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Partner Levels

Partner Level Overview

Nehemiah Alert Partner Program

Full Partner Program Overview

The Nehemiah Alert Partner Program is designed for MSPs, telecommunications providers, security integrators, access-control companies, low-voltage contractors, and other technology providers that want to add facility alert, staff safety, automation, and management solutions to their portfolio.

The program is built around a simple principle:

Sell it. Install it. Support it. Grow with it.

Partners can generate revenue from hardware, recurring subscriptions, installation projects, integrations, and ongoing service.

1. Partner Levels

Benefit	Affiliate	Gold	Platinum
Hardware Discount	Up to 10%	10%	18%
MRR Revenue Share	—	10%	18%
Minimum Hardware Purchase	None	$10,000/year	—
New Sales / Install Requirement	None	1 new sale/quarter	3 installs/quarter
Priority Partner Support	Yes	Yes	Highest Priority
Partner Training	Yes	Yes	Yes
Installation Revenue	Yes	Yes	Yes

Benefit	Affiliate	Gold	Platinum
On-Site Service Revenue	Yes	Yes	Yes
White-Label Opportunity	—	Available	Available
Self-Hosting Opportunity	—	By Approval	Available
Revenue Clawback	—	Eligible	Eligible

2. Affiliate Partner

Start Selling With No Minimum Commitment

Affiliate is the entry level of the Partner Program. It is intended for organizations that want to offer the platform when opportunities arise without committing to minimum annual or quarterly sales requirements.

Benefits

- Up to **10% discount on qualifying hardware**
- No minimum annual purchases
- No quarterly sales requirement
- Priority partner support
- Access to partner sales and marketing resources
- Partner training resources
- Ability to perform customer installations
- Ability to provide ongoing customer service

- No long-term sales commitment

Affiliate status is ideal for companies that are new to the platform, have occasional opportunities, or want to evaluate the market before committing to a higher partner level.
There is no penalty for remaining an Affiliate Partner.

3. Gold Partner

Build Recurring Revenue

Gold is intended for active partners that regularly sell, install, and support the platform.

Gold Benefits

- **10% hardware discount**
- **10% MRR revenue share**
- Priority partner support
- Advanced partner training
- Sales and deployment resources
- Installation revenue
- Ongoing service revenue
- White-label opportunities, when approved

Gold Requirements

To maintain Gold status, a partner must:

1. Purchase at least **\$10,000 in qualifying hardware per year**; and
2. Complete at least **one qualifying new customer sale per quarter**.

Gold Performance Protection

Missing a single quarter does not automatically result in loss of Gold status.
If a Gold Partner does not complete a qualifying new sale during a quarter, the account enters a probationary period.
Probation may continue for up to **two consecutive quarters**. If the partner has not returned to Gold performance standards by the third consecutive quarter, the account may be reviewed and reduced to Affiliate status.
The purpose of this policy is to maintain an active partner network without penalizing an otherwise productive partner for an occasional slow quarter.

4. Platinum Partner

Build a Business Around the Platform

Platinum is the highest standard partner level and is intended for organizations consistently deploying new systems.

Platinum Benefits

- **18% hardware discount**
- **18% MRR revenue share**
- Highest standard partner support priority
- Advanced technical training
- Deployment assistance

- Partner sales resources
- Installation and service revenue opportunities
- White-label opportunities
- Self-hosting opportunities, subject to approval and technical

requirements

- Partner Revenue Clawback eligibility

Platinum Requirement

To maintain Platinum status, a partner must complete at least:

3 qualifying new installations per quarter

Platinum qualification is based primarily on consistent deployment activity.

Platinum Status Protection

If a Platinum Partner fails to maintain Platinum performance requirements for **two consecutive months**, the partner may be moved to Gold status.

Once moved to Gold, the partner becomes subject to the Gold Partner performance requirements.

If Gold standards are subsequently not maintained, the partner may eventually be reduced to Affiliate status under the Gold probation policy.

The normal progression is:

Platinum → Gold → Affiliate

This structure gives established partners an opportunity to recover from temporary sales slowdowns without immediately losing all partner benefits.

5. Partner Revenue Clawback

Return to Good Standing and Recover Eligible Lost Revenue

Gold and Platinum Partners that temporarily lose partner standing may be eligible to recover certain recurring revenue if they return to good standing within the recovery period.

The Partner Revenue Clawback recovery window is:

> ***Two quarters***

Example

A Platinum Partner receiving an **18% MRR share** is moved to Gold status, reducing the current MRR share to **10%**.

If the partner returns to Platinum standing within two quarters, the eligible difference between the Gold and Platinum MRR share during the recovery period may be paid or credited back to the partner.

If the partner does not return to the previous qualifying level within the two-quarter recovery window, the forfeited revenue is no longer eligible for clawback.

Specific eligibility, payment timing, exclusions, and calculation rules should be defined in the applicable Partner Agreement.

6. How Partners Make Money

The Partner Program is designed to create multiple revenue opportunities from the same customer relationship.

Hardware Revenue

Partners purchase qualifying equipment at their applicable partner discount and may resell that equipment to their customers.
Qualifying equipment may include:

- SAFE Tags
- Location gateways
- Admin Remotes
- On-site servers
- Interface hardware
- Relay modules
- Accessories
- Other approved system equipment

Monthly Recurring Revenue

Gold and Platinum Partners receive a percentage of qualifying monthly subscription revenue from eligible customers.

- **Gold:** 10% MRR
- **Platinum:** 18% MRR

Recurring revenue is separate from hardware margin, installation labor, and ongoing service revenue.

Installation Revenue

Partners are encouraged to perform their own installations and retain the associated labor revenue.
Potential billable services include:

- Site surveys
- Wireless and location surveys
- Gateway installation
- SAFE Tag deployment
- Admin Remote installation
- Server installation
- Network configuration
- SIP integration
- Multicast paging configuration
- Door-access integration
- Security-system integration
- Relay installation
- System commissioning
- Customer training

Ongoing Service Revenue

Partners may remain the customer's local service provider and charge for services such as:

- On-site service calls
- Troubleshooting
- Equipment replacement
- Moves, adds, and changes
- Additional SAFE Tags or gateways
- System expansion
- New integrations
- Network work
- Door-access work

- Additional training
- Preventive maintenance

The program is designed to create service opportunities for partners, not take those opportunities away.

7. MRR Examples

Using a **\$229/month** qualifying subscription:

Gold Partner --- 10%

- 1 customer: **\$22.90/month**
- 25 customers: **\$572.50/month**
- 50 customers: **\$1,145/month**
- 100 customers: **\$2,290/month**

Platinum Partner --- 18%

- 1 customer: **\$41.22/month**
- 25 customers: **\$1,030.50/month**
- 50 customers: **\$2,061/month**
- 100 customers: **\$4,122/month**
- 250 customers: **\$10,305/month**

These examples represent MRR share only and do not include hardware margin, installation, service, or other professional-services revenue.

8. White-Label Partner Program

Your Brand. Your Customer. Our Platform.

Qualified partners may be approved to offer the platform under their own company brand.

Instead of receiving the standard Gold or Platinum MRR revenue share, an approved White-Label Partner may purchase eligible subscriptions at approximately:

50% off standard MRR

The White-Label Partner may then establish its own customer pricing subject to the applicable agreement.

Example

Standard Advanced subscription:

\$229/month

Approximate White-Label Partner cost:

\$114.50/month

If the partner charges the customer \$229/month, the potential gross recurring margin is:

\$114.50/month per customer

White-label pricing, eligible services, minimums, and other requirements are subject to the applicable White-Label Partner Agreement.

9. White-Label Customer Ownership

Your Customer. Your Brand. Your Relationship.

For customers enrolled through the White-Label Partner Program, the **White-Label Partner owns and manages the customer relationship**.

The partner is responsible for:

- Selling the solution
- Establishing customer pricing
- Billing the customer
- Managing routine customer requests
- Providing Tier 1 support
- Performing initial troubleshooting
- Coordinating installation
- Coordinating on-site service
- Managing the ongoing customer relationship

The platform operates behind the partner, allowing the partner to deliver the solution as part of its own managed-service offering.

10. White-Label Support Model

White-Label Partners provide **Tier 1 support directly to their

customers**.

The normal support path is:

Customer → White-Label Partner → Platform Support

The customer contacts the White-Label Partner first.
The partner performs initial troubleshooting and resolves issues within its capabilities. When additional platform-level assistance is required, the partner escalates the issue to our support team.

We Support the Partner

Our support team may provide the partner with:

- Platform-level troubleshooting
- Software support
- Advanced technical assistance
- Integration assistance
- Escalation support
- Partner guidance
- Technical training

Our role is to help the **partner resolve the customer's issue**, not to replace the partner as the customer's service provider.

Direct Customer Support

Our support team will **not normally troubleshoot directly with a White-Label Partner's customer**.
When necessary, the partner may authorize our support team to communicate directly with the customer or access the customer's system for a specific issue.
Any direct involvement is performed with the authorization of the White-Label Partner.
The White-Label Partner remains the customer's primary service provider.

11. Self-Hosted White Label

Qualified White-Label Partners with appropriate technical capabilities may be approved to host the platform themselves.

Self-hosting gives the partner greater control and may create opportunities for additional recurring margin, but it also places additional technical responsibilities on the partner.

Depending on the agreement, a self-hosting partner may be responsible for:

- Server infrastructure
- Hosting
- Monitoring
- Backups
- Disaster recovery
- Customer provisioning
- Network connectivity
- System administration
- Tier 1 support
- Customer management

Platform licensing, software updates, technical requirements, and escalation support remain subject to the applicable agreement.

More responsibility. Greater revenue potential.

Self-hosting is an approval-based program and is not automatically included with standard partner status.

12. Customer Relationships

Standard Affiliate, Gold, and Platinum Customers

Partners are encouraged to remain actively involved with customers they originate through installation, service, training, expansion, and account management.
Specific account protection, commission eligibility, and customer-assignment rules are governed by the applicable Partner Agreement.

White-Label Customers

White-Label customers are managed directly by the White-Label Partner. The partner owns the customer relationship, provides Tier 1 support, controls its service offering, and manages customer billing and communication.
Our team supports the partner behind the scenes and does not normally provide direct customer support unless the partner grants authorization.

13. Hardware Discount vs. MRR Share

Hardware discounts and recurring revenue shares are separate partner benefits.
For example, a qualifying Platinum Partner may receive:

- **18% hardware discount**
- **18% qualifying MRR share**

The same partner may also separately charge the customer for:

- Installation

- Integration
- Training
- On-site service
- Maintenance
- Expansion work

This creates several potential revenue streams from one customer.

14. Partner Level Summary

Affiliate --- Start Selling

Up to 10% Hardware Discount

- No minimum sales commitment
- No MRR share
- Priority partner support
- Installation and service opportunities

Best for new partners and occasional sales opportunities.

Gold --- Build Recurring Revenue

10% Hardware Discount + 10% MRR Share

Requirements:

- **\$10,000 qualifying hardware purchases per year**
- **1 qualifying new customer sale per quarter**

Best for active MSPs, telecom providers, security companies, and integrators.

Platinum --- Build Around the Platform

18% Hardware Discount + 18% MRR Share

Requirement:

- **3 qualifying new installations per quarter**

Includes the highest standard partner benefits and expanded white-label and self-hosting opportunities.

15. The Partner Revenue Model

One customer can create multiple revenue streams:

Hardware Sale\
→ Partner hardware margin

Installation\
→ Partner installation revenue

Monthly Subscription\
→ Gold or Platinum recurring revenue

Ongoing Support\
→ Partner service revenue

Expansion & Integrations\
→ Additional hardware, labor, and recurring revenue

As customers add locations, SAFE Tags, gateways, door-access integrations, paging, facility automation, workforce management, daycare functionality, hospitality functionality, and other services, the original installation can create additional opportunities for the partner.

16. Partner Program Philosophy

The Partner Program is designed to create long-term relationships between the platform, the partner, and the facilities they serve.
We want partners to be able to:

- Build recurring revenue
- Protect their customer relationships
- Earn installation and service revenue
- Expand into new markets
- Offer solutions under their own brand when appropriate
- Receive technical support without surrendering the customer

relationship

- Grow into higher partner levels as their business develops

Sell It. Install It. Support It. Grow With It.

Affiliate · Gold · Platinum
A partner program designed to help technology providers turn facility safety, alerting, automation, and management into a long-term recurring-revenue business.

Program Notes

Partner discounts, MRR percentages, qualification requirements, clawback eligibility, white-label pricing, self-hosting privileges, and other program benefits are subject to the current Partner Agreement and may be

reviewed periodically.

"Qualifying sale," "qualifying installation," "qualifying hardware," and "qualifying MRR" should be formally defined in the Partner Agreement before the program is launched.

Partner Brochures

Partner Marketing Brochure.png

School_Sales_Sheet.pdf

Daycare_Sales_Sheet.pdf

Hotel_Sales_Brochure

Hotel Admin Button Brochure

School-One-Button.png

School-One-Button-Document.docx

Nehemiah_Technical_Overview.docx