



**SALES CHANNEL**  
PARTNER PROGRAM GUIDE

*Partnering for a more resourceful world*

**TABLE OF CONTENTS**

**Partnering for a More Resourceful World** ..... 4

**Why Itron?** ..... 5

    Partnering with Itron..... 5

**Itron Engage: Program Overview**..... 6

    Program Governance ..... 6

    Guiding Principles ..... 6

    Pillars of Success..... 7

**Tiered Program, Increasing Benefits and Opportunities** ..... 7

    High-Level Solutions Map ..... 7

    Itron Engage Tiers..... 8

    Sales Channel Partner Program Scoring ..... 8

    Tiered Program Benefits ..... 9

    Itron Financial Services ..... 9

    Market Development Funds..... 10

**Training and Certification** ..... 11

    Itron University ..... 11

    Certifications ..... 11

**Resources** ..... 12

    Partner Portal..... 12

    Support Contacts ..... 12

**Becoming an Itron Engage Sales Channel Partner**..... 13

    New Itron Sales Channel Partners ..... 13

    New Partner Inquiries..... 13

## PARTNERING FOR A MORE RESOURCEFUL WORLD



At Itron, we are dedicated to creating a more resourceful world—one that recognizes the importance of energy and water management, and one that is working toward managing those resources more efficiently and effectively every day.

With so many challenges facing our customers—everything from rising consumer expectations, integrating renewables, navigating increasingly connected and smarter communities, aging infrastructure and more—we are committed to delivering world-class technology, services and support to help them not only address today's concerns but also transform their business to better serve tomorrow.

Itron enables utilities and cities to safely, securely and reliably deliver critical infrastructure services to communities in more than 100 countries. Our proven portfolio of smart networks, software, services, meters and sensors helps our customers—and yours—better manage energy and water for the people they serve and form the foundation of smarter cities and communities.

We recognize that we can't do it alone. To truly create a more resourceful world, it takes the dedication of all of us—and that's why Itron Engage, our global sales channel partner program, is critical to our shared success. Working together to leverage our shared innovation, creativity and expertise, we know we can solve our customers' challenges, help them be more successful than ever and drive our collective success in the process.

We are ***partnering for a more resourceful world.***

Join us.

A handwritten signature in black ink that reads "Kevin Morata". The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

**Kevin Morata**

*Director – Itron Engage Sales Channel Partner Program  
Itron, Inc.*

## WHY ITRON?

We're proven. We have decades of experience, delivering innovative, secure solutions for utilities and cities to customers all around the world. Our portfolio has been proven at scale, in some of the least hospitable environments on earth.

We know what your customers are up against. We understand their challenges and the complexity of modernizing critical infrastructure. Itron offers broad and deep domain expertise with complete, end-to-end solutions and services for any environment that you can leverage to help address your customers' challenges.

We help you solve their problems today—and we'll give you a strong foundation for tomorrow's applications, capabilities and revenue streams. We are a strategic partner you can trust every step of the way.

### Partnering with Itron

Helping utility and municipal customers succeed in a rapidly evolving industry takes commitment, expertise and partnership.

Itron Engage, our sales channel partner program, extends the reach of Itron's solutions by empowering you, our trusted partner, with the right tools, training and technology to grow your business, deliver valuable results and help utilities and municipalities better manage energy and water.

- » Itron Engage is a global, structured program designed to drive your success by equipping you with the right tools to help your customers succeed.
- » Through ongoing training, development, certification and support, we enable you, our channel partners, to differentiate and grow your business by leveraging the strength of the Itron portfolio, brand and leadership position.
- » The program features a variety of increasing benefits, rewarding those partners who exhibit both expertise across the entire portfolio and exceptional, consistent performance.
- » With an emphasis on simplification and standardization, Itron is continually investing in the people, relationships and infrastructure to support our channel partner community and the Itron Engage program.

### Itron at-a-Glance

**8,000**

CUSTOMERS IN 100  
COUNTRIES

**+270M**

COMMUNICATION  
MODULES DEPLOYED

**+100M**

ENDPOINTS UNDER  
MANAGEMENT

**~3M**

STREETLIGHTS UNDER  
MANAGEMENT

**+250**

PARTNERS IN A BROAD  
ECOSYSTEM OF SOLUTIONS

**\$2.2B**

2023  
REVENUE  
(USD)



## ITRON ENGAGE PROGRAM OVERVIEW

Through a world-class sales channel partner program, Itron Engage is transforming our relationship with our channel partners and growing our business together. By developing a new program for empowering a diverse group of channel partners, we will build stronger, lasting relationships and equip these partners with the right tools, training and support across the Itron portfolio to better serve customers and meet the demands of an increasingly transforming industry.

### The program features:

- » Access to an industry-leading portfolio
- » A tiered program structure
- » Itron University for ongoing training and certification of our portfolio

- » Structured and collaborative business planning—all aimed at enabling your success
- » Increasing program benefits to recognize your achievements
- » Market development funds (MDF)
- » Itron Financial Services

### Program Governance

The Itron Engage program is governed by the Terms & Conditions available on the Partner Portal.

### Guiding Principles

Early on, we identified 5 important principals which were used to shape the program. These guiding principles define our accountability to ourselves and to you, our channel partners.



#### One Global Program

Single structure globally focusing on flexibility to adapt to partners business models.



#### Activate & Enable Partners

Itron University for channel partner certification, providing learning paths to help grow your business.



#### Ease of Doing Business

Better engagement with Itron through improved self-service & partner portal.



#### Partner Profitability & Success

Focus on initiatives driving mutually profitable behavior while ensuring customer success.



#### Drive Loyal Partnerships

Motivating partners to invest in the relationship one step at a time through MDF programs.

**ItronEngage™**  
SALES CHANNEL  
PARTNER PROGRAM

## Pillars of Success

We have structured our program around four key pillars to enable your success.



### Develop:

Through ongoing training and support, we are focused on developing your skills and your knowledge of the solutions across the Itron portfolio, positioning you as an expert—and helping you build a stronger brand, in partnership with Itron.



### Grow:

Through collaborative business planning, we are here to support your business strategies and help you build better practices and processes, enabling you to predictably grow your revenue and increase profitability.



### Transform:

Your customers' business is transforming, their needs are evolving and their operations are becoming increasingly complex. Our portfolio and learning paths will help you transform to meet the changing requirements of your customers.



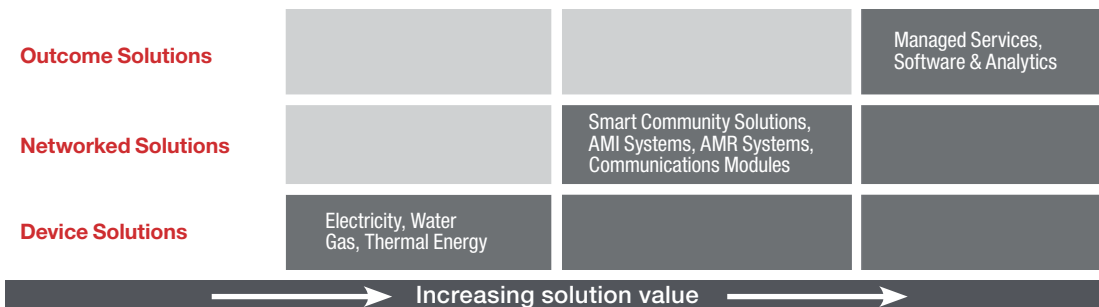
### Simplify:

We are simplifying every aspect of your journey with Itron. Our world class self-service partner portal provides you with comprehensive insight into your business with Itron. From e-Learning to co-branding to lead generation, Itron will make it easy for you to do business with us.

## TIERED PROGRAM, INCREASING BENEFITS AND OPPORTUNITIES

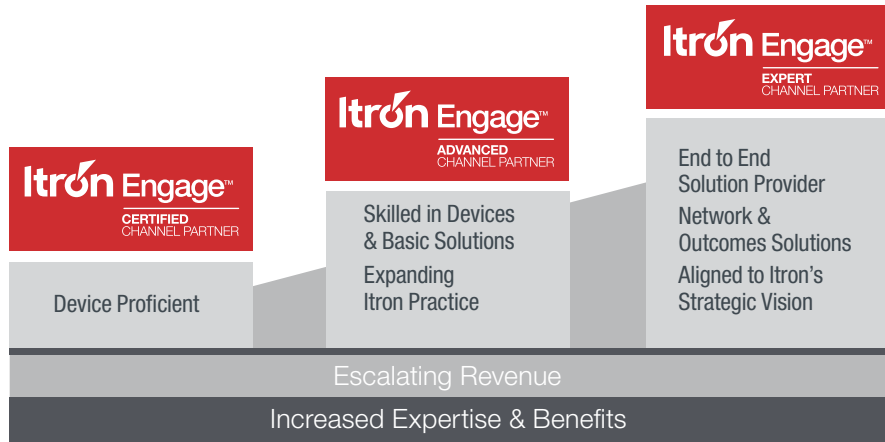
With decades of industry expertise and continuous investments in innovation, Itron has developed the industry's most comprehensive, secure and proven portfolio of devices, smart foundational networks, and software and services to deliver the right outcomes for utilities and cities.

As an Itron Engage partner, you are able to sell, deliver and support our products and solutions throughout your region (based on product/solution availability and applicability, which may vary). Please contact Itron or see your regional partner manager for details.



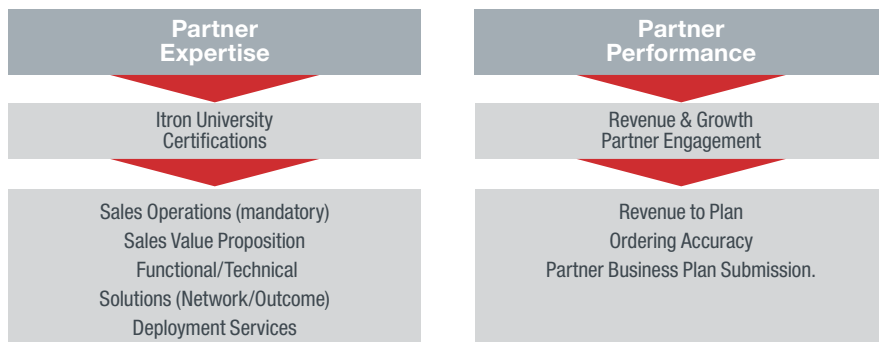
## Itron Engage Tiers

As an Itron sales channel partner, you have the flexibility to choose where to invest in order to grow your business with us. Itron Engage is designed to advance your tier status as you increase your commitments to Itron. Partners will progress through the program as they develop the ability to sell Itron's advanced network and outcomes solutions, and by exhibiting consistent revenue performance.



## Sales Channel Partner Program Scoring

Your tier is based on a scoring system that is applied on an annual basis as part of regular, periodic business planning reviews. Your score is based on your meeting established key performance indicators (KPIs), such as achieving certifications, revenue and growth targets. Your channel manager will explain the scoring system in more detail during your annual business planning cycle.



## Tiered Program Benefits

Itron Engage rewards you based upon your tier in the program. As your tier progresses, so do your benefits. Program benefits are designed to encourage profitable growth with the intention of helping you to promote your business, develop your expertise and attain better margins.

Benefit	Certified Partner	Advanced Partner	Expert Partner
Access to Itron Portfolio	•	•	•
Access to Online Training via Itron University	•	•	•
Access to Itron Partner Center	•	•	•
Partner Program Tier Logo Usage	•	•	•
Partner Discounts*	\$	\$\$	\$\$\$
Volume Discounts*	•	•	•
Access to Market Development Funds	\$	\$\$	\$\$\$
Marketing Support & Tools	•	•	•
Discount on Demo Units	•	•	•
Partner Locator	•	•	•
Access to Exclusive Promotions	•	•	•
Access to Orders and Services Requests	•	•	•
Deal Registration	•	•	•
Priority Access to Marketing Qualified Leads	•	•	•
Advisory Board Participation		•	•
Partner Showcase on Itron Website			•
Executive Engagement			•
Joint Press Release			•

*\*Partner and Product discounts are subject to specific requirements as communicated by Itron from time to time, including but not limited to product eligibility.*

## Itron Financial Services\*\*

Ever heard a customer say ‘we have no budget’ or ‘we have to wait until the next cycle’? If so, Itron has solutions to provide you with financial options for your customers’ funding needs. Whether it’s carrying inventory for your own business, supporting a customer on a tight budget or closing an important deal, we have a commercial finance program to assist you through the Itron Engage program.

Please contact your channel manager for more information.

*\*\*For North America, Europe, Middle East and Africa customers only*

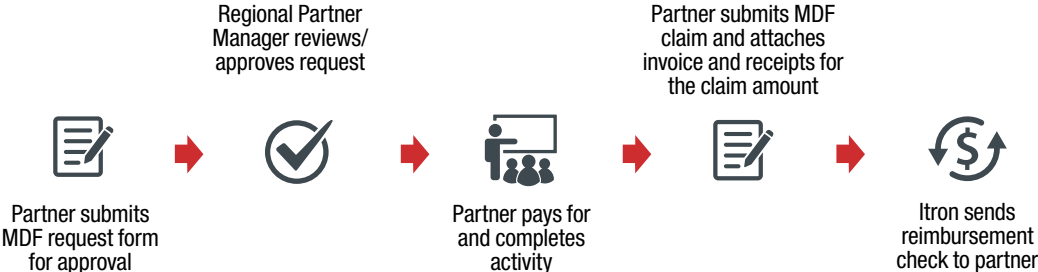




## Market Development Funds

Itron Engage provides an MDF program to help you promote Itron solutions and build your brand through joint marketing activities such as trade shows and other industry events. Market Development Funds can help differentiate your company and stand out from the competition. MDF is available for both promotional items and lead generation activities.

### MDF Reimbursement Process



## TRAINING AND CERTIFICATION



### Itron University

Itron University is the platform for sales channel partners to excel at becoming a subject matter expert on Itron products and solutions. Through a world class eLearning platform and select instructor-led training, you will have the opportunity to build your expertise across Itron's extensive portfolio—enabling you to grow your business with Itron and your customers. Working in conjunction with your partner manager, you will be assigned and complete training that aligns with your business plans and core business.

#### Itron University provides:

- » 250+ classes and growing
- » Product, solution and sales training and curricula
- » Video courses
- » eLearning courses
- » Instructor-led live training events

### Certifications

Certifications are an integral part of your tier status and you are required to be certified before selling and supporting Itron solutions. You will achieve certifications by completing assigned product and solution training, and by demonstrating expertise in the subject areas. All partners are required to be certified in Sales Operations with additional certifications required for the Device, Network and Outcome products and solutions sold. We also encourage you to expand your knowledge through continued training and certifications to achieve a higher tier status.



## RESOURCES

To help you through all aspects of the Itron Engage program—and support you every step of the way—we have several additional resources available to you.

## Itron Partner Center

All partners have access to the Itron Engage Partner Center. This portal is your entry point into Itron, providing you with access to product information, business documentation, training, promotions, sales tools and other useful resources to efficiently manage your business with Itron.

### Itron Partner Center

**Itron**    Sales - Training - Support - Solutions & Products - Marketing - Itron Engage Program - Resources -

## Itron Partner Center

<p>MDF</p> <p><a href="#">Request Funding</a></p> <p>Market Development Funds (MDF) Support lead generation and promotional activities.</p>	<p>Leads</p> <p><a href="#">Manage Leads</a></p> <p>Quick access to your Leads Dashboard. View Assigned and Fulfilled Leads. Update and Convert Leads.</p>	<p>Deal Registration</p> <p><a href="#">Register Deal</a></p> <p>One click to Register a New Deal.</p>	<p>Opportunities</p> <p><a href="#">View Dashboard</a></p> <p>View your Opportunity Dashboard with everything in one location. View Pending, Approved, Closed opportunities. Quick link for New Deal Registration.</p>
<p>Training</p> <p><a href="#">Learn More</a></p>	<p>Returns</p> <p><a href="#">Returns</a></p>	<p>Orders</p> <p><a href="#">Track Orders</a></p>	<p>Pricebook</p> <p><a href="#">View Pricebook</a></p>

## BECOMING AN ITRON ENGAGE SALES CHANNEL PARTNER

Interested in becoming a certified partner?

### New Itron Sales Channel Partners

- » Complete the online application form: [https://partner.itron.com/English/register\\_email.aspx](https://partner.itron.com/English/register_email.aspx)  
Itron approves applications based upon a variety of criteria. We will review your request and contact you for additional details, as required.
  - » Once a request is approved, you will enter an acceptance process where we will evaluate your business to ensure a mutually beneficial partnership.
- » Upon acceptance and execution of a signed partner agreement, you will have access to program benefits.
  - » You will work with a program manager to develop a business plan, which will establish the training, certifications, and KPI's you will need to achieve in order to obtain tier status.





To learn more visit **[itron.com](https://www.itron.com)**

**We create a more resourceful world**

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**Itron**

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