

## GLOBAL IoT Partner PROGRAM

Join one of the industry's largest Partner ecosystems for the Internet of Things

### PARTNER PROGRAM BENEFITS

- » Accelerates access to and participation in the global IoT market
- » Recognized as a member of the Silver Spring Global IoT Partner Program (marketing promotion and invitations to Partner Program events)
- » Access to Development Kits and support to help develop new solutions
  - Hardware Development Kit (HDK) includes documentation and specifications, development and verification support
    - Silver Spring NIC and Milli5 integration into 3rd party devices
    - Interoperability testing with Bridges and IoT Edge Router
  - Software Development Kit (SDK) includes access to APIs and documentation, reference material and sample code, development and verification support, cloud-based development sandbox
    - Receives and utilizes data from the SilverLink Data Platform
    - Interfaces to SilverLink Control Platform or SilverLink Applications
- » Ongoing lifecycle management and multi-tiered product support

**Silver Spring Networks (SSNI) has always embraced open standards to ensure choice, interoperability, and innovation.**

We make it simpler for IoT device makers, software developers and value-added channel resellers to access the vast, global IoT marketplace. We provide our Partners with the necessary development tools, documentation and training to help quickly develop IoT solutions or resell Silver Spring solutions.

#### TECHNOLOGY

Program enables software and hardware Partners to develop and market integrated Silver Spring solutions that deliver enhanced customer value

- **Device Makers**
  - » Integration of NIC, Milli5, MicroAP into Partner device
  - » Proven interoperability and integration with eBridges, IOT Edge Router
- **Software Application Developers**
  - » IoT Software Development Kit
  - » Receives and utilizes data from the SilverLink Data Platform
  - » Interfaces to SilverLink Control Platform




#### CHANNEL


Program allows Partners to sell, market and deliver entire Silver Spring solution offering

- Primary business is value added reselling
- Focused on being a reseller of Silver Spring solutions

### WE SELECT OUR PARTNERS BASED ON MEETING THE FOLLOWING CRITERIA:

- » Committed to develop innovative, market-leading solutions with Silver Spring Networks
- » Actively promote Silver Spring Networks
- » Have deep domain expertise
- » Show proven track record of customer success and a solid business strategy
- » Deliver immediate customer value
- » Ensure joint customer success by providing guidance and ongoing support

PARTNER TIER	REQUIREMENTS	BENEFITS	TYPE
<p><b>Developer</b></p> 	<ul style="list-style-type: none"> <li>• Pass evaluation process</li> <li>• Signed Partner agreement</li> <li>• Deliver joint solution document</li> </ul>	<ul style="list-style-type: none"> <li>• Access to SDK, HDK, support and documentation</li> <li>• Inclusion on Partner web page</li> <li>• Use of Developer logo for marketing purposes</li> <li>• Promotion within internal sales guide and included in proposals</li> </ul>	Development phase
<p><b>Certified</b></p> 	<ul style="list-style-type: none"> <li>• Share interoperability test results with Silver Spring</li> <li>• Passed necessary certifications</li> </ul>	<ul style="list-style-type: none"> <li>• <b>DEVELOPER BENEFITS +</b></li> <li>• Access to test environments</li> <li>• Ability to market a verified, interoperable solution</li> <li>• Use of Certified logo for marketing purposes</li> <li>• Active joint sales participation</li> <li>• Certification by Silver Spring or 3rd party testing labs</li> </ul>	Verified interoperability
<p><b>Delivered</b></p> 	<ul style="list-style-type: none"> <li>• Deployed with a customer</li> </ul>	<ul style="list-style-type: none"> <li>• <b>CERTIFIED BENEFITS +</b></li> <li>• Use of Delivered logo for marketing purposes</li> <li>• Dedicated Partner account support</li> <li>• Opportunity to participate in customer events</li> <li>• Invitations to qualified leads</li> <li>• Quarterly business reviews</li> </ul>	Deployed and delivered interoperability on Silver Spring network

PARTNER TIER	REQUIREMENTS	BENEFITS	TYPE
<p><b>Channel</b></p> 	<ul style="list-style-type: none"> <li>• Pass qualification process</li> <li>• Signed Partner agreement</li> <li>• Identify joint sales markets and solutions</li> <li>• Markets and sells all Silver Spring solutions, not just integrated products</li> </ul>	<ul style="list-style-type: none"> <li>• Joint go-to-market</li> <li>• Use of Channel logo for marketing purposes</li> <li>• Closely aligned sales strategy and training</li> <li>• Access to sales and marketing materials</li> </ul>	Channel sales

## PARTNER GUIDELINES

In order to participate in our Partner Program, a company must be a commercial (for profit) organization with a valid website and physical address where the business is headquartered. The company must demonstrate a commitment to further develop its solutions to support the Silver Spring customer community. These Partner Guidelines are subject to change at the sole discretion of Silver Spring.

## GOOD STANDING

- Partners in the Silver Spring Partner Program must remain in good standing throughout the term of the business relationship. Partners are considered to be in good standing if they:
  - » Have a valid Silver Spring Agreement.
  - » Meet the Terms and Conditions of their Silver Spring Agreement, and any applicable Exhibits or addenda on a consistent basis. Failure to meet these Terms and Conditions will affect the Partner's standing and may result in termination as outlined in the Silver Spring Agreement.
  - » Maintain a designated relationship manager responsible for facilitating interaction between the Partner and Silver Spring including sales, marketing, technical, and business-related issues.
  - » Pay applicable hardware, software license fees and invoices for other products or services by their respective due dates.
- All Partner relationships are reviewed annually to ensure that objectives and applicable Partner Program requirements are being met on a consistent basis.

## MARKETING

All Partners will cooperate with Silver Spring in any promotions, presentations and customer references as Silver Spring reasonably requests. Partners will be solely responsible for its costs and expenses related to its advertising, marketing, and promotion of its partnership with Silver Spring. Any reference or use of any Silver Spring Networks logo or trademarks which are used for promotional purposes such as any advertising, trade show booth, or press releases shall be pre-approved in writing by Silver Spring.

- Partner must provide a solution specification sheet, which will include technical specifications, features, benefits and use cases of the Partner's interoperable or integrated solution.
- Partner will provide its logos, company description, product / solution collateral for Silver Spring use on the Silver Spring website and other Silver Spring promotional material.
- If Partner has a partner section of their website, Partner will create a web link from the partner website to [www.silverspringnetworks.com](http://www.silverspringnetworks.com) using the approved Partner Tier logo. Partner shall reference Silver Spring as a Partner on any of its promotional material that displays its Partners.
- Silver Spring shall include the Partner company name or logo on the Silver Spring website to market the business relationship between the Partner and Silver Spring.

## EMBLEMS FOR MARKETING AND ADVERTISING

Partners have access to the authorized Silver Spring Partner logo based on their Partner Tier.

## CONTACT INFORMATION

For more information about the Silver Spring Partner Program, please go to [www.silverspringnet.com/partners](http://www.silverspringnet.com/partners) or contact us at [partners@silverspringnet.com](mailto:partners@silverspringnet.com).