

The Pickering **Partner** Program...



...Work with a Pickering Partner



pickeringtest.com

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Pickering **Partner** Program

Interested in a Partnership with Pickering?

A partnership is defined as “an arrangement where parties agree to cooperate to advance their mutual interests.” And that is what we want to do with our Partner Program—collaborate to achieve common goals to help our customers. The program has been created to offer a range of benefits to you, as the Partner, which are dependent on the levels or services you offer our customers.



What can I expect from the Partner Program?

Sales interaction: Interact with Pickering sales engineers, customers and prospects worldwide to build relationships.

Branding Opportunities: Your partner profile will be listed on our Partner Directory, and you will participate in co-marketing opportunities.

Exclusive Access to Training & Activities: Get priority access to specialized products, marketing, training and activities.

Annual Partner Meeting per Region: We will organize meetings in the US, EMEA & APAC to review new products and services from Pickering and an opportunity to have open business dialogues.

Access to the Partner Portal: As a partner, you can access our Partner Portal, which offers additional business insights, marketing material and partner-specific benefits.

PARTNER PROGRAM

Work with a Pickering Partner

Our primary focus is to offer you switching and simulation products and services to streamline the development and deployment of your electronic test and verification systems.

DIRECTORY
Find a partner
Our worldwide network of partners offers a variety of services from integration to consulting.
[DIRECTORY](#) ➔

REGISTER
Become a partner
We offer valuable partnering options to help you grow your business and bring new solutions to market.
[REGISTER](#) ➔

PORTAL
Already a partner?
Take advantage of our Partner Portal for program and marketing resources, training material & more.
[LOG IN](#) ➔

Why use a Partner

In order to equip your specific test needs, there are times where we need additional capabilities such as fixturing, integration consultancy, software development and other complementary services. Our partners have unique skills, services and expertise, and can assist in the development of complete solutions to meet your exact needs.

[➔ Find a partner](#)

Why become a Partner

As a Pickering Partner, you will receive sales, marketing and technical resources that will help you to grow your business, bring new solutions to market and support our mutual customers. We offer valuable partnering options to help you grow your business and bring new solutions to market.

[➔ Learn more](#)

Levels of the Program

We have identified two levels based on the System Integrator's experience using our products and the depth of the business relationship.

Partner

A company at this level demonstrates consistent business alignment and collaboration with Pickering. They comprehensively understand our product portfolio and, where practical, promote Pickering technology in favor of alternatives.



Affiliate

A company at this level has limited experience with our products. They demonstrate a willingness to work with the local Pickering office or sales manager.



What are the Benefits of Becoming a Partner?

We recognize many suppliers in the T&M market provide test, switching, and simulation products. As a Pickering Partner, your company will be represented on our website. A customer considering our products may also require additional services. This will encourage visitors to contact you regarding those services. Where practical, as a Partner, we expect Pickering technologies to be used in such a system.



Detailed Benefits include:

	Partner	Affiliate	Distributor
Secure Access to Partner Portal	✓	✓	✓
Pickering Partner logo (level dependant)	✓	✓	✓
Pickering Partner newsletter	✓	✓	✓
Listing on Partner Profile Web Pages	✓	✓	✓
Basic Product and Marketing training	✓	✓	✓
Opportunity to promote services on Pickering Interfaces website	✓	✓	<input type="checkbox"/>
Discount on demo/development hardware	✓	✓	<input type="checkbox"/>
Participation in sales and marketing activities	✓	✓	<input type="checkbox"/>
Case study creation	✓	✓	
Invitation to Annual Partner meeting	✓	✓	
Collaborative joint press releases	✓	✓	
Access to high-quality product images	✓	✓	
Discounts on Pickering products	✓	<input type="checkbox"/>	
Advanced product training	✓	<input type="checkbox"/>	
Extended warranty	✓	<input type="checkbox"/>	
Access to road maps	✓		
Priority shipments	✓		
Joint global business planning	✓		

Subject to agreement

As Partners, We Can Both Play a Part in Accomplishing the Overall Goals

Mutual business success is a critical outcome for the program, and the program has been built around this framework. Many of the program benefits support this. To obtain this success, we strive to provide customers with an ongoing "Design, Deploy, Sustain" message.



Design

Accelerate test system design

We deliver the hardware and software tools and expertise you need to define test system switching and cabling quickly.



Deploy

Reduce integration time, increase throughput

Augment your engineering resources with our range of tools and the expertise of our integration partners.



Sustain

Lower cost of ownership, maximize uptime

Get the proper hardware and tools for diagnosis from a company with 50+ years of experience in electronic test.

How do I Sign Up?

If you would like to apply to become a partner, discuss your interest in the program with your local Pickering contact or apply online - <https://www.pickeringtest.com/partners/registration>



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