

TIERVANTAGE

Three Tiers, Multiple Benefits

Differentiate and elevate your business

The Lenel TierVantage Program delivers an array of valuable benefits to you and your business. TierVantage differentiates you from the competition, adds credibility to your sales efforts, and provides multiple marketing advantages. As a Value Added Reseller or Strategic Partner you automatically receive Authorized status. Based on your sales and performance, you can achieve the Select or Elite TierVantage levels, with each offering additional, valuable features to enhance your business.



The Lenel TierVantage Program*

Levels and qualifications

There are three TierVantage levels:



The level you attain is based on a number of criteria. As a Value Added Reseller (VAR) or Strategic Partner (SP) in good standing, you will automatically participate at the Authorized level. Additionally, points are awarded related to your performance in a variety of areas, including:

- Sales performance
- Growth rate
- Percentage of service sales within total Lenel sales (including Professional Engineering Services, Global Education and SUSP)
- Number of certified techs (VARs only)
- Payment status – average number of days payments are outstanding per year (VARs only)

Ranking criteria for TierVantage levels

RANKING	CATEGORIES				
	Sales \$	Growth Rate %	Cert. Tech**†	Service Sales	Payment†
Top 10%	50 pts	20 pts	20 pts	5 pts	
Next 20%	40 pts	16 pts	16 pts	4 pts	
Next 20%	30 pts	12 pts	12 pts	3 pts	
Next 20%	20 pts	8 pts	8 pts	2 pts	
Next 20%	10 pts	4 pts	4 pts	1 pt	
Next 10%	0 pt	0 pt	0 pt	0 pt	
Payment Overdue					0 pt
Payments On Schedule					5 pts

** Based on % ranking of tech credits:
 Master Tech = 5 credits
 Platinum Tech = 3 credits
 Gold Tech = 2 credits
 Silver Tech = 1 credit

† VARs only

Lenel TierVantage Performance Levels

Based on your performance in the areas outlined above, you will qualify for one of the three TierVantage levels. Each year you will be provided the opportunity to achieve a higher tier based on previous year performance. The top 20% of VARs and SPs achieve Elite status, the next 20% the Select designation, and all others the Authorized level.

To learn more about the program, please visit www.lenel.com/tiervantage, contact your Lenel Sales Manager or e-mail tiervantage@lenel.com.

TIER	PERFORMANCE LEVEL
Elite	Top 20%
Select	Next 20%
Authorized	Remaining 60%

Tiered Advantages For Your Business

Tier awareness and promotion to customers and prospects

- As a TierVantage partner you will receive a tier-specific program logo to promote your status – ideal for use on all marketing and sales materials, at trade shows and events, in correspondence, and more
- Elite and Select status adds even more credibility to your business

Partner plaques

- Elite and Select partners receive a handsome perpetual plaque that highlights the tier level achieved year by year
- Authorized partners receive a program certificate
- Perfect for display in your lobby or office

New product previews

- Elite and Select partners receive advance sneak previews of new products before they are introduced to market
- Two annual preview events will be held, in conjunction with ISC West and ASIS

Lenel trade show marketing graphics

- Elite partners will also enjoy access to print-ready Lenel marketing posters and other graphics for use at events and trade shows
- An easy, impactful way to include Lenel in your booth designs and displays

“Find an integrator” on lenel.com

- Allows lenel.com visitors to easily find Lenel channel partners online
- Potential customers can search based on geographic area
- Results include detailed partner listings, along with map and TierVantage status

Additional benefits coming soon

- The TierVantage program will grow to deliver more benefits for you – please watch for ongoing updates

Benefits By Level

TIER	TIER-SPECIFIC PARTNER LOGO	FIND AN INTEGRATOR LISTING	RECOGNITION	NEW PRODUCT PREVIEWS	TRADE SHOW & MARKETING GRAPHICS
Elite	X	X	Plaque	X	X
Select	X	X	Plaque	X	
Authorized	X	X	Certificate		

*This program is currently available to Lenel VARs in North America, and SPs in the United States



Lenel Systems International, Inc.
1212 Pittsford-Victor Road
Pittsford, New York 14534 USA
Tel 585.248.9720 Fax 585.248.9185
www.lenel.com

© 2012 Lenel Systems International, Inc.

