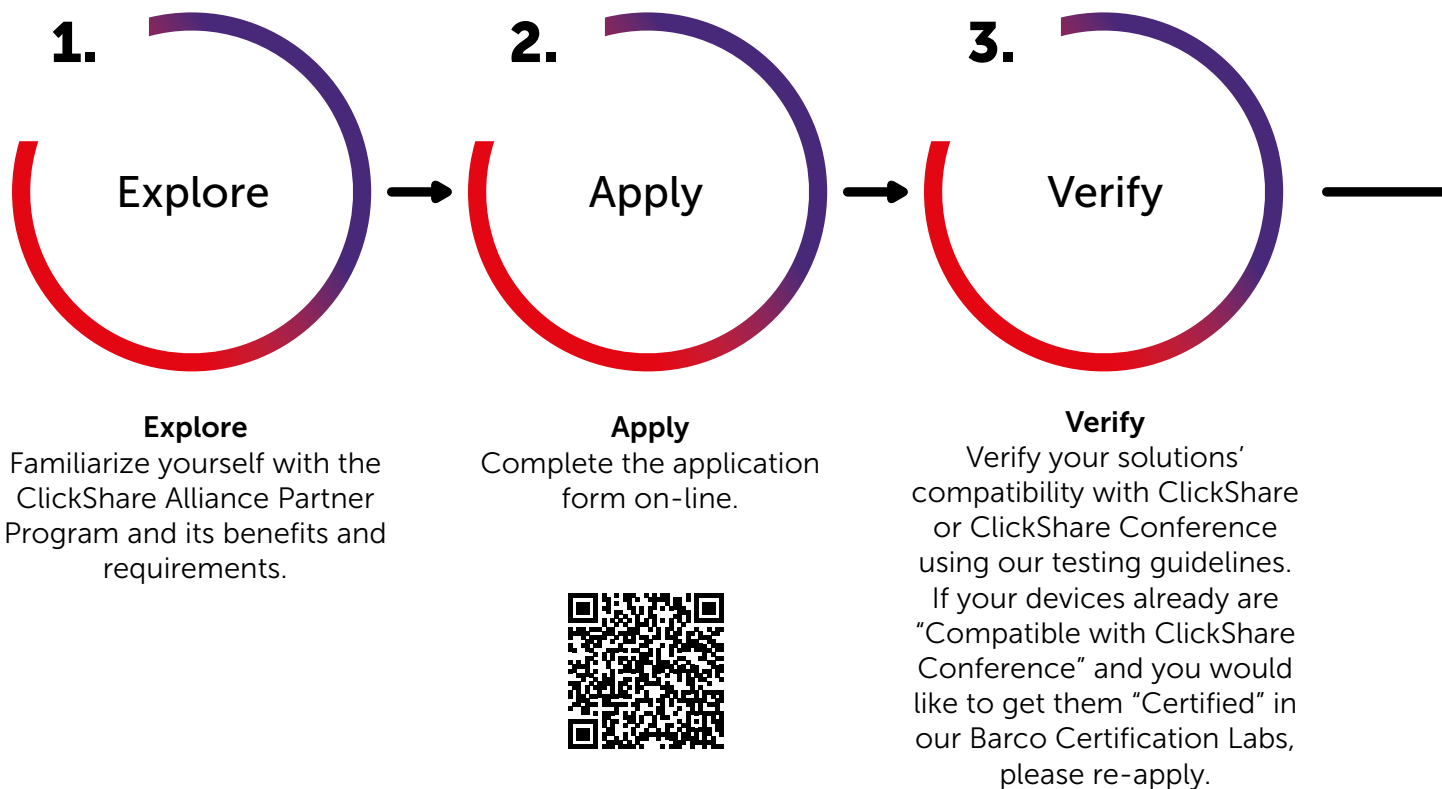
	Compatible	Certified	Strategic
GENERAL			
Hardware or software vendor complementary to ClickShare	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Barco approved partnerships	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Designated Partnership Manager	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Annual Partner Business Review completion	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Program Terms and Conditions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Non-disclosure agreement	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Agreement (technology, marketing, ...)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sharing Market insights	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Memorandum of Understanding (MoU)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEVELOPMENT AND VERIFICATION			
Provision of Partner NFR Testing equipment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Demonstrated and sustained product interoperability	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Provision of partner integration tools, technical documentation, testing and certification guidelines	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Reference architecture produced	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Integration documented as per Barco template	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Direct access to Partner Technical Certified Experts	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Alignment of product roadmap	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TECHNICAL SUPPORT			
Technical support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Shared and defined technical support	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Support sold offerings	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SALES			
Global and Regional Relationship Management	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sales Training on joined solution offering	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity Sharing (reciprocal)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
MARKETING			
Provision of updated company info, logo and product information	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Barco presence on partner website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Co-marketing assets developed	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Joint marketing opportunities	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Demo, seeding, 'Try & Buy' programs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

How the program works?

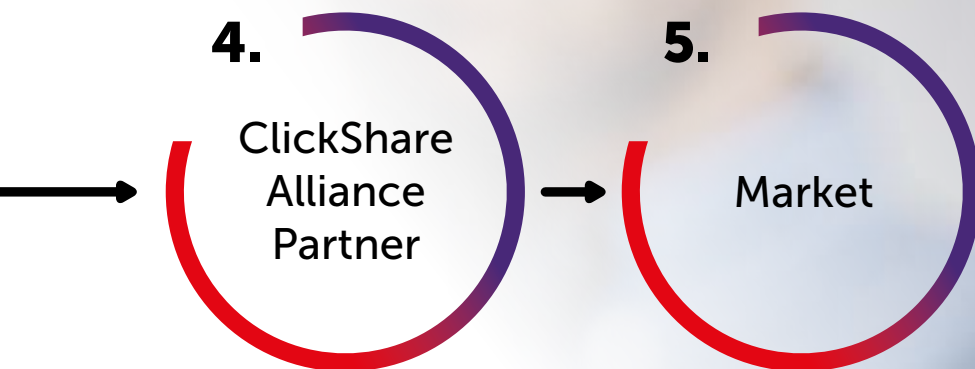
Joining the ClickShare Alliance Partner Program is easy! There are 3 different sequential tiers. To move up a level in partnership, you have to complete the requirements for the previous level first.

- Compatible with ('tested by partner program' open to all vendors)
- Certified for (certification of products in Barco's certification labs - subject to approval by Barco)
- Strategic level is upon invitation by Barco only

Complete the application on-line and accept the program terms and conditions. Upon approval into the program, we will share testing guidelines and/or certification requirements with you so you can complete the testing and/or certification procedure. After that your company can be listed on our 'Compatible or Certified Devices' overview.



Looking forward
to welcoming **you**
as a partner
soon!



ClickShare Alliance Partner
You are now a valued partner of our ClickShare Alliance Program and can use the 'Compatible with' or 'Certified for' partner badge in all of your communications to the outside world.

Market
Market your solutions together with Barco's ClickShare portfolio to offer your customers the best collaboration experience.

ClickShare

With ClickShare, our simple and secure wireless presentation and collaboration solution, you can easily share content on screen in any type of meeting room. Connect with the ClickShare Button or the ClickShare App for pc, Mac or mobile devices.

ClickShare Conference brings wireless conferencing, a revolutionary workplace experience. It combines powerful remote communication with easy-to-use wireless collaboration, in any meeting space. Start a meeting from your device, use your preferred conference tool. Automatically you connect wirelessly to room cameras, speakerphones, sound bars for a more immersive meeting. In less than 7 seconds you conference, collaborate and click.

From the visualization experts

Barco is a global leader in professional visualization for Enterprise (from meeting, classroom and control rooms to corporate spaces), Healthcare (from the radiology department to the operating room), and Entertainment (from movie theaters to live events and attractions).

M00000-R01-0121-PB | Last updated: January 2021

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