Internet of Things Tier Benefits

Intel has built up a wealth of information and an ecosystem spanning building blocks from things to the cloud. These solutions and tools can lower the overall time to market while also giving you a competitive advantage in the highly fragmented and complex IoT market. Whether you are looking to expand your current business into IoT or you are an IoT veteran, you’ll find the resources you need to connect, innovate and scale in IoT.

### IoT PARTNER BENEFITS

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#### Solutions Directory

The Intel® Solution Finder provides an unparalleled marketplace experience where Intel Technology Providers worldwide can share products and solutions within various vertical market sectors. Today, solutions featured encompass a range of devices for the Internet of Things, with solutions spanning retail, healthcare, medical, industrial, military/aerospace/government, and transportation.

#### IoT specialty training courses

Partners can get up to speed on the latest Intel technology-based solutions that are powering the IoT transformation. Includes quarterly webinars, online training modules, and a variety of targeted events.

#### IoT specialty sales tools

As an Intel Technology Provider, we understand that sales tools are essential to successful sales efforts.

With that in mind, we have created a series of solution and vertical market specific “selling tool kits” for you. You will find tools available for retail solutions, hospitality and food services verticals. You will also have access to solution-focused selling kits for digital signage, point-of-sale (fixed and mobile), content management, digital security and surveillance, Industrial PC, and many more. Intel is continuously adding to this collection of sales tools to help you grow and expand your IoT expertise.

#### IoT marketing materials

Save time by using Intel-generated marketing materials for the Internet of Things. You will have access to ready-to-use collateral such as customer brochures, customer presentations and even email marketing templates to help you quickly ramp up your IoT marketing efforts.
Maximize Your Membership

IoT Specialty Benefits
The improved IoT Specialty Benefits encompasses the broader IoT, offering specialty benefits to Partners focused on information technology (IT) and operational technology (OT) solution integration.

IoT Specialist Designation
With this partnership you will receive an IoT Specialist designation that you can use and display to show your official affiliation with Intel as well as your specific expertise in providing Intel technology solutions and products in IoT. This specialty designation can help you build trust with your customers and attract new business.

Exclusive Communications for IoT Specialists
A customized IoT home page will allow you to view and download content only available to qualified Specialists, providing updates to the latest IoT technologies and special resources to give you the competitive edge with your customers. Additionally, Specialists receive a delivered quarterly newsletter to keep them updated on the latest in new specialty benefits, new case studies, and training courses.

Special Access to Exclusive Analyst Studies
The connected world grows and changes quickly with rapidly evolving technology to meet ever-changing consumer needs and expectations. As a specialty benefit, Intel provides access to analyst studies that help you stay competitive and ahead of the competition with IoT. With this information, you can speak knowingly about IoT trends and recommend solutions that help them prepare successfully for the future.

IoT Expert Level Training
Expand your IoT knowledge with exclusive trainings offered only to qualified Specialists. A few courses you will expect to see include Selling Software as a Service, The Intel IoT Platform, Retail for Specialists, The Smart Building Opportunity.

IoT SPECIALTY BENEFITS

CRITERIA:

1. GOLD or PLATINUM membership status

2. Create a company profile or publish an Intel-architecture solutions, service or case study on Solutions Directory

3. Complete 25+ credits IoT courses OR face to face IoT specific trainings

BENEFITS:

- IoT Specialist Designation
- Exclusive communications for IoT Specialists
- Special Access to Exclusive Analyst Studies
- IoT Expert Level Training
- Solutions Directory
- Co-marketing Services
- Exclusive Event Invitations
- Matchmaking

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Exclusive Event Invitations
As an IoT Specialist, you may receive exclusive invitations to events hosted by Intel or by one of Intel’s Partners. Events that you may get invited to include Intel® Solutions Summit and Embedded World. Events and participation may vary by availability and geography.

Solutions Directory
The Solutions Directory is a repository for the latest technology and solutions from Intel® Technology Providers and members in the Intel® IoT Solutions Alliance. Through Intel campaigns that drive traffic to the directory, IoT Specialists’ listings receive higher visibility to customers.

Co-marketing Services
Take advantage of resources and co-marketing opportunities from one of the world’s technology leaders to help you promote your new products and solutions with Intel® Technology. Select from a catalog of services to utilize for your business.

Matchmaking
Create new relationships with the help of your Intel account manager. Based on your business objectives and needs, your account manager will connect you with ecosystem Partners and/or end-customer sales leads to help you reach your goals and continue to grow your business.

EXPLORE INTEL-BASED SOLUTIONS AND STAY UP-TO-DATE WITH THE LATEST IOT UPDATES FROM INTEL:
intel.com/technologyprovider-iot