

## Mission Statement

### *Mission*

The Sepura Application Partner Programme aims to stimulate the growth of new applications and services for the benefit of the global TETRA user community. With an emphasis on quality, Sepura is targeting specialist companies that are capable of delivering high-value, commercial-grade applications and services that genuinely serve public safety needs and exploits the potential of TETRA as a data services bearer by delivering connectivity through Sepuras policy of open interfaces

## Objectives

### *The Application Partner Programme provides:*

- The programme aims to stimulate the growth of new applications and services for the benefit of the global TETRA user community.
- To provide a formal process to allow Sepura to target specialist companies that are capable of delivering high-value, commercial-grade applications and services that genuinely serve public safety needs.
- To focus development to create valuable USPs through the closer understanding of the needs of the partner and the requirements of the users of their solutions.
- Assist the Sepura sales channel partners to locate comprehensive solutions that meet the needs of public safety users, all with Sepura products at their core.
- Promote the application of new technologies to meet the emerging requirements of demanding world TETRA market
- Act as a focal point to foster new products and solutions.
- To ensure Sepura remains the "partner of choice" for third-party specialists to work with.

## Benefits

There are many benefits in becoming a member of Sepuras Application Partner Programme.

### **PRODUCTS**

Accredited partner can purchase start-up equipment at a discounted rate. Please contact the Partner Manager to discuss.

## Kit Contents

- 1x Clear SRH hand-held with:  
sGPS, No TEA  
Antenna  
Battery  
Charger  
Data cable
- 1x Clear SRG3500 with:  
GPS, Console, No TEA, No Protection, No SIM  
2m remote console cable  
Fist Mic  
Loudspeaker  
Data cable
- Radio Manager EL

## TRAINING

Tailored, training packages are available. Please call +44 1223 876000 and speak to Gareth Jones to book.

## ACCESS TO FACILITIES

On-site TETRA testing facilities can be booked, please contact the Programme Manager to discuss.

## ACCESS TO SEPURA STAFF

Access to specialist staff (technical & commercial) is available via the Programme Manager.

## JOINT ACTIVITIES

Partners can request to partake in the following co-op activities:

- Supply presentations/demos or exhibit their solutions at TalkTETRA and other Sepura events - reviewed on a case-by-case basis.
- Joint participation in direct mail and e-mail campaigns
- Joint marketing/press releases (subject to approval)
- Joint success story/customer testimonial (subject to approval)
- Joint field trials

## ACCESS TO INFORMATION

Partners can expect to receive advanced information on new products, software updates and features.

They will also have access to marketing collateral such as product datasheets, corporate brochures, and customer case studies.

Web access to restricted documentation via a password protected resource centre including presentations, collateral, user guides available to the distribution channel

Web access to restricted documentation including collateral, users guides, advertising, images and other resources

### **OTHER BENEFITS**

- Brand association with the worlds largest independent terminal manufacturer
- Sepura products are compatible with all network infrastructures so that partner products will appear to the widest possible market
- Access to and usage of the Application Partner Programme logo
- Ability to showcase new products and solutions to Sepuras Channel Partner network via the dedicated resource centre.

## Accreditation

Programme membership is earned, it is much more than just a certificate, it is a mark of achievement for companies with Sepura products at their core.

The application process is short and simple and is designed to make sure that the proposed solutions meet the following objectives:

- The product or solution must proactively serve the needs of a rapidly growing worldwide TETRA market.
- The product or solution exploits the potential of TETRA as a data services bearer by delivering connectivity through Sepuras policy of open interfaces.

### **Application Process**

**Step 1.** Contact Programme Manager on + 44 1223 876000 for a telephone interview.

Please have the following information available:

- company profile
- brief product/solution description -please include USPs
- existing and target markets
- contact details (name, tel, email & web address)

**Step 2.** If the telephone interview was successful, you will receive an application pack via email.

**Step 3.** Please fill in all areas of the application pack and return as advised to the Programme Manager.

**Step 4.** The application will be reviewed internally and you will be advised by email

**Step 5.** Successful applicants will receive a logon and password to the partner resource centre