



Philips Lighting Partner Program

PHILIPS

Empowering collaboration:



The Philips Lighting Partner Program is designed to help you create new opportunities to grow your business with Philips Lighting solutions. The program will empower your business and enhance the value-proposition for your customers:

As a Philips Value Added Partner, the program strengthens your business by adding value through:

- Providing access to state of the art Philips Lighting portfolio
- Philips' end-to-end technical and business support
- Differentiating your value proposition by leveraging your competence with the Philips brand

Value Added Partner (VAP)

Philips VAPs are lighting specialist companies supported by Philips to provide Philips Lighting Solutions.

Certified Value Added Partner (CVAP)

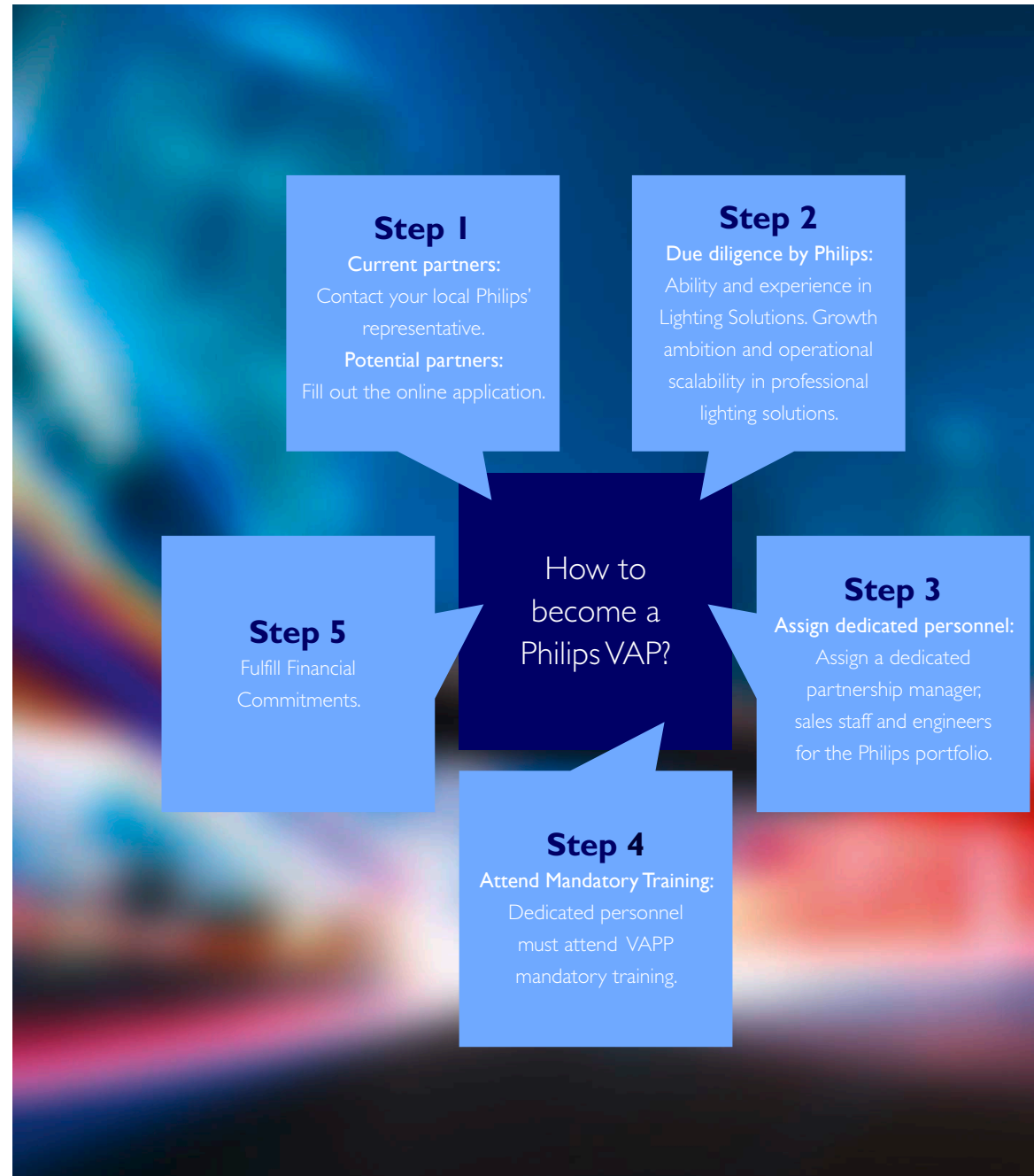
Philips CVAPs are partners certified by Philips for their expertise in implementation of Philips Lighting Solutions. CVAPs are Philips' preferred partners who receive additional benefits and support.

Strategic Value Added Partner (SVAP)

Philips SVAPs are companies recognized in specific segments/ markets who are willing to work together in joint business development for providing end-to-end solutions to their customers.

Benefits of the Philips Lighting Partner Program

- ✔ **Information downloads**
Download exclusive product related general and technical information.
- ✔ **Placement on Philips Website**
Philips will promote its partners through its global and partner's country website.
- ✔ **Exclusive Commercial Benefits**
Receive performance based incentives to help grow your business.
- ✔ **Advanced technical support**
In addition to regular trainings for engineers, get faster and more efficient support on technical queries throughout the project activities.
- ✔ **Dedicated account manager**
Philips assigns a local account manager who is dedicated to your business development.
- ✔ **Training and education**
Training will be provided in various forms such as classroom trainings, e-learnings & webinars. These trainings will cover in detail our systems portfolio.
- ✔ **Joint Customer Visits**
Partners can leverage Philips' in-country resources for key customer visits. This combines the power of two, in winning strategic opportunities.



Additional benefits for certified partners

Digital Promotion

Run collaborative digital campaigns with Philips; marketing, promotional materials, and a co-branding logo will also be provided.

Access to Application Engineers

Directly communicate with Philips' application engineers who are always available to solve your project and product related queries.

Financing Options

Get projects financed through Philips Lighting Capital.

Market Intelligence Report

Philips generates and shares the Market Intelligence report to keep you up to date on the new challenges in the market.

Step 1

Be a VAP for at least 12 months:

Having demonstrated ability and experience in implementing Philips Lighting solutions.

Step 2

Implement at least 5 projects with Philips Lighting technology.

How to become a certified partner?

Step 6

Sign the CVAP contract: Sign an agreement with Philips, which depicts the renewed commitments of our partnership.

Step 5

Fulfill Financial Commitments.

Step 3

Achieve performance targets: Achieve mutually planned annual performance goals.

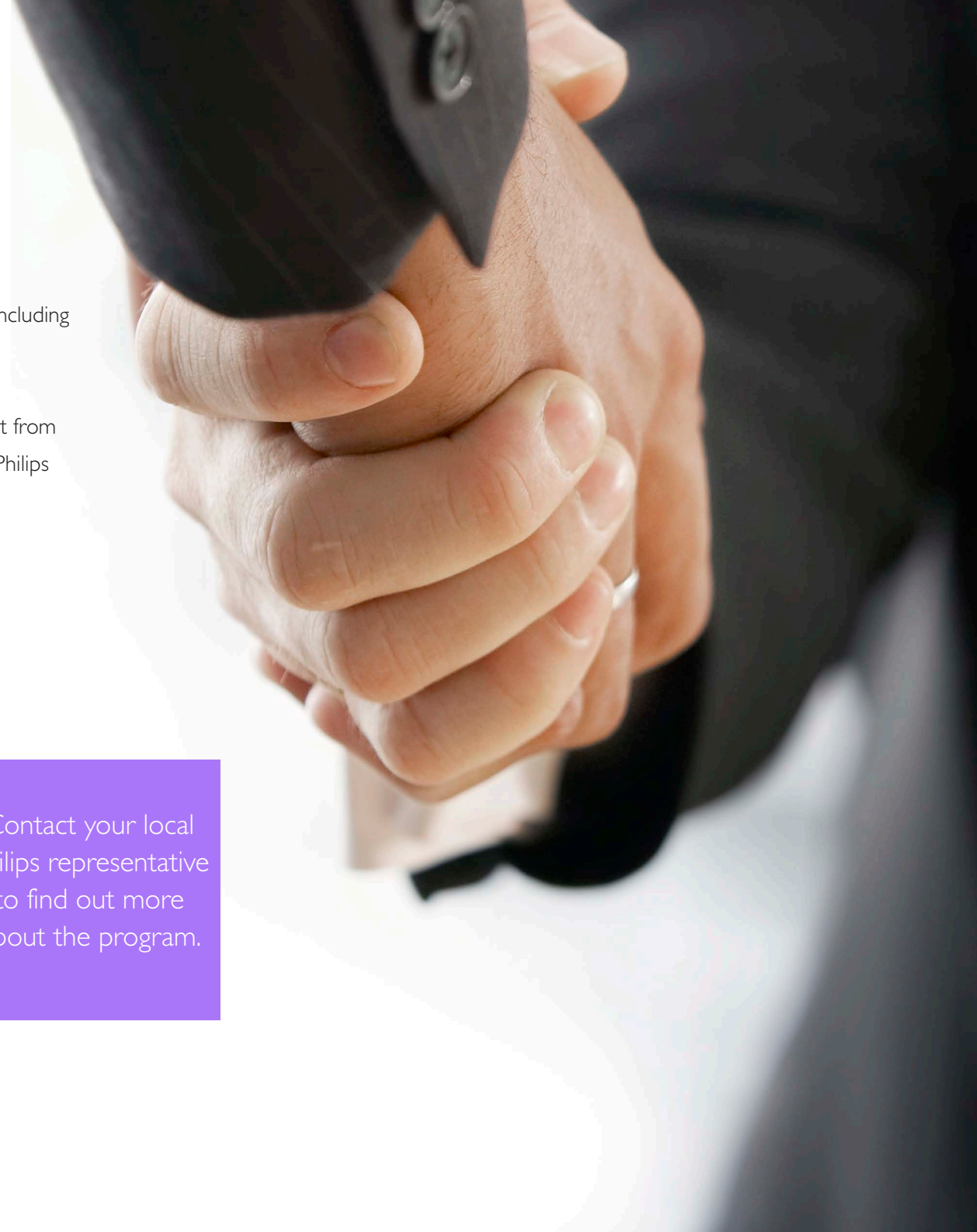
Step 4

Participate in the annual certification assessment.

Strategic Value Added Partners

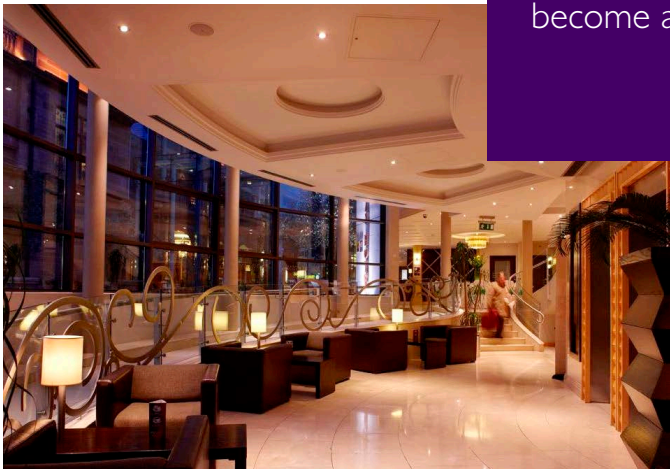
Strategic Value Added Partners create a unique advantage for themselves by including our professional lighting portfolio in the offering to their customers.

Aside from being entitled to all the benefits CVAPs receive, SVAPs also benefit from marketing campaigns dedicated to their customers, developed together with Philips Lighting.



How to
become a SVAP?

Contact your local
Philips representative
to find out more
about the program.





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Document order number: 0000 000 00000