

# MAPPEDIN PARTNER PROGRAM

# WHO WE ARE

Mappedin is at the forefront of digitizing the indoors. Each year we create more digital indoor maps than any other company using our industry leading, proprietary automation process and map creation software. Indoor maps change all the time and Mappedin is the leading platform for indoor spatial data management, digitizing venues, and building best-in-class indoor mapping experiences.

Of course the true value of our indoor maps is to power industry-specific solutions and applications. Whether it's a shopper at a mall using a digital directory to find a store, a patient at a hospital using a mobile app to navigate to their appointment, or a security team directing people to the closest exit during an emergency. Mappedin is the footprint for all indoor experiences.

The Mappedin Partner Program is about delivering these turn-key solutions to customers. We solve indoor mapping and wayfinding - our partners deliver complete solutions for specific use-cases. And, our Service Partners build custom indoor mapping applications for customers.

Through our robust set of SDKs and mapping exports, partners can build experiences across all devices and platforms. The Mappedin platform is highly performant, works offline, and includes key navigational features. With the ability to integrate indoor positioning technology, building real-time mapping experiences has never been simpler.

To date, Mappedin has mapped **1.3+ billion square feet** of indoor space across **1,300+ venues** in **50+ countries**.

Let's grow this number together.

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## Partner Types

### Software

Software vendors (ISVs), SaaS and PaaS companies that deliver complete industry solutions leveraging the Mappedin digital indoor experience. If your company delivers software and requires an indoor map, we will support your integration of Mappedin and help you sell.

### Hardware

Large screen kiosks, players and connected devices are all critical components to delivering a great end experience. We work with hardware vendors to test our software across as many devices as possible and support the many types of hardware that are being used in the market today.

### Professional Services

Professional services, system integration, and custom development to meet unique application requirements. We will ensure you have the right level of expertise with our platform and enable customers to hire your team to build custom solutions and applications.

## Partner Benefits

### Co-Selling

Customers don't want just a map, they want a map that delivers value. Solution Partners will be highlighted in our Solutions Directory and our sales team will actively sell qualified partner solutions. Selling together is fully managed by a Strategic Partner Manager.

### Co-Marketing

Our partner marketing team will share what we do together with the world. We'll commit to at least one joint announcement per year and may have opportunities to participate in outreach such as Webinars, case studies, campaigns and white papers.

### Technical Support

Partners are eligible for a named Integration Engineer they can consult with to build-out their solution or advise their team of developers.

### Proof of Concepts

Most customers start their journey with a Mappedin POC. Partners will have access to reduced cost POCs to encourage rapid engagement of new customers.

### Pricing Discounts

Solution Partners that commit to a growth model are eligible for OEM pricing discounts for embedding Mappedin natively. Service Partners that choose to resell are eligible for reseller discounts.

# GETTING STARTED

## Partner Requirements

### Product Integration

We'll qualify each Solution Partner integration of Mappedin. This can be either a native feature or as an add-on available on a per-customer basis.

### Proficiency

Service Partners will demonstrate the ability to develop applications with the Mappedin platform. Our team of Integration Engineers will help our partners meet this requirement.

### Sell & Market Together

We're going to sell partner solutions and services and expect the same. Listing the partnership on your Website, committing to case studies and press releases, and selling Mappedin as a preferred option for indoor mapping are part of our journey together.

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## Steps To Become A Partner

1. **Apply:** Complete the partner application and agree to our program terms and conditions.
2. **Plan:** Schedule a consultation with our partner team to establish a partner plan and goals.
3. **Qualify:** Complete enablement and/or solution qualification with a partner manager.
4. **Content:** Collaborate with marketing team to complete a one-pager on your solution or service.
5. **Announce:** Publish partner listing, joint announcements and co-marketing material.
6. **Execute:** Regular touchpoints with your partner manager to ensure we're tracking towards goals set

# PARTNER PROGRAM

## Let's Work Together To Map The Indoors

Mappedin provides a modern and collaborative approach to enabling our partners. We want you to understand Mappedin's business to the same degree that we do, ensuring you have the technical and market knowledge to foster meaningful conversations and drive your business forward.

Apply now by visiting [info.mappedin.com/partners](http://info.mappedin.com/partners)

