



# Huddly Partner Program

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# Content

Guide Overview	3
Huddly Reseller Categories	3
Partner Program Requirements	4
Requirements Definitions	5-6
Partner Program Benefits	7
Benefit Definitions	8
Marketing Requirements, Support and Resources	9-10
Huddly Partner Online Resources	11
Partner Program FAQ	12-15

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# Guide Overview

This guide establishes the requirements for participating in Huddly's Partner Program and describes the benefits of achieving goals applicable to Gold and Silver Partner classifications.

At Huddly, we are committed to constantly innovating and redefining your video collaboration experience, meeting customer needs and exceeding their expectations. We are excited to work side by side with each of our Partners to achieve mutual success in the years to come.

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## Huddly Reseller Categories

Huddly's Partner Program is a select network of resellers who are interested and able to Partner with Huddly to effectively market, sell and support Huddly products and solutions. Each Huddly Partner will also have the opportunity to earn potentially lucrative benefits available under one of two Partnership categories: Gold and Silver.

### Gold and Silver resellers

Gold and Silver resellers must be capable of selling Huddly products to enterprise customers and be capable of providing both sales and technical support to all enterprise customers. Gold and Silver Huddly resellers will purchase products through a Distributor of their choice. The Distributor and Huddly's Commercial Team will determine the reseller's category level, provide initial sales, technical and other onboarding trainings as necessary, highlighting the benefits of Huddly's Partner Program.

In addition, each Gold and Silver reseller will receive access to the Huddly Partner Hub and later to the Partner Portal and Partner Community, when available. In order to approve and authorize a new reseller, a reseller must complete the Huddly reseller application and accept the contract terms on the Huddly website located here, [Partner Page](#). This includes selecting a Distributor through whom the Partner will purchase Huddly products and agreeing to promote Huddly products and services to enterprise customers.

# Partner Program Requirements

## Eligibility

Gold and Silver Partners are eligible to participate in this program as long as they meet the requirements applicable to their reseller category, including meeting unit requirements and completing all technical and sales authorizations. Assigning, changing or discontinuing a reseller's category status is done at the sole discretion of Huddly.

Channel Program Requirements Overview	Distributor	Gold	Silver
Signed Distribution or Reseller Agreement	Yes	Online	Online
Minimum Quarterly Unit Commit (Estimate)	750	250	100
Discounts - Distributor / Reseller	Huddly	Distributor	Distributor
Sell future Cloud & Maintenance Services	TBD	TBD	TBD
Program Manager	Yes	No	No
Sales Person	Yes	Yes	Yes
Demo Equipment Purchase	Yes	Yes	Yes
Website Placement of Huddly	Yes	Yes	Yes
End-User Data & POS Reporting	Yes	No	No
Forecasting / Deal Registration	Yes	Yes	Yes
Business and Marketing Plan	Quarterly Reviews	No	No

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# Requirement Definitions

## Signed Distribution or Reseller Agreement

Gold or Silver Resellers must agree to complete the Huddly Partner Application form and agree to the terms and conditions of the Huddly Indirect Reseller agreement. This is located on the Huddly website under the “Become a Partner” link provided below or as otherwise made available by Huddly. Upon completing the registration and application process and receiving approval from Huddly to participate in the Huddly Partner Program, each reseller will be contacted by the selected Distributor to complete all onboarding training requirements.

“Become a Partner” Link:  
[www.huddly.com/partners](http://www.huddly.com/partners)

## Minimum Quarterly Unit Commit (Estimate)

Gold and Silver Partners are required to provide accurate, rolling six month sales forecasts to their Distributor and engage their Huddly Commercial team about opportunities forecasted where they need direct Huddly help. All resellers are required to commit to the category minimum units per quarter.

## Discount

We offer all partners generous discounts on Huddly products. Each Distributor will receive the standard discount specified in its contract with Huddly. Each Gold and Silver Partner will receive the discount determined by their respective Distributor in accordance with the Partner Program guidelines. Distributors can contact Huddly directly for information on discounts.

## Cloud & Maintenance Services

Should any future cloud-based or maintenance services be implemented, we reserve the right to define the terms of such an agreement with our partners.

## Program Manager

Each Distributor will have a program manager who will function as Huddly’s POC. Gold and Silver partners will be managed by their selected distributor.

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## Sales Person

Huddly's Commercial sales team are available to support Gold and Silver partners. Resellers who need sales and technical support should contact their Huddly Commercial Sales representative.

In addition, Huddly will provide Gold and Silver resellers with a Huddly Sales Specialist (HSS) authorization. Resellers will designate at least one sales person as Huddly's POC.

Please contact your Distributor or the Huddly Commercial Team for more information.

## Demo Equipment Purchase

Gold and Silver resellers are required to purchase demonstration equipment which Huddly offers at a significantly discounted rate. Huddly may require a reseller purchase updated demonstration equipment periodically to ensure that the latest products are being represented by each reseller. Demonstration equipment pricing is provided by Huddly and is available through your Distributor. Partners are required to keep demonstration equipment for a period of at least 6 months from the date of purchase.

## Website Placement of Huddly

Gold and Silver Partners must feature Huddly on their websites and must comply with all applicable branding guidelines provided by Huddly. More details can be found in the Huddly Partner Marketing Brochure.

## Forecasting / Deal Registration

Gold and Silver Partners are required to provide accurate sales forecast data to their Distributor and keep their Huddly Commercial Team informed about forecasts on a quarterly basis.

## End-User Data & Pos Reporting

Each reseller must provide customer data when placing a purchase order with a Distributor. Such reports must include the serial number of all Huddly equipment purchased, sale date, enterprise name, location, contact name, email address and phone number. In addition, Distributors must report the reseller's name and any other requested identification information.

Partners should also specify the program discounts applicable to the purchase. A Partner's failure to report sales-out data will result in inconsistent service coverage dates and difficulty in receiving software updates, Return Merchandise Authorizations (RMA), if applicable. In the event Huddly receives purchase orders with incomplete sales-out data, Huddly reserves the right to request and receive customer records from Partners and their customers.

## Business and Marketing Plan

Distributors will work with Huddly's Commercial Team to develop an annual business plan, to include details relating to business development activities, marketing plans and customer success initiatives. These plans will be developed and implemented at the beginning of Huddly's fiscal year and will be subject to regular performance reviews.

# Partner Program Benefits

Huddly's growth and success is inseparable from that of our Partners and we are fully committed to supporting them in our mutual desire to grow and expand our business opportunities together. To ensure our mutual success, Huddly offers unmatched levels of benefits to its Distributors and Resellers, as shown in the table below. Please note that the discounts vary based on Partner category.



Partner Program Benefits	Distributor	Gold	Silver
Discounts	Yes	Yes	Yes
Access to Technical Support	Yes	Distributor	Distributor
Discount on future Cloud services	TBD	TBD	TBD
Deal Registration Discount	*	TBD	TBD
Resource Center Access	Yes	Yes	Yes
Marketing Development Funds	Yes	No	No

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# Benefits Definitions

## Discount

Gold and Silver partners will work with their distributor on the exact discounts they will be receiving as part of this program.

The distributor and the Huddly channel team will work together to award each reseller with the appropriate discount levels per this program.

## Access to Technical Support

Gold and Silver partners will use their own tools to support their end-customers during Tier 1 and Tier 2 support triage calls.

Huddly provide support resources to solve end user problems, including an online [Huddly FAQ page](#), [Support YouTube Channel](#), chatbots and Social Media channels.

Any unresolved Tier 1 or 2 call will be escalated to either the resellers distributor or Huddly directly.

Huddly and or distributor will determine Tier 3 support needed to resolve end users issues.

## Deal Registration Discount

Distributors will receive the standard discount specified in its contract with Huddly.

Gold and Silver Partners will receive the discount determined by their respective distributor in accordance with the Partner Program guidelines.

In the future Huddly may roll out a Deal Registration Discount. Details of this program will be made available at that time.

Contact us a [partners@huddly.com](mailto:partners@huddly.com) for details on our Deal Registrations Discount.

## Resource Center Access

All authorized partners have access to our comprehensive Huddly Partner Hub, including marketing, sales and support materials For more details see section 7.

## Marketing Development Funds

Each Distributor will receive 2% Co-op funds based on Distributors Net Purchases of Huddly products during Huddly's fiscal quarter. For more details see section 7.



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# Partner Marketing Requirements, Support and Resources

## Marketing Material

Huddly will provide marketing materials to Partners to successfully market Huddly products, including product datasheets, logos and image files, competitive market analyses, etc.

All marketing materials are available through the Huddly Partner Hub.

## Marketing Consulting

To ensure consistency with Huddly's marketing strategy, Huddly offers regular marketing consultation to Distributors and Resellers through regularly scheduled meetings and webinars.

These consultations will be planning sessions on future marketing activities, follow-up sessions to review prior set of executed activities and an opportunity to share best practices and introduce new marketing campaigns and initiatives.

## Purchasing Huddly Merchandise

Huddly offers its Partners various marketing merchandise (such as give-aways, roll-up banners, printed collateral, etc.) that are available for purchase. Huddly offers discounts based on each Partners category. Such discounts only apply to the marketing merchandise purchased directly from Huddly.

Please contact [partners@huddly.com](mailto:partners@huddly.com) for details.

## Huddly Marketing Services

Regardless of a Partner's category, each Partner may participate in marketing campaigns created and executed by Huddly for the purpose of increasing lead generation. Each participating Partner has the opportunity to benefit from a full-service campaign, with Huddly providing all creative work and campaign planning. Distributors may use co-op funds for up to 50% of the cost or as approved by Huddly.

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## Marketing Plan

As noted above, each Distributor will complete a marketing plan that will be used to support requests for Cooperative Funds (Co-op) or Marketing Development Funds (MDF), as applicable. Marketing plans must include summaries of specific marketing activities, estimated costs and an anticipated return on investment, as well as pre and post marketing efforts and any specific requests for Huddly marketing support. Each Partner should submit their marketing plan to Huddly for approval at least one week prior to the beginning of each quarter.

The purpose of Huddly's Partner marketing program is to enhance market development by promoting marketing activities that are demonstrated to be effective using simplified proof-of-performance practices.

## Marketing Activities

In order to ensure continued growth, each Partner must continuously invest time in lead generation to develop and expand their sales pipeline. Huddly expects each reseller to plan and execute at least one marketing activity per quarter.

## Co-op and MDF

Each Distributor will receive 2% Co-op funds based on Distributors Net Purchases of Huddly products during Huddly's fiscal quarter. Co-op funds accrue monthly and remain eligible for redemption for twelve months after the date on which they were earned. For additional instructions on how to submit co-op requests and claims, please contact your Huddly marketing team.

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# Huddly Partner Online Resources

Huddly will implement a Huddly Partner Portal and Partner Community at a later date, in the meantime Partners are directed to our comprehensive Huddly Partner Hub.

Gold and Silver resellers may access various tools within the Huddly Partner Hub to effectively manage their Partnership with Huddly.

## Huddly Partner

The Huddly Partner Hub is a resource center where you will be able to find information on the following service and support tools:

- Marketing materials
- Social media content
- Competitive documentation
- [Product documentation](#)
- [Training videos](#)
- Calendars on upcoming events and trainings
- Release notes
- Huddly tech notes
- Posted questions and comments
- Sales and technical certification training
- Ability to submit new feature requests
- Collaboration with industry peers, global Partners and Huddly employees

## Partner Portal

Once implemented, the Partner Portal will provide access to the following service and support tools (some access may be dependent upon Partner category):

- Technical support services
  - create and monitor support tickets
- Solutions finder
- Return Merchandise Authorization (RMA)
- Campaign showroom
- Opportunity registration
- Exporting reports

## Huddly Partner Community

Once implemented, the Huddly Partner Community will be the ideal place to collaborate with other members of Huddly's global Partner network.

In the Huddly Partner Community, Partners will find lively discussions about Huddly products, events and activities. Information regarding the following service and support tools will be available in the Huddly Partner Community:

- Marketing materials
- Social media content
- Competitive documentation
- Product documentation
- Training videos
- Calendars on upcoming events and trainings
- Release notes
- Huddly tech notes
- Posted questions and comments
- Sales and technical certification training
- Ability to submit new feature requests
- Collaboration with industry peers, global Partners and Huddly employees

The Huddly Partner Hub will be replaced by the Partner Portal and Partner Community in due course.

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# Huddly Partner Guidebook FAQs

**How do we apply to become a Huddly Partner and how long will the registration process take?**

To apply, go to [www.huddly.com/partners](http://www.huddly.com/partners), fill out the Huddly Partner Application form with information about your business, agree to the terms and conditions of the Huddly Partner Agreement and electronically submit your application. You should anticipate 10-20 minutes to complete the registration process.

**Does the completion of the Registration process and submission of our application guarantee approval?**

No. All applications and their content will be reviewed by the Huddly management team for individual approval. Any refusal will also be communicated to the applicant.

**How do we get more information about Huddly and its partner program?**

Get in touch with us at [partners@huddly.com](mailto:partners@huddly.com).

**Does authorization entitle Gold and Silver Resellers to buy directly from Huddly?**

No, the authorization entitles Gold and Silver Resellers to buy Huddly products from and only from Huddly Authorized Distributors. However, during the start-up phase Huddly will work with indirect resellers who do not yet have the option of selecting a distributor in their area. Once a distributor is signed all indirect partners will have to begin buying from a Huddly distributor.

**How long until we hear back from Huddly on our Authorization request?**

We will acknowledge your request within 5 business days.

**Do I need to be officially authorized to be a Huddly reseller?**

Yes. You can fill out a reseller application at [www.huddly.com/partners](http://www.huddly.com/partners).

**Can I be creative with Huddly's marketing and branding materials, e.g., change the logo colors, use my own pictures etc?**

No. Huddly has strict brand guidelines to ensure consistency and maximize recognition amongst potential consumers.

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## Can I call Huddly GO a webcam?

As in the brand guidelines, we refer to Huddly GO as a “collaboration camera”. It’s much more than just a web camera and it’s important to be clear about that when talking to consumers. As new software features are released they will become available as a download improving the camera’s capability and performance. This collaboration use case will be further developed and supported as the product is enhanced via software updates.

## How will I be notified of the new camera features?

All information about new features will be available via the various Huddly online resources and new releases will be communicated to Distributors directly. Gold and Silver partners will be updated by and through their Distributor. We also encourage you to opt in for Huddly’s newsletter.

## Is this program available in all countries?

Initially, this program will be generally available in countries in AMR, EMEA and APAC. If you are interested in specific countries please contact us at [partners@huddly.com](mailto:partners@huddly.com).

## How do I initially train my employees?

You can find initial training materials on sales, deployment and support on the Huddly Partner Hub and on the Partner Portal when implemented.

## Who provides end customer support?

While not required, partners are encouraged to be the front line support for their customers. The support link in a customer’s administrator control panel can be customized with your contact information.

## What support do I receive as a partner?

Distributors will provide onboarding services for new resellers. In these onboarding sessions distributors will review the product, positioning and competitiveness of Huddly GO. They also overview their unique resources available to each reseller. Gold and Silver partners can also review sales and technical training material at Huddly’s partner resource center on its website, Huddly support on its YouTube Channel, FAQ page on Huddly.com and social media channels.

## Is there a list available with all the official Huddly distributor and/ or resellers?

Not presently. Huddly’s Commercial team is actively working on establishment of distributors in each major region of the world. As noted above, Huddly will work with all indirect resellers until a distributor relationship is established in your region. If you already have a relationship with a distributor in your region that you are satisfied with, please submit the name and contact person for this distributor and Huddly’s commercial team will reach out to see if they would like to become a Huddly distributor. If you have no preferred distributor, a Huddly representative will get in touch to discuss available options in your region.

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## **What are the margins I can expect as a Huddly Reseller?**

Huddly's success and that of our partners are inextricably linked. With that in mind we offer all partners generous discounts on Huddly products and healthy profit margins. Gold and Silver Partners will receive the discount determined by their respective Distributor in accordance with the Partner Program guidelines. Distributors can contact Huddly directly for information on discounts.

## **What is the difference between Gold and Silver classification?**

The Distributor and Huddly's Commercial team will determine the reseller's category level based on their sales and technical resources, ability to achieve the required estimated minimum quarterly unit goals and their ability to invest in sales tools, such as demonstration equipment and end user marketing events. Gold and Silver partners will also gain access to a wide range of benefits and a suite of best-in-class services including sales authorization training services, access to our inside sales team to help with sales opportunities, comprehensive marketing materials and access to the extensive Huddly Partner Hub.



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