

Global Partner Support Program



At Atlona, our partners
always come first. Your
challenges are our solutions.
Your success is our success.

We're proud to offer AtlonaAdvantage, our partner support program and pledge to fulfill your business needs, respond to the daily challenges you face, and deliver new opportunities to help you build upon your success.

Support

Providing smart, superior solutions
for your continued success.

Quality

Creating world-class product
reliability and performance.

Opportunity

Delivering the advantages your
business needs to thrive.

Support



Product Recommendation Upgrade

If you order an Atlona product that's temporarily out of stock or back-ordered, we'll do all we can to help by recommending and shipping a comparable Atlona product of equal or greater value, often at no additional cost. With Atlona, you have the advantage of getting the products you need as quickly as possible, saving you valuable time and money while keeping your mind at ease. We will make it right.



AtlonaAcademy Training Programs

Knowledge is power. At Atlona, we know increased knowledge leads to increased opportunities. That's why we're dedicated to providing product training programs to our partners from our innovative team of Atlona-trained and certified experts. Our goal is to educate your organization not only about our products but the technology behind Atlona products that can help shape your future success.



Technical Support 7 Days a Week

Got a technical question and need an answer quickly? Atlona offers fast, easy email and telephone access to Atlona-trained and certified product technicians when you need them. Wherever you are in the world, Atlona is ready to help and support you.



Pre-Installation Advisors

When you partner with Atlona, you get the expertise and knowledge you need every step of the way to succeed. Consult with our team of trained Atlona professionals while specifying the job before installation to ensure you're using the proper product specification, get advice on system design, and learn how to make integrated systems applications truly work for your customers.



Priority Warranty Replacement Service

Whether you experience a complete or partial product failure, you need to act quickly because time is money. Our Priority Warranty Replacement Service commitment means you'll receive rapid replacement of the problem product, including same day priority shipping on authorizations completed by 2 p.m. PST. With AtlonaAdvantage, you can feel confident we'll have a quick remedy, minimizing downtime of your system installation.

Quality



Extensive Product Testing & Quality Control

All Atlona products adhere to rigorous quality assurance standards and extensive product testing to ensure consistent reliability and top performance. When you purchase and install Atlona products, you're assured they'll perform with our industry-leading minimal failure rates. We conduct exhaustive bench testing with real-life integrated system applications to make sure they work in the environment they'll be used. Quality and reliability is what makes Atlona products stand out from the competition for installers and integrators.



World-Class Design & Engineering

Atlona products are created with an emphasis on world-class design, development and superior engineering. Extensive partnerships with leading audio/video technology developers and standards groups worldwide means you're assured the latest technologies are instilled in all Atlona products – as well as fully compliant and compatible with new technologies. Atlona enables you to offer the most state-of-the-art advanced products to your customers, miles ahead of the competition.



Strategic Partnerships & Alliances

Atlona is actively involved and engaged with strategic companies and industry associations developing uniform platform standards to ensure interoperability of diverse systems and technological organizations – now and in the future. As a result, when you partner with Atlona, you'll have advance access to industry-first products, technologies and solutions.



Atlona.com/Ideas

Your success is Atlona's success. We believe it's essential to maintain an ongoing dialogue with our partners to ensure we continue to meet and exceed your expectations. Together, we can build the best products, develop new innovations and remain focused on being a global leader in audio/video connectivity solutions. We encourage you to stay engaged with us and let your voice be heard by contacting us at **Atlona.com/Ideas** in order to create even better products for you in the future.

Certain terms and conditions apply to the AtlonaAdvantage program. Contact your Atlona representative for additional details or visit AtlonaAdvantage.com for more information.

Opportunity



Stock Rotation Program

We understand some products are more successful than others. Atlona's Stock Rotation Program helps maximize your sales opportunities and momentum, ensuring you always have the products you need to move units. Our dedicated Account Managers will analyze your selling trends to help recommend products that will be effective for stocking.



Flexible Discount Program

We believe helping our partners continue to be successful is important, whatever your business model. We want to reward you for your success, which is why we offer flexible incentives and programs including the Atlona Volume Incentive Rebate (VIR) and Market Development Funds (MDF) which pays you back in the form of real shared dollars to reinvest in growing your business. We also offer other tailored dealer programs and discounts to distributors customized to your business model. The Atlona Flexible Discount Program is designed to work with you the way you want to work.



Price Protection Program

When it rains, it pours and Atlona price protection is your personal umbrella. The agility of our Price Protection Program further protects your business, enabling you to maintain profitability even in the midst of pricing changes and unexpected market volatility.



Marketing Solutions

We know proper presentation of Atlona products and services are key to generating the most impact and interest with your customers. To ensure your continued success, Atlona partners have access to a comprehensive online library of sales materials, including Atlona datasheets, presentations, advertisements, product merchandising, email, special events and other tools.

AtlonaAdvantage.com

AtlonaAdvantage Premier Club

We're dedicated to ensuring you get the very best from Atlona. But select Atlona partners require an extra level of direct support and service. That's why we're also proud to offer our exclusive AtlonaAdvantage Premier Club program.

When you're a qualifying AtlonaAdvantage Premier Club partner, you'll receive the added benefit of receiving support from a dedicated Atlona support specialist that ensures all your technical and customer service questions and requirements are met immediately, when you need them most. An AtlonaAdvantage Premier Club partner has direct phone and

email access to a dedicated support specialist that knows and understands the specific needs of your business intimately.

It's like having your very own Atlona support concierge working for you and your business! With AtlonaAdvantage Premier Club, you'll receive the attention and support our most distinguished and select partners truly deserve.

AtlonaAdvantage Premier Club is currently available to a limited number of Atlona partners. Talk to your Atlona representative to see if you qualify.

Get the AtlonaAdvantage

For more information and the latest AtlonaAdvantage updates, including complete terms that apply to your organization, visit www.AtlonaAdvantage.com

Learn more about Atlona products and services at www.Atlona.com

We'd love to hear from you!

Contact us with your questions or comments:

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- International: 1-408-962-0515
- Email: sales@atlona.com