



SPECIALISTS IN FLOW AND LEVEL INSTRUMENTATION



...

PARTNERING FOR
SUCCESS

WELCOME

Detectronic has been delivering water monitoring equipment and services since our inception in 2007. We continue to innovate and launch new products within our portfolio – including our range of data services – all of which can be resold to support revenue generation within the Channel Partner community.

Our Partner Programme has been carefully crafted to provide a framework that enables support, revenue growth and excellent flexibility. No matter the size of your organisation, Detectronic can work closely with you to build a strong partnership with the aim of extending and enhancing the capabilities of your business and the products you sell. A fundamental part of Detectronic's vision is to develop a product set that will fill the gaps and meet the increasingly complex needs of the water industry. Today, the diversity of the products and services we provide means we are fulfilling that vision, while

still concentrating on our areas of specialist expertise. We are able to help those partners that are searching for a new revenue stream and provide them with a go-to-market strategy.

We are always excited about onboarding new strategic partners, and the revenue streams it promises to generate for our Channel Partners, while helping them adapt to the market and safeguard the longevity of their solutions. Partnering with Detectronic gives you full access to consultancy, solutions, services, and support. In addition to this you will be provided with an array of white labelled marketing tools to help you achieve industry stand out.

Detectronic is passionate about building relationships and welcomes businesses on board working together to achieve rewards and benefits.



On partnering with Detectronic you will be allocated your own designated Account Manager who will work with you to create a mutually successful Channel Account Plan. As a Channel Partner you will provide the first line of support for your customers and the Detectronic service operations team will provide proactive monitoring and troubleshooting. Our approach is to be flexible, taking the time to talk to our partners and building a track record of supporting them in the correct way as their businesses evolve.

Our partners can take full advantage of Detectronic's portfolio of flow, level and water quality products, all underpinned by our highly secure data platform. Whether you are looking for a partner to deliver one element of a solution or all elements of a solution, Detectronic has the experience and underlying infrastructure to support you.

Detectronic's breadth of qualifications and knowledge is complimented by its portfolio of accreditations. Regular auditing by external bodies to meet these rigorous accolades ensures that we are a reliable partner and one that your customers can trust.



Detectronic has a referral model in place whereby opportunities that our partners feel are suited to our portfolio and business will be supported. Our partners can rely on Detectronic to refer business.



BUILDING BLOCKS

Detectronic is a trusted provider of water flow, level and water quality monitoring equipment. By seamlessly integrating these into our cloud based data network our customers can easily manage multiple products over a single platform.

Every year we continue to make significant investments into the fundamentals of our success – technology and people. By working with world class partners who share in our vision, we will achieve our mission to help our partners increase revenues, retain customers and win more business.

WHAT CAN WE OFFER YOU AS A PARTNER?

- Profitability – Work with Detectronic to introduce new revenue streams, increase existing revenues and attract new customers.
- Ability to blend products and services in a ‘pick and mix’ fashion - letting you tailor solutions to your clients’ needs.
- Competitive pricing model
- Ease of doing business with us – you’ll get a dedicated account manager.
- Online portal for instant access to datasheets, user manuals, configuration guides and more.
- Add value for the end user, providing services which enable building blocks for new business and providing the glue that retains the customer long term.
- Training & expertise – Detectronic will provide you access to a highly skilled virtual team, whilst inviting you to regular webinars – to help you understand more about new products and services and helping you to enhance your knowledge in the water monitoring arena.
- Marketing Support – As a Channel Partner you get access to marketing resources and support.
- Certified market leading products - ATEX, CE



LET'S WORK TOGETHER

We make it easy for our resellers to grow revenue year after year with Detectronic by supporting them at every step with dedicated channel sales, technical, and marketing resources.

ALLOCATED ACCOUNT MANAGER

At the offset of our partnership you will be provided with an allocated Account Manager who will be there to help on-board you as a partner and be your main point of contact. Your Account Manager will be responsible for all commercial related issues and understanding your needs. They will advise about all aspects of the Channel Partner relationship and ensure that you feel valued as a partner and are armed with the tools and kit to lead you to success.

Supporting the account manager, you will have access to a full team

offering knowledge and guidance. Together your channel partner team are there to provide extensive product and service support to guide you through the programme and answer any questions alongside your Account Manager and technical specialists.

ALIGNED MARKETING RESOURCE

We have a dedicated marketing manager who works with and alongside your account manager. They will work with you to assist in go-to-market strategies and activities and work to create joint branding.

Need something tailor-made to fit

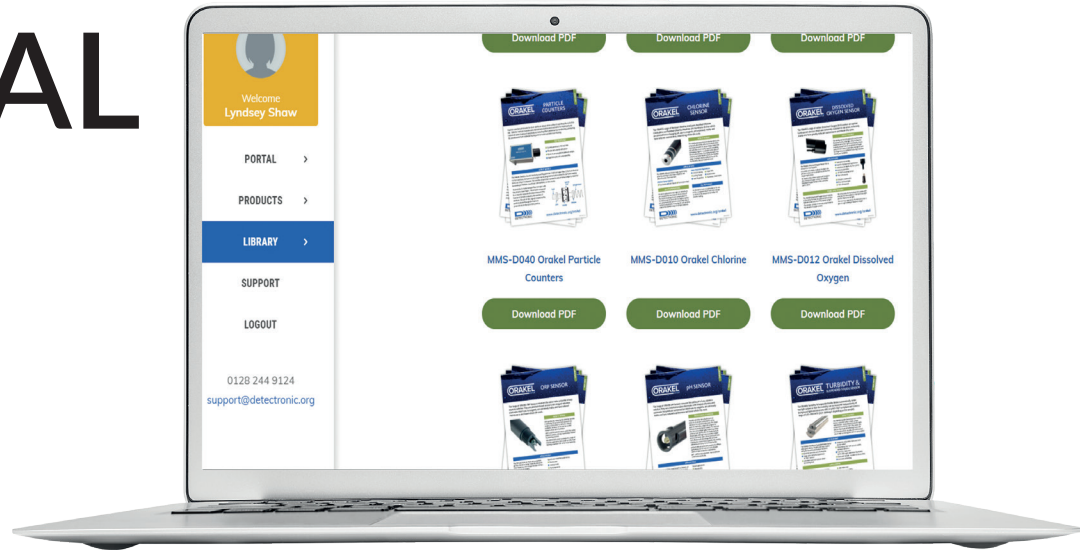
your unique needs? We can help you personalise your campaign

SUPPORT

Detectronic channel partners can look forward to seamless onboarding and training. You'll have access to the partner portal where you'll find a range of easy to access training modules, including instructional courses, quizzes and videos.

Complementing this, we offer full training and enablement, so that your teams are as well trained and equipped as our very own sales team.

PARTNER PORTAL



Our program structure is designed to build strong partnerships through incentives and rewards for companies who invest time and effort in the sale and promotion of our products. We understand that partners have different needs based on their individual business models and support a number of different partner types.

Our new channel partner portal is an easy to use, self-service hub for partners to quickly find the specific content they need. It has been designed to address all the day to day needs of our partners, across the full range of Detectronic products and services.

Available whenever you need it, you can access the information wherever you are, at any time of day or night on a desktop, tablet or mobile.

From the first time you log in, you'll have access to all the tools and information.

The content on the portal is evolving all the time, so we encourage all users to log in regularly to see new updates and access new resources.

Discover a world of information at your fingertips...



MARKETING SUPPORT

We provide all partners with access to co-marketing materials and tools for lead generation and mutual growth



ENABLEMENT

Increase your Detectronic sales and technical expertise in our solutions with:

- eLearning courses
- Webinars
- Quizzes
- Sales presentations
- Case studies



IMAGE LIBRARY

Here you'll find any visuals, logos, product images and any other marketing collateral you may need, together with advice on how best to follow our corporate brand guidelines.



PRODUCT INFORMATION

We've made working with Detectronic as accessible as possible with:

- Datasheets
- User manuals
- Configuration guides
- Quick start material



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