

thinxtra
Empowering Internet of Things



PARTNER PROGRAM 2017

January 2017

www.thinxtra.com

OPPORTUNITY

The Internet of Things presents a previously untapped potential for new business. Thinextra makes this potential easier to harness by offering low cost, low power, ubiquitous Sigfox connectivity in ANZ. Now is the time to get an edge and connect the un-connected!

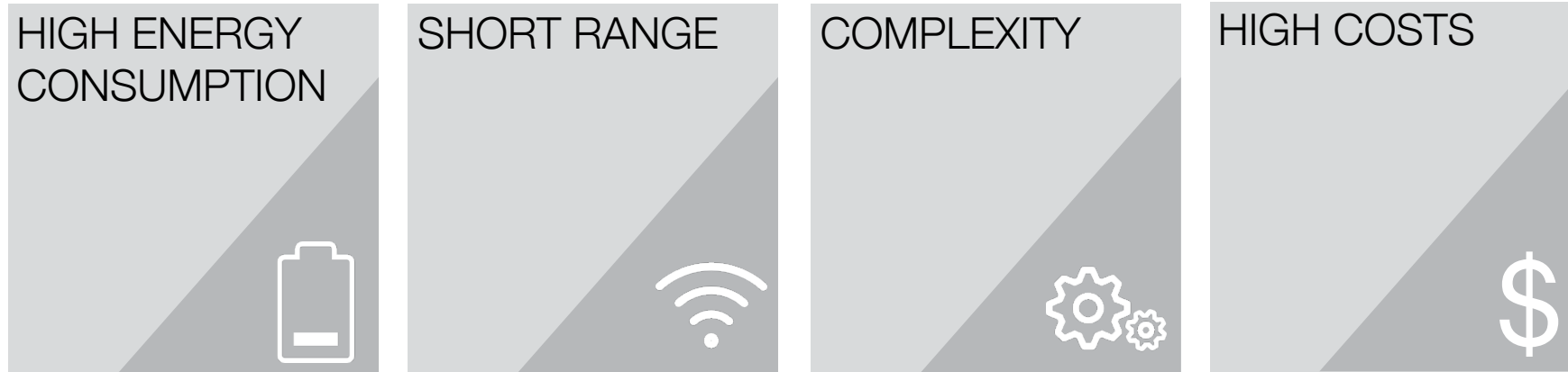
PARTNERSHIP

Thinextra is now actively partnering with industry leaders in their respective fields, to work together in creating innovative technology and business solutions, providing exceptional value to customers, and benefiting from the Sigfox advantage.

SIGFOX / THINXTRA OVERVIEW

PROBLEM

Most IoT projects fail to reach mass deployment due to:



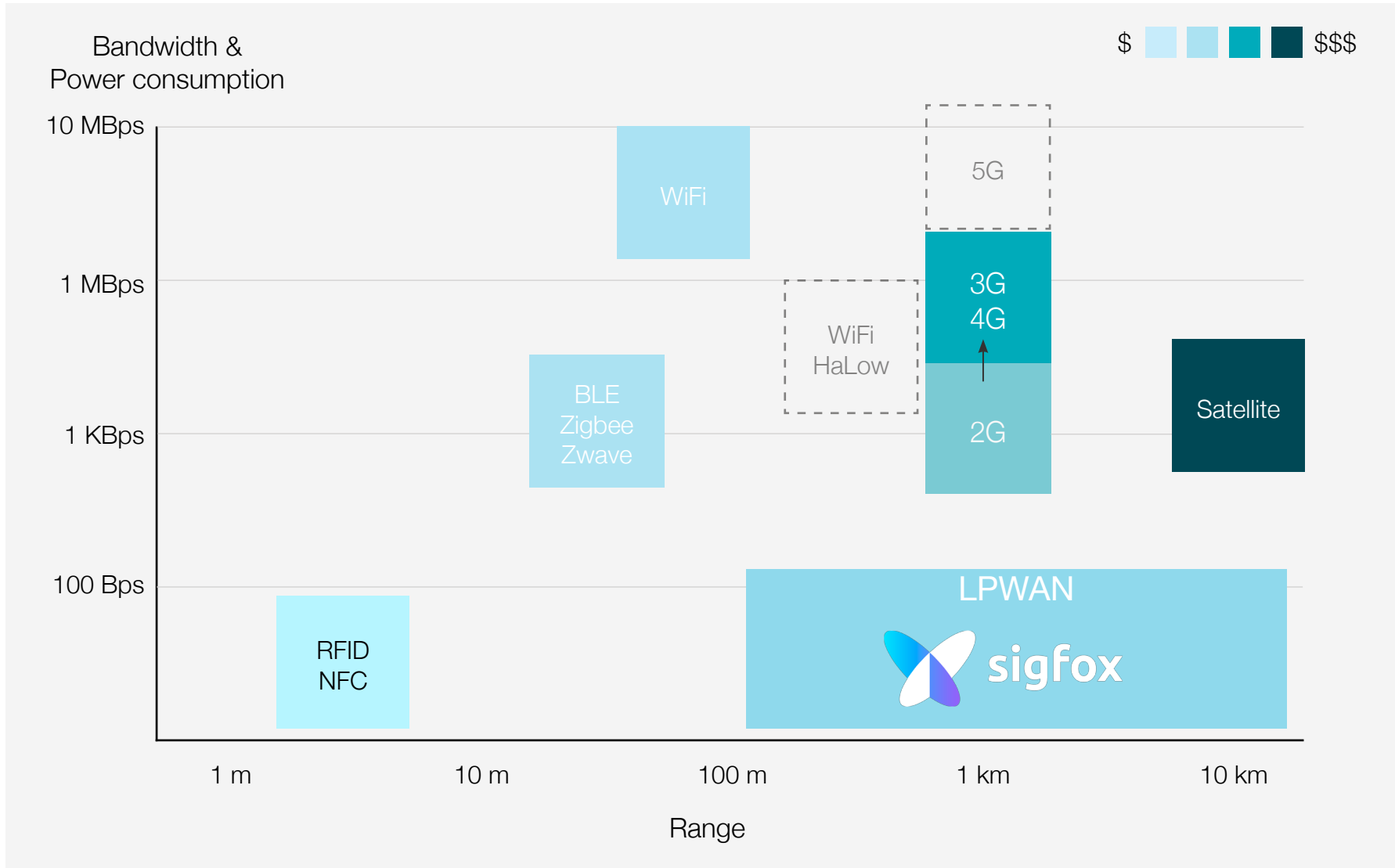
SOLUTION

LPWAN* technology solves these issues.

70% of Industrial IoT use cases require wireless sensors to send small amounts of data. However, most business cases struggle to pass the Pilot stage because of high costs, high power consumption, implementation complexities or lack of a suitable network.

*LPWAN: Low-Power Wide Area Network

LPWAN COMPLEMENTS EXISTING CONNECTIVITY TECHNOLOGIES



Main uses

WiFi & BLE
Consumer applications

3G & 4G
Vehicles and heavy
equipment

RFID & NFC
Industrial and retail
short range applications

Satellite
Remote applications

RFID: Radio Frequency IDentification - NFC: Near Field Communication - BLE: Bluetooth Low Energy - LPWAN: Low Power Wide Area Network

SIGFOX, THE MOST MATURE LPWAN IN THE WORLD



This technology was designed to address all of the points blocking the mass deployment of device connectivity. It eclipses traditional 3G cellular networks in both cost and power consumption. It beats local connections such as WIFI and Bluetooth by

providing a ubiquitous, nationwide network. It supersedes private networks such as Zigbee, Zwave and other proprietary solutions by eliminating the need to set up complex and costly local infrastructure. And it makes all the data available on one mature Cloud platform that can easily be integrated into customers' IT systems.

Sigfox network



LONG RANGE

Devices can be connected up to 50 km away from the base station vs 1 km for 3G



LOW COST

Customer pricing model is at least 10 times cheaper than 3G



LOW POWER

300 times more power efficient than 3G



SECURE

Security is built-in at every level, from devices to the Cloud



THINXTRA COMPETITIVE ADVANTAGES

EXCLUSIVE



- Covering 95% of the population by end of 2017 in AUSTRALIA, HK & NEW ZEALAND
- Part of a worldwide Sigfox network deployment

A-TEAM

- IoT experts
- Telco deployment experts
- Solutions engineering experts
- Experienced Board of Directors

FIRST MOVER

- Access to large projects
- Signing long term customers
- Evangelising and leading the industry's evolution

ECOSYSTEM OF EARLY ADOPTERS

- Device makers
- System Integrators
- Consultants
- Influencers and Evangelists
- Manufacturers
- Platform suppliers
- Universities

THINXTRA PARTNER PROGRAM

The background of the slide features a photograph of the Sydney Opera House, a prominent architectural landmark. The image is rendered in a monochromatic teal color, which is also used as a semi-transparent overlay across the entire slide. The Opera House is shown from a low angle, with its iconic white, sail-like shells clearly visible against a lighter sky. The building's reflection is visible in the water in the foreground. The overall aesthetic is clean and modern.

THINXTRA PARTNER PROGRAM

The program gives you access to training, tools and experts that help you deliver exceptional value to your customers. Be it a platform, a device or an end-to-end solution (integrating hardware, software & Sigfox connectivity), the program will provide tools for you.

PROGRAM OVERVIEW

The Thinxtra Partner Program is designed for different types of partners: software platform suppliers, system integrators, manufacturers, design houses, consultants, as well as universities and IT/ICT/IoT/Engineering schools' programs.

This global program helps partners build innovative and competitive business solutions based on Sigfox connectivity and cloud platform.

The program combines access to Sigfox technology documentation with Thinxtra's expertise to onboard and test your company's products on the SIGFOX network and prepare its introduction to the market.

PROGRAM REQUIREMENTS

Becoming a Partner (via Thinxtra Partner Program) is both a technological cooperation with Thinxtra and a mutual commitment to foster exceptional value solutions to customers.

PARTNER PORTAL

Once you have enrolled and accepted the NDA, you will be granted access to the Partner Portal. The Portal offers many resources to help you maximise the value of your partner status, including access to certification guides and toolkits, answers to frequently asked questions, program documents, training resources and more. Partners can be listed in the Thinxtra Partner directory online on their own request.

Partners in good standing and complying with the program criteria will be automatically renewed for another yearly term.

CERTIFICATION

Partner Program participants interested in certifying modules, devices and platforms should contact Thinxtra for further information and relationship with the Sigfox certification team.

Program managers will work with you to identify certification opportunities and to map out next steps.

Certified solutions are validated by Sigfox and Sigfox approved certification centres.

THINXTRA PARTNER PROGRAM COMPONENTS

Thinxtra provides diverse tools to fast track your solutions, from R&D to marketing resources.

TOOLKITS

Development kits let you test the network and develop first trials and proof of concepts (POCs).

EXPERTISE

Thinxtra has the capability to support horizontal and vertical solutions. These include setting up POCs, remote access capability, joint engineering and other activities with the help of technical IoT experts.

CERTIFICATION

If you choose to participate in the Sigfox certification process to certify your devices and modules for the network, you will be able to access Sigfox-provided expertise and resources. Compulsory certification gives peace of mind that your products are fully compliant with the network. Certification also increases customer confidence in the overall solution.

BENCHMARKING

Show that your products are enterprise ready by taking advantage of interoperability testing and performance benchmarking on the Sigfox network.

TRAINING

Thinxtra provides different kind of training from generic to very specific

MARKETING

Review of your solution and support to promote it locally and globally.

REFERRALS

Thinxtra can assist in pairing different solution providers to create an end to end solution, as well as providing introductions to end customers



THINXTRA PARTNER PROGRAM BENEFITS

	Devices Maker	Platform Supplier	System Integrator	Consultant	Education Centre
Knowledge Centre					
Direct communication with Thinxtra	✓	✓	✓	✓	✓
Access to the Partner Portal containing program-related information	✓	✓	✓	✓	✓
Access to certification documents	✓	✓	✓		
Subscription to the Thinxtra Partner Newsletter	✓	✓	✓	✓	✓
Sales and Marketing					
Mutual use of respective Logos*	✓	✓	✓	✓	✓
Listing in SIGFOX "Partner" global program catalog & website	✓	✓			
Access to post-marketing collateral				✓	
Revenue and margin sharing at partner's discretion	✓	✓		✓	
Loan devices to showcase & demo	✓	✓	✓	✓	✓
Assist in Proof of Concepts & field trials	✓		✓		✓
Support for Hackathon / events organisation	✓	✓			✓
Mutual referral	✓	✓	✓	✓	✓
Mutual communication on partnership	✓	✓	✓	✓	✓
Network Deployment					
FREE installation of antenna + base station on your rooftop for optimum coverage	✓	✓	✓		✓
Network deployment prioritisation	✓	✓	✓		✓
Technical Engagement					
Access to development kit	✓		✓		✓
FREE SIGFOX company account	✓	✓	✓	✓	✓
FREE connectivity for test purposes	✓	✓	✓		✓
Support for SIGFOX certification	✓	✓	✓		✓
Access to engineering support via phone, email or webinar	✓	✓	✓		
SIGFOX Platform training	✓	✓	✓	✓	✓
Support to create an IoT program				✓	✓

**following respective graphic chart guidelines*

OTHER BENEFITS

The Thinxtra Partner Program also offers additional marketing and educational benefits:

- Sigfox branded program logo for registered Partners.



- Joint marketing opportunities including Thinxtra-branded solution briefs, blog posts and promotion of partner solutions via social media and the Sigfox / Thinxtra website portal.

- Quarterly Partner Newsletters that highlight program features, joint marketing opportunities, upcoming events and partner training resources.

BECOME AN ECOSYSTEM PARTNER

With three nationwide wireless networks dedicated to the low cost Internet of Things, Thinxtra is :

- creating a profitable and differentiated IoT ecosystem in Australia, Hong Kong & New Zealand
- providing strong hardware, software, marketing and commercial support to any new partner

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PARTNER PROGRAM 2017

Register online at:
www.thinxtra.com/partners

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Empowering Internet of Things

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