



 HIRSCH

**PUBLIC SECTOR PARTNER
PROGRAM**



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ICAN Program Guide

PUBLIC SECTOR PARTNER



Welcome to the Hirsch Public Sector Partner Program Guide.

HPSP is a comprehensive set of sales resources and marketing tools to take your business to the next level.

Hirsch is committed to the success of our partners. Become an HPSP Partner today and join a winning team of global partners who are rapidly growing their businesses.

Five Tiers to Success



F1

Sell any product within Hirsch's physical security product line, commit to a yearly sales requirement and meet a minimum number of Certified Technicians, Master Certified Technicians, and CSEIP Certified Employees.

Discount: 45% • Minimum Sales Requirement: \$250K+ • Certified Technicians: 4+



F2

Show outstanding performance, experience, and loyalty as a security solution provider, meet rigorous, advanced, strategic training criteria, show a high level of success through commitment to and sales of Hirsch's physical security products and solutions, commit to a yearly sales requirement, purchase demo equipment and utilize contract vehicles.

Discount: 48% • Minimum Sales Requirement: \$501K+ • Certified Technicians: 6+



F3

Show outstanding performance, experience, and loyalty as a security solution provider, meet rigorous, advanced, strategic training criteria, show a high level of success through commitment to and sales of Hirsch's physical security products and solutions, commit to a yearly sales requirement, purchase demo equipment and utilize contract vehicles.

Discount: 50% • Minimum Sales Requirement: \$751K+ • Certified Technicians: 10+



Fed SMB

Certified small business selling any product within Hirsch's physical security product line, commit to a yearly sales requirement and meet a minimum number of Certified Technicians, Master Certified Technicians, and CSEIP Certified Employees.

Discount: 45% • Minimum Sales Requirement: \$150K+ • Certified Technicians: 1+



SLED

Pursues state and municipalities within a specific region and sell any product within Hirsch's physical security product line, commit to a yearly sales requirement and meet a minimum number of Certified Technicians and Master Certified Technicians.

Discount: 40% • Minimum Sales Requirement: \$100K+ • Certified Technicians: 2+

Advancement to the next program membership level is determined by meeting the requirements of that level.

Hirsch reserves the right to downgrade/upgrade a Partner's membership level, or terminate program membership, at any time if program requirements are not met.

Benefits and Requirements

Benefits	F1	F2	F3	SMB	SLED
Discount off MSRP	45%	48%	50%	45%	40%
Technical Support	✓	✓	✓	✓	✓
Dedicated Support Line	—	—	✓	—	—
Dedicated Pre-sales Engineering	✓	✓	✓	✓	✓
Dedicated Inside Sales Support	✓	✓	✓	✓	✓
A&E (RFP/RFI Response) Support	✓	✓	✓	✓	✓
Discounted Demo System Offering	✓	✓	✓	✓	✓
Online Portal Access	✓	✓	✓	✓	✓
Sales Team Training	✓	✓	✓	✓	✓
Authorized Dealer Certificate	✓	—	—	✓	✓
Authorized Dealer Plaques	—	✓	✓	—	—
Sales Leads Provided	—	✓	✓	✓	✓
FedRAMP Inclusion	—	—	✓	✓	—
Custom Marketing Program	—	✓	✓	✓	—
Standard Marketing Support	✓	—	—	—	✓
Case Study and White Paper Inclusion	—	✓	✓	✓	✓
Co-branded Attire Co-op	—	0.50%	1%	—	—
Free Event Passes (ISC West/GSX)	✓	✓	✓	✓	✓
Local Event Support	—	✓	✓	—	✓
Federal Advisory Board Position	—	—	By Invitation Only	By Invitation Only	—
Chairman's Dinner Access	—	—	By Invitation Only	By Invitation Only	—
GSA Schedule	By Invitation Only				

Requirements	F1	F2	F3	SMB	SLED
Annual Purchasing Requirements	\$250K - \$500K	\$501K - \$750K	\$751K+	\$150K	\$100K
Signed Dealer Agreement	✓	✓	✓	✓	✓
Executive Level Sponsorship Required	✓	✓	✓	✓	✓
Velocity Certified Technicians Required	4+	6+	10+	1+	2+
Velocity Master Certified Technicians Required	2+	4+	6+	1+	1+
CSEIP Certified Employees	1+	3+	5+	1+	—
Listing on Company Website (applicable)	✓	✓	✓	✓	✓
Contract Vehicles	—	✓	✓	—	—
GSA Required (LOS/Own)	✓	✓	✓	✓	✓
FICAM Demo System	✓	✓	✓	✓	✓

Benefits in Detail

Discount Off MSRP – Probably your favorite benefit. Who doesn't love a discount and more money in their pocket? We like to reward our IPSP Partners for supporting our products in the field. The more you sell, the bigger discount you get.

Technical Support – Certified IPSP Partners have our technical support resources at their fingertips. Check out our comprehensive FAQs and/or submit a support request. As an F3 Partner, you will receive a Support Rep with a limited number of priority cases.

Inside Sales Support – You will receive a dedicated Inside Sales Rep (in addition to your assigned Hirsch Regional Sales Manager) who can assist you with quotes and order processing.

Pre-Sales Engineering Support – Need some assistance with the technical side of our products to get that sale won? You will have a dedicated Hirsch SE to use for your pre-sale needs.

Project Registration – We reward IPSP Partners who actively identify, develop, and win new business. Approved registered projects will receive up to 5% discount in addition to other partner discounts. Partners must submit each project for review via the project registration form in the Partner Portal.

A&E/Consultant Support – Hirsch's ACES Program (for Architects, Consultants, and Engineers in Security) provides information, contacts, and resources dedicated to that same specifier community. For IPSP Partners that would like to participate, you'll work directly with a dedicated A&E Business Development Manager to support your work on RFP & RFI responses.

Discounted Demo Equipment – Receive significant discounts off the MSRP for Hirsch demo equipment. Demo equipment provides an impact on the generation and closing of sales opportunities and can also be used for marketing, demonstration labs, and testing facilities worldwide.

Sales Staff Training – Upon onboarding, the Hirsch Team will set up a meeting to discuss your needs and get you up-to-speed on Hirsch products and how to sell them. We also offer online training courses to help you strengthen your skills.

Online Technical Training – After your first year as an IPSP Partner, based on your tier, you'll receive 2 - 4 free online training courses per year through the Hirsch Academy.

Online Partner Portal Access – Get access to sales tools and technical resources to help you promote the Hirsch line of products.

Webinar Access – Get exclusive access to our quarterly product updates webinars, along with other product and industry-related webinars. Have a topic you want to cover? Let us know and we can make it happen.

Authorized Dealer Certificate – IPSP Partners will earn an Authorized Dealer Certificate that attests that the partner has been granted exclusive rights to sell Hirsch products and solutions.

Sales Leads Provided – For F2, F3, SMB and SLED Partners, enjoy a closed loop lead pass process via the Partner Portal. The higher your tier, the warmer the leads. Is it getting hot in here?

Federal Advisory Board – F3 and SMB Partners will be added by invitation to participate in executive roundtable meetings and help steer product and industry direction.

Marketing Concierge Services – As a F2, F3 and SMB Partner, enjoy a dedicated Hirsch Partner Marketing Manager. You'll have a direct line of communication for all your custom marketing needs.

Co-Branded Marketing Materials – Need some collateral, a presentation, or custom signage for an event or meeting? Branded giveaways? We've got you covered. Just let your Hirsch Partner Marketing Manager know what you need and when you need it. It's that easy.

Co-Sponsored Events and Meetings – Partner with us for technology seminars, webinars, lunch 'n' learns, trade shows, and more.