



Partner Profitability Program

GROWING TOGETHER

A New Initiative to Build our Future

At Symetrix, our partners are an extension of our brand, bringing Symetrix solutions to life while upholding our commitment to quality, innovation, and customer success.

The Partner Profitability Program is designed to support our partners by recognizing shared investment, rewarding shared success, and strengthening the relationships that help us grow better together.

KEY PROGRAM FEATURES

- ▶ Value Delivery & Margin Visibility
- ▶ Operational Enablement
 - ▷ Technical Support & Services
 - ▷ Professional Services Access
 - ▷ Training & Enablement
- ▶ Commercial Benefits
- ▶ Project and Growth Incentives

By providing a cohesive framework of meaningful incentives and support, Symetrix aims to help our partners win more projects, expand their capabilities, and build lasting value.

**Build smarter.
Execute better.
Grow profitably
with Symetrix.**



Value Delivery



Operational Support



Commercial Benefits



Project & Growth Incentives

Value Delivery & Margin Visibility

When systems are easier to design, deploy, and support, partners reduce risk, save time, and create better outcomes for their customers.

Our new Margin Calculator gives partners clear visibility into how smart design decisions translate into healthy margins, so they can price confidently and focus on delivering great results.

Margin Calculator

Traditional vs Cognio Solution: Margin Comparison

Incremental Profit

\$137,500

Margin Increase

+31%

Margin Comparison

Traditional

+31%

Cognio

40%

71%

% Traditional Margin

40 %

Assumed Project Margin

Project Specifications

Auto-Calculate

Category	Traditional	Cognio	Notes
Rooms Added	50	50	Incremental rooms
Processors Required	50	25	1 per room vs shared (1 per 2 rooms)
Cost per Processor (\$)	\$ 2500	\$ 2500	Cost of 4x4 AVC Processor
Rack Units Added	50	25	1 RU per processor
Cost per Rack Unit (\$)	\$ 300	\$ 300	Power, cooling, space
Install Hours per Room	7.5	4.5	Physical install (Cognio -40%)
Install Labor Rate (\$/hr)	\$ 40	\$ 40	Physical install labor rate
Config Hours per Room	10	4	Logic + UI (Cognio -60%)
Design Labor Rate (\$/hr)	\$ 80	\$ 80	Configuration labor rate
Lifecycle Cost per Processor (\$)	\$ 1500	\$ 1500	Support & risk (repair/maintenance/replacement)

Margin Calculator

Use our [Margin Calculator](#) to estimate the margin gains and time savings your projects could achieve with Symetrix products.

Cognio™ Platform

Cognio gives AV professionals the power to design, deploy, and scale smarter without complexity. [Click here to learn more.](#)

Operational Enablement

Symetrix invests in strengthening partner capability with expert services designed to reduce risk, save time, and improve project execution.

TECHNICAL SUPPORT & SERVICES

We provide expert backup when it matters most, helping resolve issues quickly to avoid costly callbacks and keep projects on track.



Tech Support Prioritization

Fast-tracked assistance to your support needs.



Dedicated Application Engineer

System design, automation, and network support.



Cloud Monitoring & Management Solutions

Manage your systems from anywhere at no additional cost.

PROFESSIONAL SERVICES ACCESS

Symetrix partners have access to our Professional Services team at premium rates. These services can be integrated into a partner's own solution offering, helping tackle higher-complexity projects with confidence while optimizing internal resources.



Bid on Projects

Approach complex project specs with confidence.



Dedicated Team

Add Symetrix's services to your own offerings.



Win More Projects

Become more competitive on larger projects.

TRAINING & ENABLEMENT

Symetrix provides structured training and educational resources to help partners build technical confidence and deliver high-quality solutions. Partners can request instructor-led training sessions with our team for deeper, hands-on learning. We also offer a growing library of over 180 training videos to support self-guided development.



Resource Library

Complete access to videos and courses.



Book a Seminar

Free seminars led by Symetrix Engineers.



Get Certified

Become an expert on Symetrix Platforms.

Commercial Benefits

Symetrix helps partners win more projects and protect margin by clearly communicating value, supporting confident pricing, and reducing friction in the sales process.



DEMO UNITS & EVALUATION ACCESS

Symetrix partners get access to demo units at special pricing and loaner equipment to validate fit and reduce sales and project risk.



LEAD SHARING

Qualified end-user lead sharing helps partners reduce pipeline creation costs, accelerate opportunity development, and focus sales effort on winnable, revenue-producing projects.

PARTNER PRICE TIERS

Authorized Partner

Certified Partner

Preferred Partner



Partner Pricing

Approved partner access to products & resources

Entry-level access for approved Symetrix partners, providing the foundation to sell Symetrix solutions and take advantage of core partner resources.



Enhanced Pricing

Complete Symetrix training & certification

Earned by partners who invest in training and certification, demonstrating technical proficiency and the ability to confidently design, deploy, and support Symetrix systems.



Premier Pricing

Meet sales threshold to achieve top tier

The highest partnership tier, reserved for Certified partners who consistently engage, deliver results, and meet qualifying business thresholds—unlocking enhanced pricing, priority benefits, and deeper alignment with Symetrix.

Use proven assets and pricing support to sell with confidence and protect margin.

Partner Showcases: Co-Branded Case Studies

Case studies help partners turn proven project success into sales momentum.

By highlighting real-world deployments, case studies resonate with customers, driving engagement and increasing sales conversions.



Build Customer Trust



Increase Sales Conversions



Boost SEO Benefits

Why Case Studies Outperform Traditional Sales Copy

CASE STUDIES

- ✓ Customer-centric
- ✓ Feature-focused
- ✓ Leverages social proof
- ✓ Can convert early-stage prospects

TRADITIONAL SALES COPY

- Brand-centric
- Results-focused
- Relies on rhetoric
- Best for Ready-to-buy prospects



Case Studies are offered as a physical publication, as well as a digital article.

Showcase your work. Build trust. Win more business.

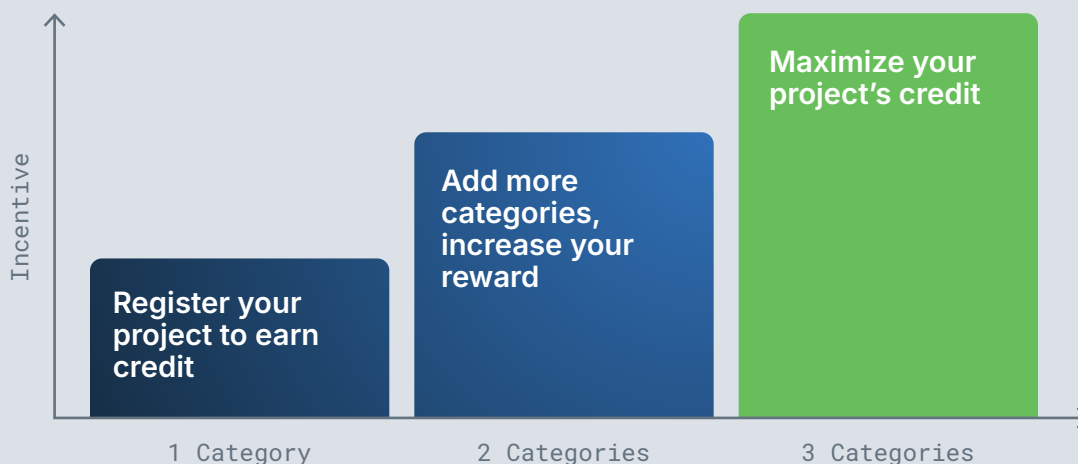
Project Registration Credit

Symetrix rewards partners who commit early to complete Symetrix solutions across design-build and bid-driven projects.

By registering qualifying projects featuring \$5,000 or more in Symetrix products, partners earn credits toward future opportunities—helping protect margin and reinforce long-term growth.

Projects that incorporate multiple Symetrix product categories, such as DSP, control, and endpoints, unlock enhanced rewards.

UNLOCK **MORE REWARDS** WITH MORE PRODUCT CATEGORIES.



Contact us to see how much credit your project can earn.
Projects must be **\$5,000+** to qualify.

Have a potential project?
[Get Started Here](#)

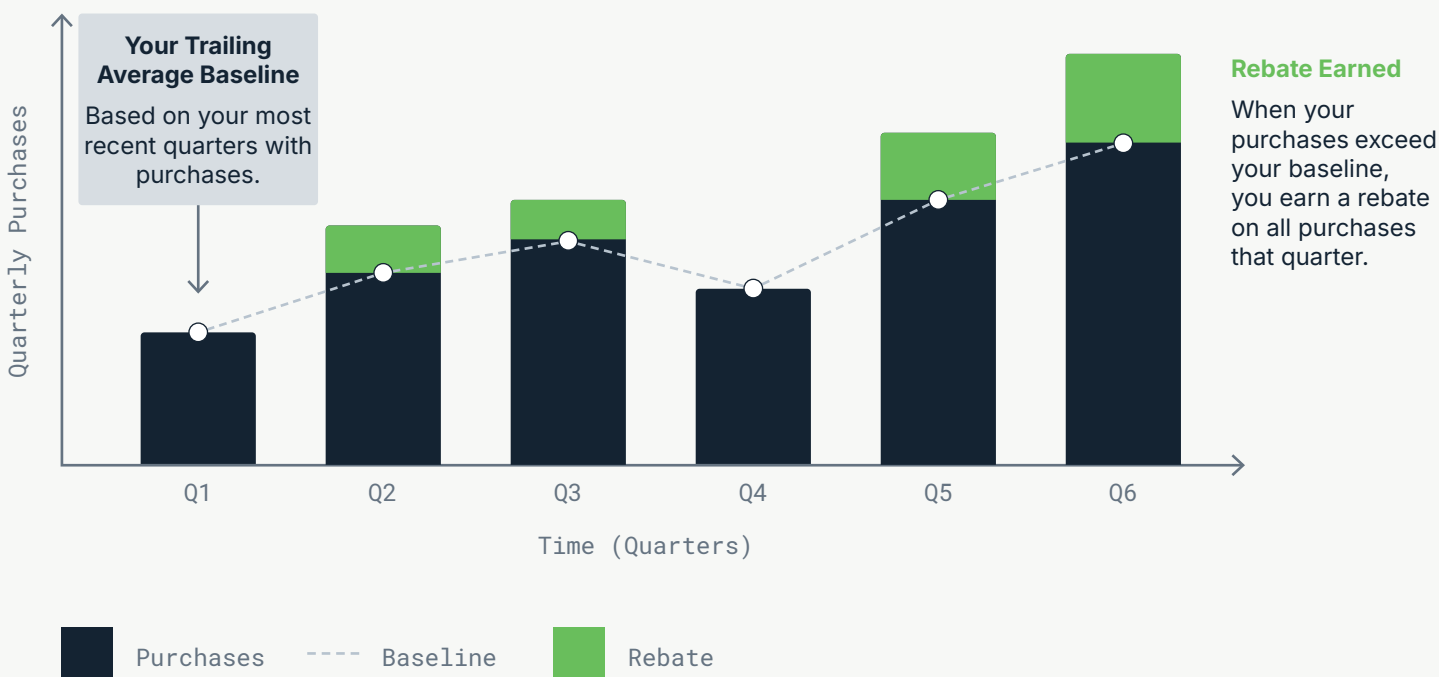
*Register your project to maximize these benefits and
make every project go further.*

Growth Incentive Rebate

Symetrix rewards partners who demonstrate consistent growth. Each quarter, partner performance is measured against their average purchase activity over the previous four quarters.* Every partner who exceeds that baseline earns a rebate.

This approach recognizes sustained momentum and reinforces long-term, profitable growth through continued investment in the Symetrix partnership.

AS YOUR QUARTERLY PURCHASES GROW, YOUR REBATES GROW.



**Quarters with no sales activity are excluded from the average.*



1. Grow Your Purchases

Each quarter, your purchases are compared to your trailing average baseline.



2. Earn a Rebate

If your purchases are higher, you earn a rebate on all purchases that quarter.



3. Keep Growing

Your baseline updates every quarter, so keep growing to keep earning.

Margin Enhancement Examples

The scenarios below show the tangible margin impact of engaging with the program at different levels. The more our partners leverage the program, the more margin improves. The scenarios below show what that looks like in practice—based on realistic, achievable outcomes.

PARTNER PROFITABILITY PROGRAM—IMPACT SCENARIOS

Emerging Partner

Annual Purchases: **\$35,000**

- ✓ Partner Pricing Tier **+15%**
- ✓ Growth Incentive Rebate **+1.5%**
(2 Quarters)
- ✓ Project Registrations **+2.4%**
(1 Project)
- ✓ Lead Sharing
- ✓ Operational Support

Total Margin Lift: +19%

Equivalent to ~\$7,000
in incremental annual profit

Growth-Oriented Partner

Annual Purchases: **\$120,000**

- ✓ Cognio Projects **+3.8%**
- ✓ Partner Pricing Tier **+23%**
- ✓ Growth Incentive Rebate **+2.25%**
(3 Quarters)
- ✓ Project Registrations **+4.5%**
(4 Projects, 1 Cognio Project)
- ✓ Lead Sharing
- ✓ Co-Marketing/Case Studies
- ✓ Operational Support

Total Margin Lift: +33%

Equivalent to ~\$40,000
in incremental annual profit

Strategic Partner

Annual Purchases: **\$300,000**

- ✓ Cognio Projects **+7.5%**
- ✓ Partner Pricing Tier **+23%**
- ✓ Growth Incentive Rebate **+3%**
(4 Quarters)
- ✓ Project Registrations **+8.8%**
(8 Projects, 3 Cognio Projects)
- ✓ Lead Sharing
- ✓ Co-Marketing/Case Studies
- ✓ Operational Support

Total Margin Lift: +42%

Equivalent to ~\$126,000
in incremental annual profit

**CONNECT WITH YOUR
LOCAL SALES REP OR
BECOME A SYMETRIX
PARTNER TODAY!**



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