



## THE IOT PARTNER YOU AND YOUR CLIENTS NEED

We've worked with fleet managers, PaaS providers, telematics companies, connectivity providers, IoT security firms and more, going back to a time when IoT wasn't yet a phrase on anyone's lips.

**We believe that the future of things in general is tied to the Internet of Things in particular.** We know that opportunities to get into this ecosystem early still abound, but that such opportunities are by nature fleeting. As such, speed to market is critical – but **speed to market** courts disaster if it doesn't go hand-in-hand with **ready for market**.

Our ideal channel partners are B2B providers within the IoT ecosystem with customers of their own that are billed per-device or per-unit, and to whom they can offer our services as an additional creator of value through a variety of partner models. **These powerful partnerships truly ensure that channel partner customers have not only speed to market, but readiness for market as well – and have the potential to dramatically increase your customer's sales, thereby driving partner revenue gains along an upward curve.**

YOUR CUSTOMERS GET SPEED TO MARKET.  
ARE THEY READY FOR MARKET?

With years of experience in marketing strategies, creative and execution for IoT/M2M companies, ThreeTwelve understands the ecosystem better than almost any other agency – and growing IoT companies within that ecosystem is what we do.

# FLEXIBLE PARTNERSHIP MODELS TO SUIT YOUR NEEDS

Our Channel Partner Models are varied, and flexible enough to help both you and your customers realize your goals and vision.



## REFERRAL PROGRAM

Channel Partner contracts to refer customers needing our services.



ThreeTwelve pays monthly referral fee of business we close.



ThreeTwelve also contractually agrees to refer business to the partner when appropriate.



## RESELLER PROGRAM

Channel partner offers our services white-labeled as their own at an agreed-upon rate.



Channel partner can bundle with their other services and mark up as desired.



Project management can be handled by partner staff, or ThreeTwelve can provide a dedicated project manager that operates as partner staff.



## CO-SELLING PROGRAM

ThreeTwelve participates in the sales process with the channel partner.



Channel partner and ThreeTwelve able to offer complete, Ready for Market solutions via one contract.



ThreeTwelve bills channel partner for marketing portion of solution.

All of our partner programs are flexible – so regardless of which program you choose, ThreeTwelve will work with you to implement the channel partner solution you need.

**Enabling your customers to realize higher revenue for both themselves and for you is empowering for everyone, and a win for all.**

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## THREETWELVE

**Want to talk more about enabling growth through partnering with ThreeTwelve as your IoT-specialized marketing agency?**

Please contact principal partner David Dewhirst at (423) 680-7282 or via email at [david@threetwelvecreative.com](mailto:david@threetwelvecreative.com).