

# Scala Partnerships

Scala is the world's first connected signage company, offering the leading platform for content creation, management and distribution in digital signage networks, and the first unified platform for advertising management of both traditional and digital signage networks. By teaming with a large ecosystem of skilled partners, Scala is the leading global provider of digital signage and advertising management solutions.

Scala is always looking for new partners with unique outlooks on the industry of digital signage. Our partner program is divided into several programs to meet the needs of different types of partners. If you think you have what it takes to become a Scala Partner, visit [www.scala.com/scp](http://www.scala.com/scp) to download the complete Partner Program Guide and Application.



## Partnership Types

**Solution Sales Partners** - Scala Solution Sales Partners are primarily systems integrators who are experts in Scala implementations and sell Scala licenses, but may also include market leading providers of services such as training and vertical market expertise.

**Service Partners** - Scala Service Partners are firms that provide services including system integration and installation, but do not typically sell Scala licenses. Often times they do work on a subcontractor basis with Scala Solution Sales Partners in signage deployments.

**Content Partner** - Scala Content Partners are firms that provide content creation services, but do not typically sell Scala licenses. Often times they do work on a subcontractor basis with Scala Solution Sales Partners in signage deployments.

**Network Operator Partners** - Scala Network Operator Partners are companies that host Scala networks for sub-customers or companies that own and operator their own Scala network for profit. These companies aim to take Scala software and by hosting it or reselling hosted access to it provide a more complete horizontal or vertical market solution. This solution maybe sold to end users under the Network Operator's brand. This category includes traditional Network Operators and those partners who resell access to Scala's shared hosting services.

**Platform Partners** - Scala Platform Partners are market leaders in supplying the preconfigured hardware systems upon which Scala applications run. These products are typically hardware systems or displays with integrated PC type hardware and can be sold through Solution Sales Partners.

**Technology Partners** - Scala Technology Partners are third party companies that provide Scala customers with software or hardware products that complement, interoperate with, and add value to Scala applications. These products do not require any specific integration with Scala software. This group could include technologies such as screen providers, ad aggregators, advertising firms, or other software or hardware that adds additional value for Scala customers.

**Developer Partners** - Developer Partners make and sell software that is added to the Scala platform. This software typically requires access to Scala APIs and requires additional assistance from Scala R&D. These products should interoperate with Scala to the degree that a Scala Solution Sales Partner or customer's internal IT organization can include them as part of a complete solution built around Scala applications.

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In any new business relationship, the investors must decide what level of investment is appropriate for them. Scala Partnership Program includes two or three different levels of investment within each Partner category: **Certified, Premier and Strategic** partnership levels. Using the information presented in the Scala Partnership Program Guide, you can determine what level of investment works for you and choose the appropriate partnership level.

The higher the level of partnership, the greater the combined commitment to establish a well funded, more comprehensive relationship. For example, at the Strategic Partner Level, both Scala and the Partner invest significant resources into the partnership, such as extensive training programs, sales support, trade show participation, linked websites, Integration assistance, etc.

## Partnership Levels

**Certified Partners:** This base partnership level is appropriate for companies with a moderate interest level in digital signage. These Partners are characterized by their in-depth vertical market knowledge or presence within a concentrated geographic location. Scala Certified Partners are eligible to attend Scala sales and technical training by an authorized Scala Trainer; use Program Specific Logo; have an assigned Scala point person and in some cases qualify for Co-op Marketing Funds. To learn more about the requirements to be eligible to become a Scala Certified Partner refer to details listed by partnership types throughout this guide.

**Premier Partners:** At a higher level of commitment, Scala Premier Partners are larger firms that have demonstrated an ability to provide integration services. In addition to the basic Scala Certified Partner benefits, Premier Partners have access to Scala Sales Personnel for customer presentation, a direct link on Scala’s website and many other value-added services detailed by partnership types throughout this guide.

**Strategic Partners:** This level is reserved for large firms that have demonstrated their ability to provide integration services on worldwide basis with broad industry knowledge. Strategic Partners are entitled to the highest level of partnership and commitment from Scala in exchange greater commitment of resources.

The Scala Partnership Program includes programs and activities centered around three key business elements, technology, marketing and support. Scala values our partner relationships. We are continually working on improving our support in the form of cutting edge marketing materials, training, web site management, sales support, trade shows and state of the art technology.

